

STOPPING HAIR LOSS STARTS NOW! BOSLEY[®]Rx



START KEEPING WHAT'S YOURS.

BOSLEY **Rx**[®]



It's a lot easier
to keep, than
get back.

**9 OUT OF
10 MEN**

site hair loss as
a top personal
concern.



Hair loss
doesn't have
to get you down.

More people
suffer from it
than you may
realize.

We are here
to help you!

BosleyRx.com



Model.



DON'T IGNORE THE ISSUE.

BOSLEY[®]RX

25% of men begin losing
their hair before
age 21.

66% of men experience
hair loss by
age 35.

AM I BALDING?



HAIR LOSS STAGES



BosleyRx

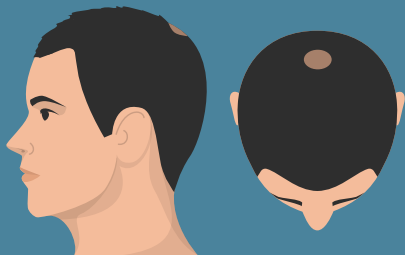


FAQs + TIPS



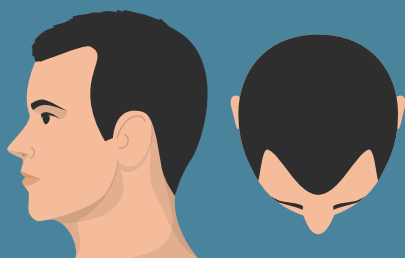
HOW CAN I TELL IF I AM REALLY STARTING TO BALD?

If male pattern baldness (MPB) runs in your family, keep an eye out of these common signs of hair loss.



HAIR LOSS AROUND THE CROWN.

Typically, one of the first signs of MPB is the least noticeable, with thinning on the crown of your head. If you can't examine the hair on the crown of your head on your own, ask someone you trust to give you an honest answer.



RECEDING HAIRLINE.

Your hairline may start to recede subtly. MPB can work backward from your hairline or temples to eventually cause partial or total baldness on the crown. If you are unsure about whether your hairline has changed, compare your current hairline to a photo of yourself from the past.



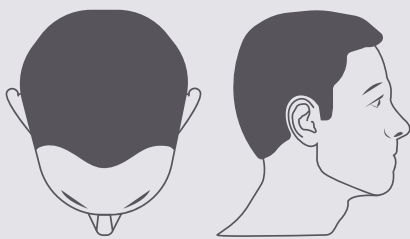
REDUCED HAIR DENSITY.

Even if you don't lose a section of hair entirely, thinning often begins at the crown and the hairline. Be on the lookout for less hair on the top of your head as well as a noticeable change in texture. Finer, miniaturized hairs are usually noticeable throughout the affected area.

WHAT STAGE IS YOUR HAIR LOSS?

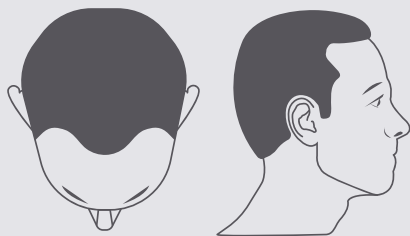
Knowing what stage your hair loss is at can help as you research your hair loss treatment options.

EARLY STAGE HAIR LOSS



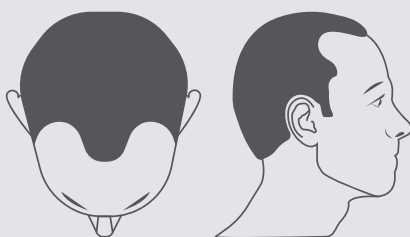
STAGE 1

A head of hair with no visible hair loss.



STAGE 2

Characterized by the beginning of a receding hairline and a "widow's peak" on the forehead.



STAGE 3

Patients exhibit a more significant decline in hair above the temples as well as hair receding from the forehead. Hair loss is also starting to become significant on the crown.

Hair loss starts earlier than you think.

It can occur as early as the late teens or early 20s.

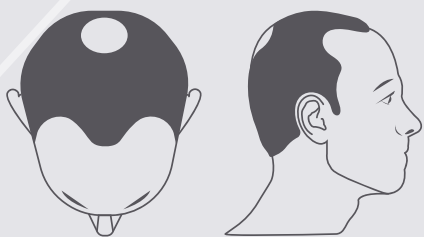
BosleyRx helps you keep as much of your hair as possible. Start now.

BosleyRx.com



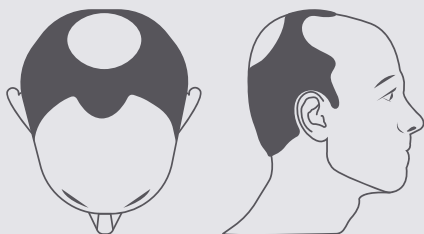
WHAT STAGE IS YOUR HAIR LOSS?

ADVANCED STAGE HAIR LOSS



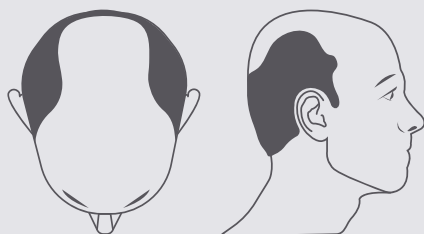
STAGE 4

Hair loss may become more noticeable on the crown, there may be significant hair loss above the temples and/or front anterior areas.



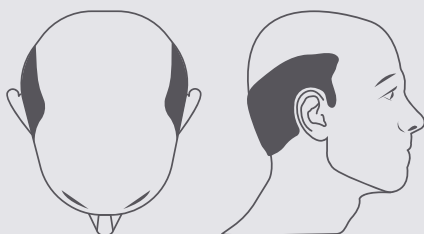
STAGE 5

Hair loss approaches significant levels, with most hair loss occurring on the vertex and crown.



STAGE 6

Major hair loss is visible. There is still areas with donor hair available for the option of hair transplantation.



STAGE 7

The most significant loss of hair. There may be sufficient areas with donor hair available for the option of hair transplantation; however, results may be limited.

There are options for more advanced hair loss. Bosley, America's #1 Hair Restoration Experts®, has options for hair restoration and retention for more advanced hair loss.

Restoration Options



BOSLEY

HELP STOP HAIR LOSS NOW.

- > Simple hair loss solutions that are delivered right to your doorstep.
- > Prescription meds, proven to treat hair loss.
- > No doctor's office visit is required.
- > Help stop hair loss from wherever you are!

BosleyRx.com



50 MILLION
people in the US are
affected by hair loss.



HOW CAN BosleyRx HELP?

SCIENTIFICALLY PROVEN

FDA approved prescription solutions from the trusted leaders in hair restoration.

FAST AND CONVENIENT

Get proven prescription meds and specially formulated topicals delivered right to your doorstep with no doctor's office visit required.

TRUSTED BY MILLIONS

America's #1 Hair Restoration Experts®. With over 45 years of experience, Bosley is the name you can trust in hair loss solutions.

BosleyRx.com



Hair loss starts
earlier than
you think.

Pending medical professional approval after an online consultation.
Model.



THE FULL PACKAGE

The earlier you start treatment,
the more effective it can be.

- > Prescription finasteride
- > DHT-rinsing shampoo
- > Scalp-stimulating follicle energizer
- > Minoxidil topical treatment



Pending medical professional approval after an online consultation.

BosleyRx.com



FINASTERIDE

SCIENTIFICALLY PROVEN RESULTS

Finasteride (generic for Propecia[†]) is an FDA approved prescription medication that treats male pattern baldness at the crown and mid-scalp. The only area finasteride does not treat are the temples. By preventing testosterone from converting into DHT it averts the shrinking that leads to hair fallout.

MINOXIDIL

COVER ALL YOUR BASES

The key ingredient in Bosley's Hair Regrowth Treatment, is clinically proven to regrow hair and slow down hair loss on the crown. This FDA approved leave-in treatment reactivates hair follicles to simulate hair growth, fight hair loss and achieve thicker, fuller-looking hair.



[†]Propecia is a registered trademark of MERCK & CO.
Pending medical professional approval after an online consultation.



FOLLICLE ENERGIZER

FOR HEALTHY HAIR AND SCALP

BosleyMD's Follicle Energizer features biotin and caffeine and is an advanced, intensive leave-in treatment serum that helps support healthy hair function in areas of thinning. Botanical extracts help protect and strengthen for thicker, fuller-looking hair.

BosRevive SHAMPOO

MADE FOR THINNING HAIR

BosRevive Nourishing Shampoo is a sulfate-free shampoo that helps control the amount of the follicle-shrinking hormone, DHT, while cleansing your hair and scalp. Our formula combines natural ingredients known to help reduce scalp inflammation, increase circulation and strengthen the hair, to promote healthy looking hair.



GET STARTED.

1. Go to BosleyRx.com.
2. Pick your FDA approved Rx option (1, 2, or 3).
3. Complete a short questionnaire and upload a selfie hairline photo.
4. Upon approval, your order will be shipped directly to you!

GET STARTED
RIGHT FROM YOUR
PHONE!

BosleyRx.com



HAIR LOSS FAQs + TIPS

IS THERE A WAY TO MAKE MY HAIR THICKER?^[1]

Hair thickness, like color and the amount of follicles on your head, is predetermined by genetics.

For many men, as they age, their hair thins over time, in fact, this is the gradual process of hair loss, also known as follicle miniaturization.

External causes, like toxins and damage from heat and coloring, may also cause hair too thin.



TIP! Try hair care products with ingredients such as, minoxidil, biotin or saw palmetto to fortify follicles and promote thicker-looking hair.

[BosleyRx](https://www.bosleyrx.com) offers hair loss treatments to help thinning hair and nourish, volumize and thicken hair such as, Hair Regrowth Treatment with 5% minoxidil, BosRe-vive shampoo with saw palmetto and pumpkin seed extract, and Follicle Energizer with biotin and caffeine.

WHAT CAUSES BALD SPOTS?^[2]

Dihydrotestosterone, or DHT, is the cause of most bald spots. All men produce DHT. In fact, 10% of the testosterone in your body will be converted into DHT.

Some individuals' hair follicles are genetically susceptible to DHT, meaning the follicle will shrink and weaken when exposed to DHT.

DHT causes micronization of scalp hair follicles, resulting in androgenetic alopecia (commonly called male pattern baldness) the most common form of hair loss.



TIP! Try finasteride.

[Finasteride](#) is an FDA approved prescription medication that treats MPB at the crown and mid-scalp. The only area finasteride does not treat are the temples. By preventing testosterone from converting into DHT it averts the shrinking that leads to hair fallout. After a few months of regular use you'll notice thicker hair and reduced hair loss.

Finasteride requires a medical perscription.

CAN STRESS CAUSE HAIR LOSS?^[3]

Studies show that stress and high levels of anxiety are correlated with hair thinning, slower hair growth, and bald spots.

Stress can halt your body's production of new hair strands, leaving hair follicles in a state referred to as a "resting phase."

Normally, 90% of a person's hair follicles are growing, 5% are resting, and 5% are shedding. Severe stress, can cause shedding to jump up to 50%, making the hair follicles more prone to falling out during brushing, washing, or touching your hair.



TIP! Proactively manage your stress to help decrease hair shedding.

Daily exercise, eating a well-balanced diet, and establishing clear work-life boundaries are useful starting steps. Taking a few minutes out of your day to simply breathe and let yourself de-stress can be very helpful as well.

CAN VITAMINS CAUSE HAIR LOSS?^[4]

While the recommended daily value of vitamins can help slow down hair loss, too much of certain nutrients can cause issues.

Vitamin A for example, is one vitamin that has been linked to hair loss when excessive amounts are consumed, it can lead to toxicity, and one symptom of that is hair loss.

The recommended dietary allowance, for vitamin A is 900 mcg for adult men.

When taken within recommended values it's actually good for hair growth and aids in the reproduction of cells.



TIP! Hair needs a balanced amount of certain nutrients in order to stay strong.

If you have started noticing hair loss and or thinning, keep an eye on: excessive vitamin A intake, protein deficiency, anemia (iron deficiency), and Vitamin B deficiency can all lead to hair loss. Vitamins that are good for your hair are biotin, iron, vitamin C & D, and zinc.^[5]

IS IT NORMAL TO SEE HAIR LOSS IN THE SHOWER?^[6]

Some amount of hair loss while showering is normal. 5% of a person's hair follicles are in the resting phase, and 5% are in the shedding phase, meaning it's ready to fall out naturally so new hair can replace it.



TIP! Showering DOs and DON'Ts.

- Avoid excessively hot water. This can cause pain, skin redness, and dry out your hair and scalp resulting in brittle hair that is more prone to breakage.
- Don't shampoo your hair too frequently. This can cause dry, frizzy hair due to the natural oils being stripped away.
- If you have longer hair, brushing or combing wet hair should be minimized. Water weakens hair bonds, causing strands to snap and break more easily when brushed. Try starting at the bottom and slowly work your way up after tangles, and knots are removed with a wide tooth comb or detangling brush.

Tips and FAQs are not medical advice. Always consult your physician with any questions you may have regarding a medical condition, procedure, treatment, prescription medication, over-the-counter drug, vitamin, supplement, or herbal alternative.

[1] Source: www.bosley.com/blog/is-there-a-way-to-make-my-hair-thicker. [2] Source: www.bosley.com/blog/category/dht.

[3] Source: www.bosley.com/blog/the-connection-between-stress-hair-loss-what-you-should-know.

[4] Source: www.bosley.com/blog/can-vitamins-cause-hair-loss. [5] Source: www.webmd.com.

[6] www.bosley.com/blog/can-hot-showers-cause-hair-loss.

YOUR HAIR IS A LOT EASIER TO KEEP, THAN GET BACK.

Start keeping what's yours.



BosleyRx.com



BOSLEY **RX**[®]



BosleyRx patient. Results may vary.

"It was pretty easy to sign up for BosleyRx. The website walks you through step by step. Having the products delivered to my door made this super easy."

"Before BosleyRx my hair felt thin and stringy. Now it looks fuller. Reversing my hair loss definitely makes me feel more confident. Hair loss is such a blow to a man's self-esteem, getting my hair back means I don't have to be self-conscious anymore." - Mike M.



BosleyRx patient. Results may vary.

"It was incredibly easy to sign up for BosleyRx, only took a few minutes. Since using BosleyRx, I've been able to style my hair the way I want. My friends were shocked that it was actually working."

"I was getting very depressed about losing my hair. I feel more confident about dating and my acting career now. I would recommend this to anyone who is losing their hair. The process was super easy." - Jason B.



BosleyRx patient. Results may vary.

"I didn't think it could be so easy to start reversing my hair loss. I started noticing results after 2 months! After about 3 months friends and family started noticing as my hair filled in more on the sides and top of my head.

I feel more confident. I love being able to style my hair again. It is so easy and effective!" - Cameron P.

ADDITIONAL HAIR RESTORATION OPTIONS

www.Bosley.com



NON-SURGICAL



BEFORE 6 MONTHS
Bosley Revitalizer laser therapy + Minoxidil foam patient. Results may vary.



BOSLEY® LOW-LEVEL LASER THERAPY REVITALIZER CAP

An at-home, non-surgical technology clinically proven to help stimulate cellular activity and blood circulation to promote hair growth.

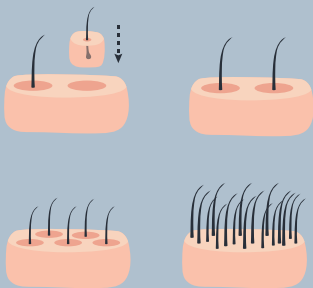


Actual Bosley SMP patient. Actual results may vary.

BOSLEY'S SCALP MICROPIGMENTATION (SMP)

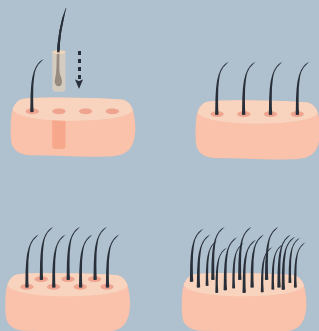
A non-surgical, innovative solution that gives the appearance of thicker, fuller hair with instant results.

PERMANENT



BOSLEY'S FOLLICULAR UNIT TRANSPLANT (FUT)

Simple, one-day outpatient hair transplant procedure, that restores the hair in your thinning areas and hairline.



BOSLEY'S FOLLICULAR UNIT EXTRACTION (FUE)

Minimally invasive outpatient hair transplant procedure that is completed in one day. No linear scar. Minimal recovery time.

READY? LET'S GO!

BOSLEY **Rx**[®]

**GET STARTED RIGHT NOW,
RIGHT FROM YOUR PHONE!**

BosleyRx.com



BOSLEY[®]

America's #1 Hair Restoration Experts[®]

**SCHEDULE YOUR FREE
PERSONALIZED CONSULTATION
with a Bosley hair restoration specialist!**

www.Bosley.com

