

BOSLEY^{MD}

Why BosleyMD?

BosleyMD is the global thinning hair authority, empowering women and men with the most comprehensive hair growth solutions.



Types of Hair Loss



Androgenetic Alopecia



Post-partum



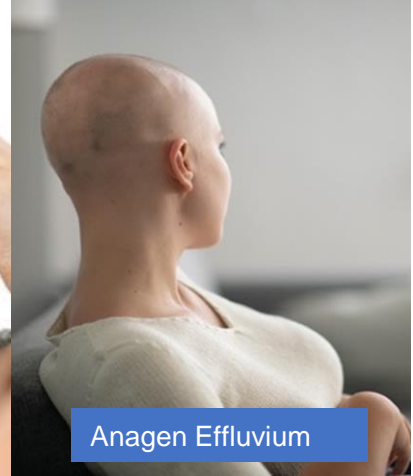
Covid & Stress



PCOS



Telogen Effluvium



Anagen Effluvium

- ✓ Androgenetic Alopecia
- ✓ Post-partum
- ✓ Covid Shedding
- ✓ "TE" Telogen Eluvium - stress hair loss
- ✓ Alopecia Areata
- ✓ PCOS
- ✓ Anagen Effluvium
- ✓ Breakage
- ✓ Trichotillomania

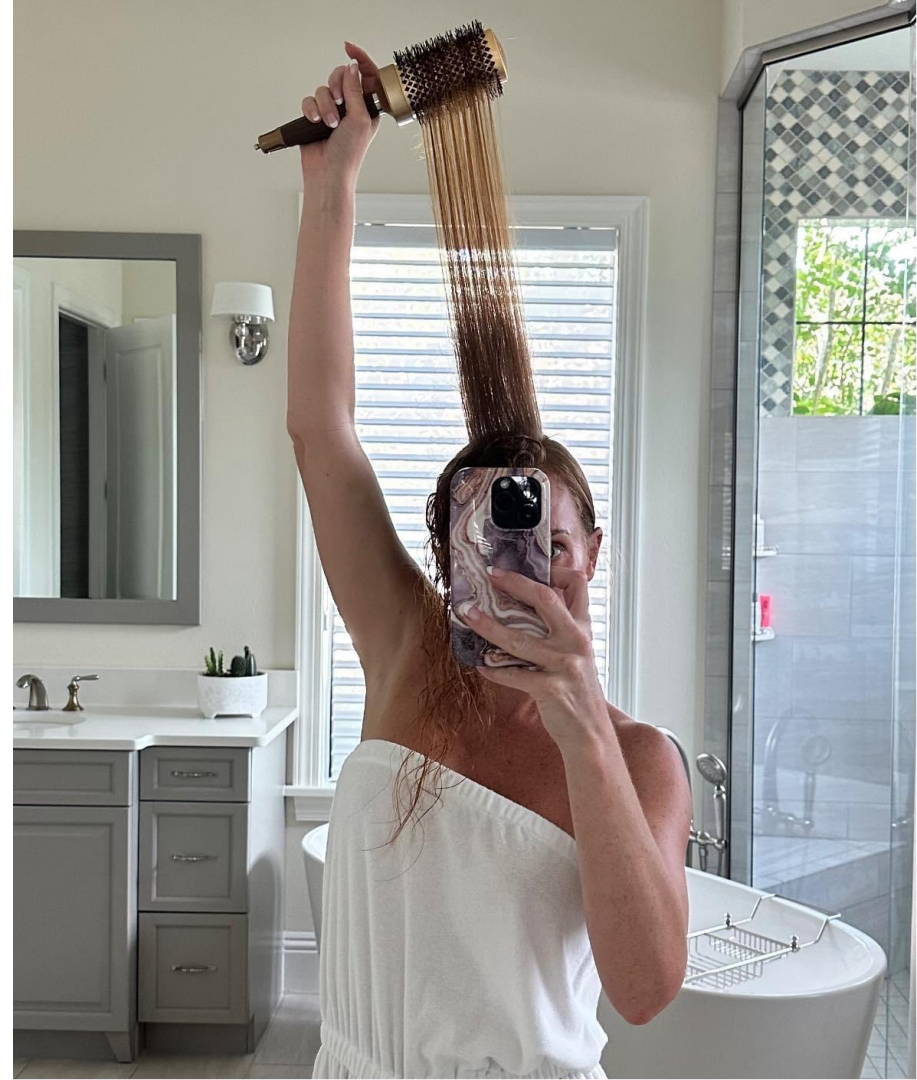
Genetic Thinning





Stress and Hair Loss

COVID Hair Loss



Shedding



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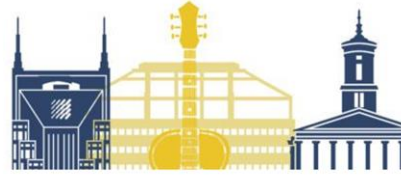
2024 Technology

...offering the most innovative hair growth solutions



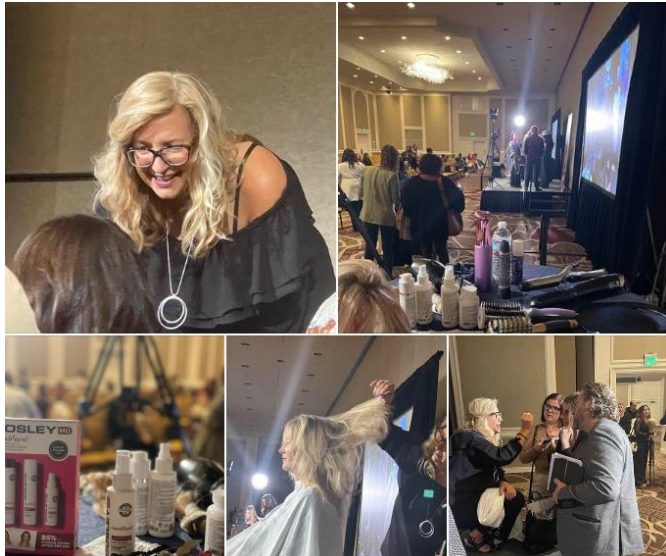


**HAIR
NOW 23**
THE AMERICAN HAIR LOSS COUNCIL
ANNUAL CONFERENCE



**AMERICAN
HAIR LOSS
COUNCIL**

BosleyMD Innovation...reaction on the world's largest stage for hair regrowth



BOSLEY[®]MD

GIVE THINNING HAIR
THE FINGER.

BOSLEY[®]MD
Revive+
HAIR DENSIFYING FOAM



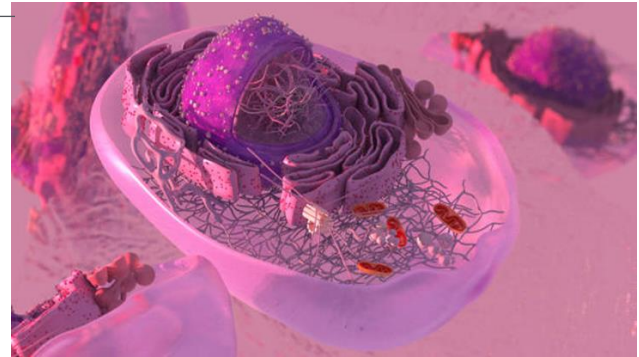
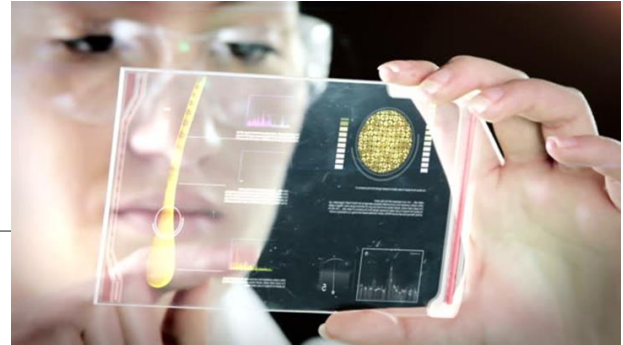
**BREAKTHROUGH TECHNOLOGY
WORKS FASTER THAN MINOXIDIL!**



NEW! CREATED WITH AI TECHNOLOGY

AI processed millions of compounds, identifying the **exact molecule needed to improve mitochondrial function**. The compound identified is a proprietary and is soon to be released.

Mitochondrial function is only improved by nano encapsulating delivered by this proprietary compound!



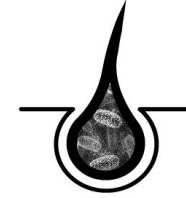
Bosley Doctors and Yuva Biosciences have co-created the 1st ever hair thinning solution formulated using Artificial Intelligence.

AI processed thousands of compounds to find Y100, the exact molecule needed to **improve mitochondrial function** and **target the root cause of hair loss**.

Y100TM Compound:

- ✓ 100% drug-free
- ✓ Extends hair growth cycle
- ✓ Prevents hair thinning

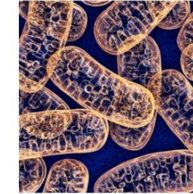
1
Each hair follicle contains thousands of **mitochondria that create energy**



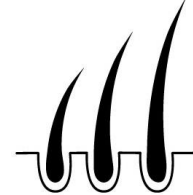
2
Energy in the hair follicle is what **powers hair growth**



3
Y100TM **increases the number of healthy mitochondria** creating more energy



4
When hair follicles have more energy, the **hair growth cycle is extended**



BOSLEY^{MD}

83% SAW HAIR REGROWTH

DAY
45

91% SAW HAIR REGROWTH

DAY
90

CLINICALLY PROVEN PERFORMANCE

DAY 0



DAY 45



DAY 0



DAY 45



Consumer study details: 35 participants that are clinically diagnosed with either Androgenetic Alopecia (AGA) or Telogen Effluvium (TE).

CLINICALLY PROVEN

DAY 0



83% SAW THICKER,
FULLER HAIR

77% SAW NEW HAIR
GROWTH

83% SAW HAIR
REGROWTH

83% SAW LESS HAIR
SHEDDING

**AFTER 45
DAYS**

DAY 0



DAY 45



Consumer study details: 35 participants that are clinically diagnosed with either Androgenetic Alopecia (AGA) or Telogen Effluvium (TE).

BOSLEY MD



BOSLEY MD

Revive+

DENSIFYING* FOAM

FOR WOMEN + MEN

WHAT IT IS:

The first ever hair thinning solution using Artificial Intelligence. Revive+ Hair Densifying Foam was co-created by Bosley Doctors and Yuva Biosciences. AI Processed thousands of compounds to identify the exact molecule needed to support healthy mitochondria.

SUITED FOR:

Women & men experiencing hair loss due to:

- ✓ Androgenetic Alopecia
- ✓ Hormone Imbalance
- ✓ Stress or Weight Loss

ASSORTMENT:

Mens + Womens



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*Results are taken from a perception study of 35 women using this treatment for 90 days. Results were documented at both the 45- and 90-day mark. Mitochondria play a crucial role in influencing hair growth, and this effect is consistent across all genders, meaning that similar outcomes can be observed in both men and women.

**Powered by Z-pods

†This statement has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat or prevent any disease.



83% THICKER, FULLER HAIR

SAW IN 45 DAYS

WHAT IT DOES:

Proprietary Y100™ Compound:



TARGETS HAIR FOLLICLES

Targets dormant follicles and strengthens active follicles to extend the hair growth cycle.†



SUPPORTS HEALTHY MITOCHONDRIA

Supports healthy mitochondria to target the root cause of hair thinning.†



SUPERIOR SUSTAINED DELIVERY**

Encapsulated for precise delivery to the follicles and sustained release up to 24 hours.

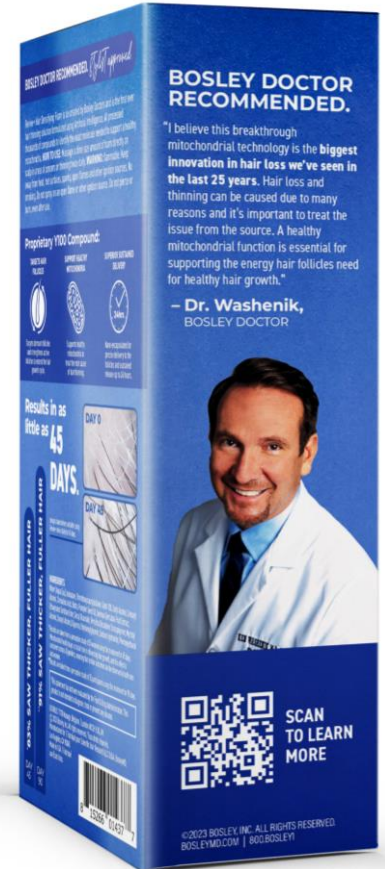
BOSLEY[®]MD

*Experiencing hair loss as a woman can be emotional and greatly impact your confidence. I love seeing my patients get their confidence back! I believe this breakthrough technology is the **biggest innovation in hair loss we've seen in the last 25 years.***

-Dr. Phipps



DOCTOR RECOMMENDED



Revive+ Hair Density Foam uses breakthrough mitochondrial technology to reenergize hair follicles to extend the hair growth cycle for **thicker, fuller-looking hair in as little as 45 days.**

SUITED FOR: Women & men experiencing hair loss due to:

- ✓ Androgenetic Alopecia
- ✓ Hormone Imbalance
- ✓ Stress or Weight Loss

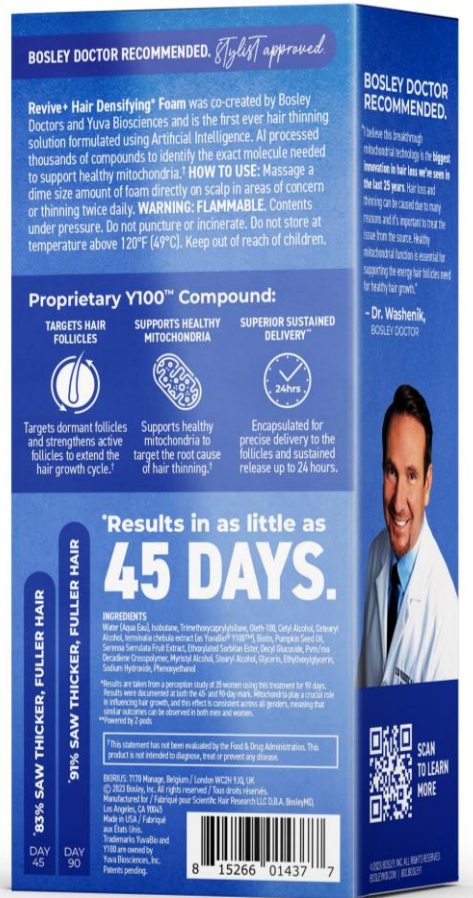
HOW TO USE: Easy-to-use foam application allows for precise delivery. Apply foam treatment twice daily in areas of concern or thinning.

ASSORTMENT:

- Revive+ Density Foam for Men – 1ct
 - Two-month supply
- Revive+ Density Foam for Woman – 1ct
 - Two-month supply



BOSLEY MD[®]



PACKAGING

Densifying Foam For Men

Key Ingredient: **Proprietary Y100™ Compound** is a 100% botanical compound sourced from the Amla plant that enhances mitochondrial function, delivering increased energy to your hair follicles and effectively extending the natural hair growth cycle.

- Other Ingredients:
- ✓ **Biotin** contributes to the overall strength and resilience of hair
 - ✓ **Saw Palmetto and Pumpkin Seed Extract** inhibit DHT, the hormone linked to hair loss

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PACKAGING

Densifying Foam For Women

Key Ingredient: **Proprietary Y100™ Compound** is a 100% botanical compound sourced from the Amla plant that enhances mitochondrial function, delivering increased energy to your hair follicles and effectively extending the natural hair growth cycle.

Other Ingredients:

- ✓ **Biotin** contributes to the overall strength and resilience of hair
- ✓ **Hyaluronic Acid** improves moisture retention, making the hair strands and scalp feel more moisturized.
- ✓ **Shatavari** is believed to have anti-inflammatory properties that benefit the scalp

Traditional Regrowth Treatments

No results or adverse effects can be seen prior to day 90

Negative side effects: acne, burning, facial hair growth, inflammation

Risks when using OTC drug

Cannot use when pregnant or breastfeeding

International Limitations (regulatory)

New AI Technology



Results after 45 days



Reactivates dormant hair follicles



Strengthens existing hair follicles



No adverse effects such as irritated scalp



100% drug-free with AI technology

SUPERIOR PERFORMANCE

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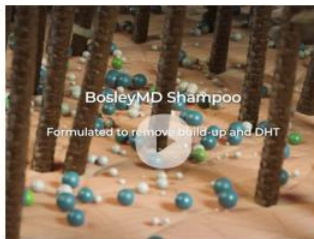
TV ADVERTISING (13M IMPRESSIONS)

- FEATURED IN BOSLEY TV ADS AT LAUNCH
- LOCAL & NATIONAL TV PLACEMENTS



PAID SOCIAL

- TECHNOLOGY ANIMATIONS, TESTIMONIALS



INFLUENCER AND OWNED SOCIAL MEDIA

- 100 INFLUENCERS AT LAUNCH, 4M IMPRESSIONS!
- UGC, MESSAGES FROM DOCTORS, RESULTS FOCUSED CONTENT ON SOCIAL PAGES



117M IMPRESSIONS IN FIRST 4 MONTHS

QVC PARTNERSHIP (100M IMPRESSIONS)

- WORLD EXCLUSIVE LAUNCH



PRESS

- PARTNERING WITH TLC'S DR. PHIPPS, BOSLEY DOCTOR
- UTILIZE EXPERTS FOR PRESS OUTREACH AND PLACEMENTS



REVIVE+ LAUNCH SUPPORT



Give Thinning Hair the Finger.

- PROTECT AGAINST HAIR LOSS.
- BOOST HAIR GROWTH.
- ENERGIZE HAIR FOLLICLES.



Results 2Xs faster



*Images taken before and after using Revive™ Two-Month Supply for 45 days. When using Revive™, results can be expected at day 90.

83% SAW THICKER, FULLER HAIR
DAY 45

91% SAW THICKER, FULLER HAIR
DAY 90

FORMULATED WITH 100% botanical, science-backed ingredients



Y100 COMPOUND MOLECULE FOUND IN AMLA PLANT TO IMPROVE MITOCHONDRIAL FUNCTION



BIOTIN ADDS STRENGTH AND RESILIENCE TO STRANDS



HYALURONIC ACID IMPROVES MOISTURE RETENTION



BOSLEY DOCTOR RECOMMENDED.

"Experiencing hair loss as a woman can be emotional and greatly impact your confidence. I love seeing my patients get their confidence back! I believe this breakthrough technology is the **biggest innovation in hair loss we've seen in the last 25 years.**"

– Dr. Phipps,
BOSLEY DOCTOR





Give Hair Loss The Finger.

- PROTECT AGAINST HAIR LOSS.
- BOOST HAIR GROWTH.
- ENERGIZE HAIR FOLLICLES.

Results 2Xs faster

DAY 0

DAY 45

*Images taken before and after using Revive+ twice daily for 45 days. When using microscop, results can be expected at day 90.

83% SAW THICKER, FULLER HAIR

91% SAW THICKER, FULLER HAIR

DAY 45
DAY 90

FORMULATED WITH 100% botanical, science-backed ingredients

- Y100 COMPOUND** MOLECULE FOUND IN AMLA PLANT TO IMPROVE MITOCHONDRIAL FUNCTION
- BIOTIN** ADDS STRENGTH AND RESILIENCE TO STRANDS
- HYALURONIC ACID** IMPROVES MOISTURE RETENTION

Mitochondria create energy that fuel hair growth.

Proprietary Y100™ Compound improves mitochondrial function creating more energy to **extend the hair growth cycle.**

BOSLEY DOCTOR RECOMMENDED.

"I believe this breakthrough mitochondrial technology is one of the **biggest innovations in hair loss we've seen in the last 25 years.** Hair loss and thinning can be caused due to many reasons and it's important to treat the issue from the source. Healthy mitochondrial function is essential for supporting the energy hair follicles need for healthy hair growth."

– Dr. Washenik,
BOSLEY DOCTOR

BOSLEY MD Revive+ HAIR DENSIFYING FOAM

CREATED WITH AI TECHNOLOGY

Get thicker, fuller-looking hair in as little as 45 days with this breakthrough mitochondrial technology that reenergize hair follicles to extend the hair growth cycle and prevent thinning.

In a clinical study, after 45 days using Revive+ 83% saw thicker, fuller hair
77% noticed NEW hair growth
77% experienced less hair shedding

SUITED FOR: Men experiencing hair loss due to:
Androgenetic Alopecia
Hormone Imbalance
Stress or Weight Loss

HOW TO USE: Easy-to-use foam application allows for precise delivery. Apply foam treatment twice daily in areas of concern or thinning.

Revive+ Densifying Foam, 1-Month Supply, \$40 MSRP



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BOSLEY MD Revive+ HAIR DENSIFYING FOAM

CREATED WITH AI TECHNOLOGY

Get thicker, fuller-looking hair in as little as 45 days with this breakthrough mitochondrial technology that reenergize hair follicles to extend the hair growth cycle and prevent thinning.

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77% noticed NEW hair growth
77% experienced less hair shedding

SUITED FOR: Women experiencing hair loss due to:
Androgenetic Alopecia
Hormone Imbalance
Stress or Weight Loss

HOW TO USE: Easy-to-use foam application allows for precise delivery. Apply foam treatment twice daily in areas of concern or thinning.

Revive+ Densifying Foam, 1-Month Supply, \$40 MSRP



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BOSLEY MD Revive+ HAIR DENSIFYING FOAM

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77% noticed NEW hair growth
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SUITED FOR: Women & men experiencing hair loss due to:
Androgenetic Alopecia
Hormone Imbalance
Stress or Weight Loss

HOW TO USE: Easy-to-use foam application allows for precise delivery. Apply foam treatment twice daily in areas of concern or thinning.

Revive+ Densifying Foam, 1-Month Supply, \$40 MSRP



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Printable Poster(s):

<https://www.dropbox.com/scl/fo/qaxjfr36n8veyhniqf4u/h?rlkey=999qgivf5bpsxv606e8ncp2hy&dl=0>

GIVE THINNING HAIR THE FINGER.

BOSLEY MD
Revive+
 HAIR DENSIFYING FOAM

83% SAW HAIR REGROWTH IN 45 DAYS

DAY 0

DAY 45

*Based on hair fiber count and length of 8 women only who treated for 45 days. Results were determined at Day 0 and Day 45. Microscopic hair counts are following hair growth, which allows a scientist with a digital microscope to take accurate photos determined in both top and bottom.

SCAN TO LEARN MORE

BOSLEY MD The latest innovation in hair growth solution created using AI technology.

NEW! REVIVE+
 HAIR DENSIFYING FOAM

DAY 0 DAY 45

DAY 0 DAY 45

83% SAW HAIR REGROWTH IN 45 DAYS

91% SAW HAIR REGROWTH IN 90 DAYS

DOCTOR RECOMMENDED

"Experiencing hair loss as a woman can be emotional and greatly impact your confidence. I now seeing my hairline get thicker, confidence boost! Believe it or not through our knowledge in the BIGGEST KNOWLEDGE in hair loss we've seen in the last 25 years."

- Dr. Phipps

A CLINICALLY PROVEN BREAKTHROUGH IN ADVANCED MITOCHONDRIAL TECHNOLOGY

REVIVE+ Videos:

<https://www.dropbox.com/scl/fo/5dvhe80es2y26x5ehez0o/h?rlkey=8vx6rlyqoakyh9g3u22hqtfiu&dl=0>



BOSLEY^{MD}

Hair Growth Solutions

FOR WOMEN AND MEN

mendtend™
STRENGTHEN TO PREVENT
 BREAKAGE & PROMOTE GROWTH



100% SAW LONGER, FULL-LOOKING HAIR
 100% SAW STRONGER STRANDS
 79% NOTICED HAIR GROWING FASTER THAN USUAL

STRENGTHEN

RESTORE

FOR
 THICKER,
 FULLER
 HAIR

SUPPORT

REGROW

RESTORE VISIBLY THINNING HAIR
 REVIVE VOLUMIZING SYSTEM

DHT-3 Blockers Complex of **Saw Palmetto, Pumpkin Seed**
 and **Rosemary Extracts** inhibits DHT and promotes growth



90% SAW MORE VOLUME
 83% SAW THICKER, FULLER HAIR
 73% SAW HAIR REGROWTH

SUPPORT HEALTHY HAIR

Follicle Energizer contains Apple Stem Cell & Caffeine to stimulate the follicle. Healthy Hair Supplements for women & men contain Biotin, Niacin & Zinc to support healthy hair growth. DHT Blocking Supplements contain 7 natural DHT inhibiting ingredients to combat hair loss. Mendtend Jelly supplements contain key nutrients that strengthen strands and promote growth.



CLINICALLY
 PROVEN TO
REGROW HAIR

FDA approved
 minoxidil solutions
 for women & men



BOSLEY MD



THE MOST COMPREHENSIVE **HAIR GROWTH SOLUTIONS**

for women and men

- ✓ Doctor Recommended
- ✓ Stylist Approved
- ✓ 30-Day Guarantee
- ✓ Clinically Proven & Lab Tested
- ✓ Non-drug Botanical Solutions

POINTS OF DIFFERENTIATION



BOSLEY MD[®]



Best Shampoo



ELLE

1

BEST OVERALL

BosleyMD BosRevive Nourishing Shampoo



BOSLEY SHAMPOOS ARE #1

InStyle

Shampoo Gives You the Hair of a 20 Year Old

The "miracle shampoo" is 15 percent off.

By [Rachel Nassbaum](#) | Published on January 12, 2021 @ 10:00PM



Forbes

VETTED

MOST POPULAR

Protects and Volumizes



BYRDIE

The Best Hair Loss Treatments of 2023



marie claire

The 30 Best Hair Growth Shampoos of 2023, According to Experts

Rapunzel hair, coming right up.



TV & PRESS

CBS AUSTIN

Check out these picks from Sicker Than Average to help you keep resolution goals on track

BOSLEY MD

BOSLEY MD **HAIR CARE** **HAIR GROWTH** **HAIR SUPPLEMENTS**

SICKERTHANAVG | SICKERTHANAVG.COM

11 - If you're on the road to a new year, new you, **Sick Than Average** is here to help! From January habits to beauty routines, lifestyle goals, and our brand, **Cara Sun** (aka, **Sick**) has with some products to help us all achieve those 2024 goals.

Beautify **TIPS** by KISS

15 Winter Hair Problems – Solved

15 - Hair Problem: Thinning Hair
Solution: A hair supplement: **Bosley MD Color Safe Hair Care**

BOSLEY MD **HAIR CARE** **HAIR GROWTH** **HAIR SUPPLEMENTS**

GMA

'GMA' Deals & Steals for winter skin

BosleyMD Hair Care
\$17.99 to \$22.99 (Free shipping) 10% off
Hair Care - Winter Hair Care

Bosley MD's **Color Safe Hair Care** is the perfect solution for winter hair care. It's formulated with natural botanicals and essential oils to protect your hair from the harsh effects of winter weather. The **Color Safe Hair Care** is the perfect solution for winter hair care. It's formulated with natural botanicals and essential oils to protect your hair from the harsh effects of winter weather. The **Color Safe Hair Care** is the perfect solution for winter hair care. It's formulated with natural botanicals and essential oils to protect your hair from the harsh effects of winter weather.

[Shop Now](#)

BAZAAR

11 Silk Pillowcases For Your Best Beauty Rest Yet

Why makes silk pillowcases better than satin for hair and skin?

You might ask, can I just go for satin since it's cheaper? While we're not against satin pillowcases, experts note that using silk material is ideal. "Silk is hypoallergenic and has absorbency which helps to prevent the trapping of oil or bacteria in the pillowcase," explains Gretchen Fricker, Bosley MD trichologist. "It also helps retain moisture in the skin which benefits your complexion as well." "Satin refers to a type of weave, not necessarily a singular fabric," adds Kline. "Silk pillowcases are smooth, but are a blend of rayon, nylon, and other fabrics, and so don't share all the properties or benefits of a silk pillowcase."

January 17, 2024

BYRDIE

11 Best Shampoos for Men to Stop Thinning Hair & Encourage Voluminous Growth

Best for Color-Treated Hair: Bosley MD Color Safe Nourishing Shampoo

Now you don't have to pick between protecting color and thickening strands with this shampoo for color-treated hair. The formula from thinning hair experts at Bosley MD is packed with DHT-blocking pumpkin seed extract and saw palmetto, soothing [rosemary extract](#), and anti-inflammatory panthenol.^{[1][2][3]} It helps reduce scalp inflammation, increase circulation, and strengthen the hair to promote healthy hair growth.

We love that the shampoo also removes product build-up from the scalp while keeping your mane healthy and moisturized. Like some of the other options on this list, it's not the most hydrating, so you'll want to follow up with a [moisturizing conditioner](#) and maybe even some finishing cream.

SHAPE

The Best Hair Growth Serums If You're Shedding a Concerning Amount. Tested & Expert-Approved

Best for Bald Spots: Bosley Follicle Energizer

The **Bosley Follicle Energizer** is a powerhouse serum that relies on a litany of different ingredients to improve the look and feel of your strands. "Protective botanical extracts make for thicker, fuller-looking hair, biotin strengthens, while rosemary extract helps to reduce scalp inflammation and increase circulation," says Friese, who advises using it on targeted areas rather than all over. "With this product, I like to tell people, 'if you want hair, put it there.'"

According to the brand, the **Bosley Follicle Energizer** needs to be applied onto freshly-shampooed scalps up to twice a day for best results. While the brand doesn't directly state how long it takes to notice fuller-looking strands, considering the ingredients at play, you can expect to have to use it for at least a couple months for a notable difference in the length and fullness of your strands.

mendXtend™

Get **longer, thicker, fuller-looking hair** with mendXtend Strengthening System. Tri Bond phyto-molecular technology strengthens strands from the innermost layer of hair while DHT inhibitors promote healthy hair growth.



WHO IT'S FOR:

Women experiencing fine, thinning, bleached or heat damaged hair lacking fullness and unable to grow longer without breaking.



BOSLEY MD
mendxtend™
strengthening system
renforcement des systèmes
inséparables par sécheresse

**CLINICAL
PULLER
TEST
CONDUCTED**

**85% STRONGER STRANDS
AFTER ONE USE**

Who in this family is most likely using BosleyMD to prevent genetic thinning?





**HELP CANCER PATIENTS
KEEP THEIR HAIR**

Hair To Stay Helps Financially Challenged Cancer Patients Save Their Hair By Making **Scalp Cooling Affordable.**

PARTNERSHIP



The Sydney Berry Fund

**PORTION OF PROCEEDS
TO COOLING CAPS FOR
CANCER PATIENTS**



HairToStay

EDUCATION AUTHORITY

2024 Education Offerings



BOSLEY MDTM

BOSLEY MD



BECOME CERTIFIED AS A THINNING HAIR EXPERT!

LEARN “HOW TO”

- ✓ Have the conversation about hair growth
- ✓ Diagnose and recommend treatment
- ✓ Prescribe product solutions
- ✓ Become a destination salon for fine and thinning hair clients

WHAT YOU WILL RECEIVE

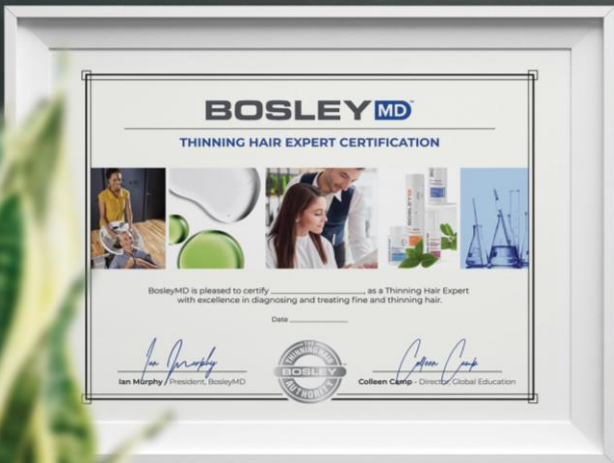
- ✓ Personalized certificate for your station and social channels
- ✓ Salon Finder Listing – receive new clients requesting a “certified” stylist

CONNECT

Earn your certification: <https://bosleymd.talentlms.com>

QUESTIONS

Reach out to education@bosleymd.com



@BOSLEYMD | BOSLEYMD.COM | 800.BOSLEY1

Hair Regrowth Education

30-minute “LIVE” Online Sessions with today’s top Educators & Experts

WHY AM I LOSING IT
TYPES OF HAIR LOSS

Understanding
PCOS, PPHL, COVID
Shedding

WHY BOSLEYMD?

Treatment and
Solutions for Healthy
Hair & Scalp

THE VALUE OF THE
THINNING HAIR SPACE

Creating a Destination
for Hair Regrowth
Clients



**Colleen
Camp**

Global Education
Director &
COVID Hair Loss
Expert



**Stephanie
Hinkle**

Textured Hair Artist,
Nutritionist & Yoga
Instructor

Access:



JB Shelton

Award Winner
Salon Owner and
International
Platform Artist

Send email with preferred date/time/zone to:
education@bosleymd.com



Colleen Camp

Global Director of Education – BosleyMD

colleenc@bosleymd.com

@thinninghairexpertstylist

Why Are We Losing It?



Speaker for American Hair Loss Council, Hair Plus Summit, AACS & CEA



Industry Publications; featured in Modern Salon, Beauty Span, Salon Today

Cosmetology school mentor for young women



Sponsored by **BOSLEY MD**