

# BOSLEY MD™



2020

# BRAND VISION



## Welcome to BosleyMD and the authority in thinning hair solutions!

### In this presentation, we will review

1. The history of BosleyMD
2. Current data on key aspects of the thinning hair space
3. How the brand is positioned in the marketplace
4. Product features and benefits
5. Sell through support opportunities



**BOSLEY<sup>MD</sup>**

**BOSLEY<sup>®</sup>**

**The Thinning Hair Authority<sup>™</sup>**

and the leader in the space with  
effective solutions for men and women

# **BOSLEY<sup>®</sup>**

is the world's most **recognized** and **trusted**  
name in hair restoration with

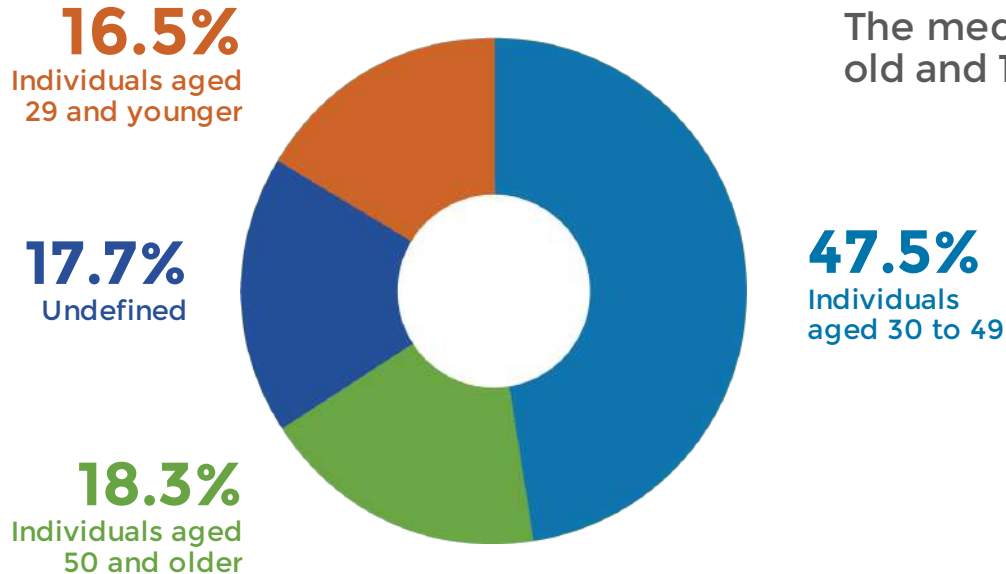
**45** + years of experience  
behind the brand

## Consumer Demographics

- Diameter and density hair levels begin to decline around **age 35**
- By age 35, **40% of men** will have noticeable hair loss.
- Women can lose **up to 50% of men** of their hair by age 50.
- They **spend > \$ 3.6 billion dollars a year in the US alone** on hair loss solutions\*\*



### Thinning Hair Consumer is Much Younger than Perceived

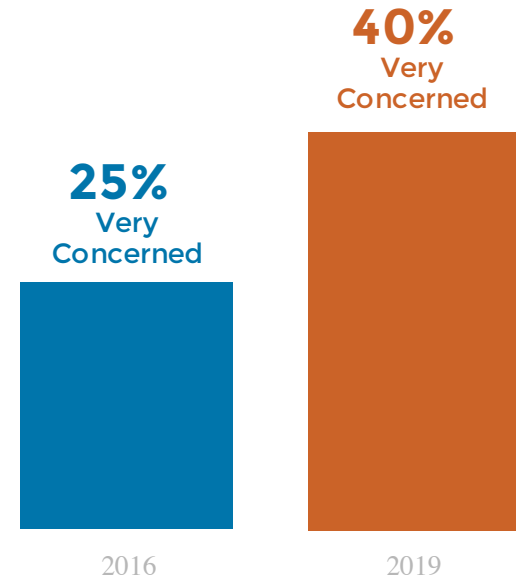


The median age is just 41 years old and 17% are under 30

# Scalp Health Concern is Growing

40% of Consumers are “*Very Concerned*” and almost doubled in 3 years

Beauty consumers have become **more concerned with scalp health than ever before!** *Poshly*, a US data research firm, shows a steady incline of consumers saying they are 'very concerned' about scalp health, from 25% in 2016 to **40% in 2019**.





# Introducing the NEW **BOSLEY MD**<sup>TM</sup> System



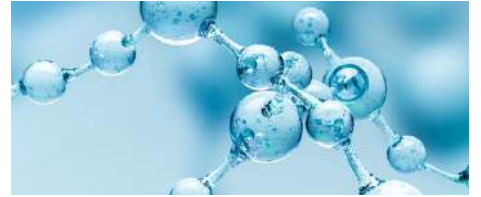
## OUR STORY



From **shampoos and conditioners**, to intensive **scalp treatment** products, BosleyMD offers solutions for anyone looking to combat thinning hair or currently struggling with hair loss, thinning, or weak hair.

## SALON INSPIRED

BosleyMD is the "go-to" choice for professional stylists and clients



## DOCTOR RECOMMENDED

Products are formulated in collaboration with Bosley doctors and clinical staff to ensure the most effective results



## GUARANTEED TO WORK

BosleyMD haircare kits promise thicker, fuller-looking hair in 30 days



CONSUMER NEEDS  
**THICKER + FULLER**  
LOOKING HAIR

### OUR SOLUTIONS

- Starter Kits
- Fibers
- Styling Products
- Shampoos
- Conditioners



CONSUMER NEEDS  
**HAIR REGROWTH +**  
SCALP HEALTH

### OUR SOLUTIONS

- Follicle Energizer
- Scalp Scrub
- Scalp & Hair Devices



VEGAN



CRUELTY  
FREE



PARABEN  
FREE



SULFATE  
FREE



GLUTEN  
FREE



COLOR  
SAFE



### OCEAN MARINE ALGAE

High in vitamins and nutrients, provides the building blocks to nourish healthy hair and scalp while fighting the effects of DHT, a hormone linked to hair loss.



### BIOGENIC PENTAPEPTIDES

A naturally occurring amino acid group often found in hair and skin serve to strengthen and fortify hair, creating thicker, fuller looking hair.



### BOTANICAL EXTRACTS

Helps support healthy hair and assists in strengthening hair, creating the optimal environment for hair preservation and growth.

	BOSLEY	NIOXIN	KERANIQUE	PHYTO	RENE FURTERER	ROGAINE	HIMS	KERASTASE
Vegan	✓	✗	✗	✗	✗	✓	✗	✗
Paraben And Sulfate-free	✓	✗	✓	✗	✗	✓	✗	✗
Gluten-free	✓	✓	✗	✗	✗	✓	✗	✗
Over 45 Years in the Thinning Hair Space	✓	✗	✗	✗	✗	✗	✗	✗
70 Medical Offices Across the US	✓	✗	✗	✗	✗	✗	✗	✗
360 Degree, Comprehensive Product Solutions	✓	✗	✗	✗	✗	✗	✗	✗

# BOSLEY MD™



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2020  
**PRODUCT KNOWLEDGE**





### DEFENSE

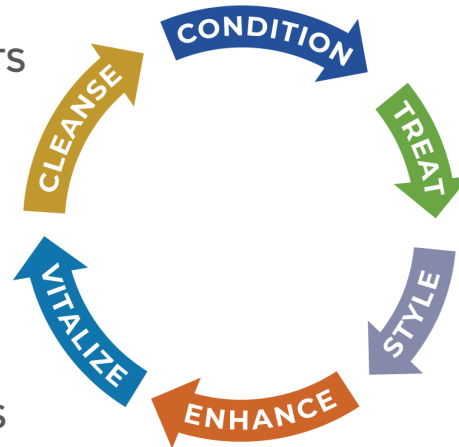
Protect Against Thinning Hair

- SHAMPOOS
- CONDITIONERS
- THICKENING TREATMENTS

### VOLUMIZE

Get Instant Volume and Thicker-Looking Hair

- STYLING ESSENTIALS
- HAIR THICKENING FIBERS



### REVIVE

Help Restore Visibly Thinning Hair

- SHAMPOOS
- CONDITIONERS
- THICKENING TREATMENTS

### SCALP THERAPY

For The Foundation of Healthy Hair Growth

- SPECIALIZED SHAMPOOS
- SCALP SERUMS
- SCALP SCRUBS

### DHT-BLOCKING INGREDIENTS

- SAW PALMETTO
- CAFFEINE
- PUMPKIN SEED  
EXTRACT
- ROSEMARY EXTRACT

+

### STRENGTHENING VITAMINS & BOTANICALS

- BIOTIN
- NIACIN
- PANTHENOL
- APPLE STEM CELL  
EXTRACT
- SEA KELP EXTRACT
- SUNFLOWER SEED  
EXTRACT

+

### COMPLETE, 360° REGIME

- SHAMPOOS
- CONDITIONERS
- SCALP TREATMENTS
- STYLING

**FOR THICKER, FULLER LOOKING HAIR & A HEALTHIER SCALP**

### DEFENSE CATEGORY

STOP HAIR LOSS BEFORE IT STARTS

The BosleyMD **Bos • Defense** product line is designed for those who would like to maintain their hair density and take a defensive action against future hair thinning and loss. Answering "yes" to the questions below will help you determine if **Bos • Defense** is right for your clients:

- Does your client have thin, fragile hair?
- Is your clients hair getting thinner over time but not noticeable loss?
- Does your client have a family history of hair loss or are you concerned about future thinning?
- Does your client simply want thicker, fuller-looking hair?

The **Bos • Defense** line includes Shampoos, Conditioners and Thickening Treatments designed to help fight against future hair loss and create thicker, fuller looking hair



### BOS • DEFENSE COLOR SAFE NOURISHING SHAMPOO



Sample (as part of duo)    5.1 oz (as part of kit)    10.1 oz    Liter



TARGET  
CONSUMER

- Women and Men looking to prevent hair loss
- Younger consumers
- Those looking for more volume



DESCRIPTION

Protect against thinning hair with sulfate-free Bos • Defense Nourishing Shampoo that removes build-up, such as DHT, from the scalp surface, while cleansing hair of product build-up and pollution. Maintains a clean environment for the appearance of thicker, fuller-looking hair.



BENEFITS

- Gently removes DHT, product build up and pollution
- Creates ideal scalp environment for hair growth
- Strengthens existing strands and helps retain moisture to prevent breakage



KEY  
INGREDIENTS

- Panthenol helps strengthen existing hair and improve moisture retention
- Vegetable Proteins helps improve tensile strength
- Sea Kelp Extract, rich in vitamins, helps prevent breakage

### BOS • DEFENSE COLOR SAFE VOLUMIZING CONDITIONER



Sample  
(as part of duo)

5.1 oz  
(as part of kit)

10.1 oz

Liter



TARGET  
CONSUMER

- Women and Men looking to prevent hair loss
- Younger consumers
- Those looking for more volume



DESCRIPTION

Protect against thinning hair with Bos • Defense Volumizing Conditioner which is a weightless, daily conditioner with DHT inhibitors that infuses body and shine without weighing the hair down. Hair appears fuller and nourished with more volume.



BENEFITS

- DHT inhibitors help promote healthy hair growth
- Reduces shedding
- Hair appears fuller and nourished with more volume
- Formulated and infused with a botanical blend to nourish and strengthen



KEY  
INGREDIENTS

- Biotin helps strengthen the existing hair follicle
- Niacin helps revitalize hair to reduce hair shedding
- Panthenol helps strengthen existing hair and improve moisture retention

### BOS • DEFENSE COLOR SAFE THICKENING TREATMENT



3.4 oz  
(as part of kit)

6.8 oz



TARGET  
CONSUMER

- Women and Men looking to prevent hair loss
- Younger consumers
- Those looking for more volume



DESCRIPTION

Protect against thinning hair with Bos • Defense Leave-In Thickening Treatment designed to help inhibit DHT with a lightweight, foaming, alcohol-free intensive treatment that may aid in rejuvenating the scalp and help support the growth of stronger, healthier hair. May assist in thickening hair, reconditioning fragile hair and providing instant volume.



BENEFITS

- Designed to help inhibit DHT on the scalp to promote healthy hair growth
- Alcohol-free scalp treatment with easy to use foam application
- Rejuvenates the scalp while creating instant volume at the root



KEY  
INGREDIENTS

- Pumpkin Seed Extract is a natural DHT-blocking ingredient that helps promote healthy hair growth
- Apple Stem Cell Extract stimulates dormant hair follicles
- Panthenol helps strengthen existing hair and improve moisture retention

### REVIVE CATEGORY

RESTORE VISIBLY THINNING HAIR

The BosleyMD Bos • Revive product line is specifically designed for those with visible hair loss that are looking to improve the overall condition of the hair and scalp. Answering "yes" to the questions below will help you determine if Bos • Revive is right for your clients:

- Has your client noticed their hair has become visibly thin?
- Have they experienced rapid hair loss and can see more scalp?
- Do they have areas of the scalp where hair is no longer growing?

The Bos • Revive line includes Shampoos, Conditioners and Thickening Treatments designed to block DHT - the leading contributor to hair loss - and help create thicker, fuller looking hair.



**BOS • REVIVE**  
COLOR-TREATED &  
NON-COLOR TREATED formulas  
**NOURISHING**  
**SHAMPOO**



Sample  
(as part of duo)

5.1 oz  
(as part of kit)

10.1 oz

Liter



TARGET  
CONSUMER

- Women and Men with visibly thinning hair
- Those that have experienced rapid hair loss and visible scalp
- Those with areas of the scalp where hair isn't growing



DESCRIPTION

Help restore visibly thinning hair with sulfate-free Bos • Revive Nourishing Shampoo that removes build-up, such as DHT, from the scalp surface, while cleansing hair of product build-up and pollution. Maintains a clean environment for the appearance of thicker, fuller-looking hair.

- Gently removes DHT, product build up and pollution
- Creates ideal scalp environment for hair growth
- Reduces shedding
- Strengthens existing strands and helps retain moisture to prevent breakage



BENEFITS

- Pumpkin Seed Extract is a natural DHT-blocking ingredient that helps promote healthy hair growth
- Natural Saw Palmetto also helps inhibit the action of DHT and may inhibit hair shedding
- Rosemary Extract's antioxidant properties help reduce scalp inflammation and increase scalp circulation
- Panthenol helps strengthen the hair and improve moisture retention



KEY  
INGREDIENTS



**BOS • REVIVE**  
COLOR-TREATED &  
NON-COLOR TREATED formulas  
**NOURISHING**  
**CONDITIONER**



Sample  
(as part of duo)

5.1 oz  
(as part of kit)

10.1 oz

Liter



TARGET  
CONSUMER

- Women and Men with visibly thinning hair
- Those that have experienced rapid hair loss and visible scalp
- Those with areas of the scalp where hair isn't growing



DESCRIPTION

Help restore visibly thinning hair with Bos • Revive Volumizing Conditioner which is a weightless, daily conditioner with DHT inhibitors that infuses body and shine without weighing the hair down. Hair appears fuller and nourished with more volume.



BENEFITS

- DHT inhibitors help promote healthy hair growth
- Reduces shedding
- Hair appears fuller and nourished with more volume
- Formulated and infused with a botanical blend to nourish and strengthen



KEY  
INGREDIENTS

- Natural Saw Palmetto helps inhibit the action of DHT
- Biotin helps strengthen the hair follicle
- Niacin helps revitalize hair to reduce hair shedding

**BOS • REVIVE**  
COLOR-TREATED &  
NON-COLOR TREATED formulas  
**THICKENING**  
**TREATMENT**



3.4 oz

(as part of kit)

6.8 oz



TARGET  
CONSUMER

- Women and Men with visibly thinning hair
- Those that have experienced rapid hair loss and visible scalp
- Those with areas of the scalp where hair isn't growing



DESCRIPTION

Help restore visibly thinning hair with Bos • Revive Leave-In Thickening Treatment designed to help inhibit DHT, with a lightweight, foaming, alcohol-free intensive treatment that may aid in rejuvenating the scalp and help support the growth of stronger, healthier hair. May assist in thickening hair, reconditioning fragile hair and provide instant volume.

- Designed to help inhibit DHT on the scalp to promote healthy hair growth
- Alcohol-free scalp treatment with easy to use foam application
- Rejuvenates the scalp while creating instant volume at the root



BENEFITS

- Pumpkin Seed Extract, natural DHT-blocking ingredient
- Soy Proteins, also a natural DHT-blocker, increase circulation on the scalp to promote healthy hair growth
- Apple Stem Cell Extract stimulates dormant hair follicles



KEY  
INGREDIENTS

### SCALP THERAPY

THE FOUNDATION FOR HEALTHY HAIR  
GROWTH IS A HEALTHY SCALP

Unlike the other daily essentials in the BosleyMD range, such as shampoos and conditioners, products in the **Scalp Therapy** category are designed to zone-in on specific areas of thinning. They are each highly individualized in their application and have a specialized role in the regimen.



NEW

### SCALP RELIEF ANTI-DANDRUFF SHAMPOO



Sample



8.5 oz



25 oz



TARGET  
CONSUMER

- Women and Men looking to reduce dandruff flakes
- Ease a dry, itchy scalp
- Reduce hair loss and help regrow hair



DESCRIPTION

Scalp Relief Anti-Dandruff Shampoo with Pyrithione Zinc helps eliminate dandruff, control the appearance of visible flakes and calms the scalp with continued use. Helps removes build-up, such as DHT, from the scalp surface, while cleansing hair of product build up and pollution.



BENEFITS

- Helps eliminate dandruff
- Controls the appearance of visible flakes
- Calms irritation of the scalp
- Cleanses hair and scalp



KEY  
INGREDIENTS

- Pyrithione Zinc helps relieve the scalp of flakes
- Pumpkin Seed Extract is a natural DHT-blocking ingredient rich in vitamins and minerals
- Rosemary Extract's antioxidant properties help reduce scalp inflammation and increase scalp circulation
- Panthenol helps strengthen the hair and improve moisture retention

NEW

### SCALP RELIEF ANTI-DANDRUFF SHAMPOO

Following a limited trial, **100% of participants** who tried BosleyMD Scalp Relief Anti-Dandruff Shampoo reported improved scalp conditions including reduced flakiness after just two weeks.\*



\* Based upon participant survey results. Results may vary.

### HEALTHY HAIR AND SCALP FOLLICLE ENERGIZER



1 oz



TARGET  
CONSUMER

Women and Men looking to target areas of thinning and desire a healthy scalp



DESCRIPTION

Support healthy hair function in areas of thinning with Healthy Hair and Scalp Follicle Energizer, an intensive, advanced leave-in treatment serum to help inhibit the effects of DHT on hair and scalp and strengthen hair follicles. Protects and strengthens follicles for thicker, fuller-looking hair. Contains stimulating activators that assist in increasing cellular energy and microcirculation on the scalp, creating the foundation for healthy hair growth.



BENEFITS

- Targets areas of thinning and promotes healthy hair growth
- Inhibits the effects of DHT and strengthen hair follicles
- Unique botanical blend stimulates cellular energy and microcirculation



KEY  
INGREDIENTS

- Biotin helps strengthen the hair follicle
- Caffeine helps inhibit the effects of DHT on hair and scalp
- Panthenol helps strengthen the hair and improve moisture retention

### REJUVENATING SCALP SCRUB



5.1 oz



TARGET  
CONSUMER

- Women and Men who desire healthy scalp and hair
- Consumers looking strengthen the hair
- Those looking to remove build up such as dry shampoo



DESCRIPTION

Rejuvenating Scalp Scrub is a gentle scalp exfoliating treatment that may help detoxify, rejuvenate and invigorate the scalp. Helps absorb excess oil and debris from the scalp while exfoliating the scalp surface. Assists in blocking DHT, reduces scalp inflammation and increases circulation.

- Detoxifies, rejuvenates and invigorates the scalp
- Effectively exfoliates scalp to absorb excess oil and debris from the scalp
- Helps inhibit DHT to promote healthy hair growth
- Reduces scalp inflammation and increases circulation



BENEFITS

- Activated Bamboo Charcoal absorbs excess oil and debris
- Naturally dissolving sugar particles gently exfoliate the scalp
- Caffeine helps inhibit the effects of DHT on hair and scalp
- Rosemary Extract's antioxidant properties help reduce scalp inflammation and increase scalp circulation



KEY  
INGREDIENTS

Following a limited trial, **80% of participants** who tried BosleyMD's Rejuvenating Scalp Scrub reported **improved scalp condition after just two weeks**. **100%** of these participants reported their **scalp felt cleaner and healthier after just three uses**.\*

### BOS • VOLUMIZE

CREATE INSTANTLY THICKER, FULLER-LOOKING HAIR

The BosleyMD **Bos • Volumize** product line creates instant volume and a styling boost with hair spray, mousse and blow dry gel that combine DHT-Blocking ingredients with hair plumping botanicals. Hair Thickening Fibers, available in four shades, fill in the thinning areas and provide great root coverage.

Round out your clients thinning hair regime with these instantly gratifying styling essentials.





### BOS • VOLUMIZE VOLUMIZING & THICKENING NOURISHING LEAVE-IN



6.8 oz



TARGET  
CONSUMER

Women & Men looking for weightless detangling, strand nourishment & volume



DESCRIPTION

BosVolumize Volumizing & Thickening Nourishing Leave-In helps create thicker, fuller-looking hair by adding weightless volume while helping to detangle wet hair after shampooing.



BENEFITS

- Leave-in detangler offers weightless volume
- Creates thicker, fuller-looking hair
- Color-safe formula lightly conditions strands



KEY  
INGREDIENTS

- Apple Stem Cell extract stimulates dormant hair follicles
- Pentapeptides strengthen and nourish hair
- Alcohol free formula resist heat damage from styling tools

### BOS • VOLUMIZE BLOW DRY & STYLING STYLE+ GEL



TARGET  
CONSUMER

- Women and Men looking for a superior styling gel
- Consumers looking for a blow out gel for maximum volume
- Those looking for a heat protectant formula



DESCRIPTION

BosVolumize Style+ Blow Dry & Styling Gel helps provide thicker, fuller-looking hair with maximum style durability and superior humidity-resistant hold. Weightless, color-safe, alcohol free formula may help resist heat damage from styling tools.



BENEFITS

- Provides thicker, fuller-looking hair with maximum style durability
- Superior humidity-resistant hold
- Weightless, color-safe, alcohol free formula helps resist heat damage



KEY  
INGREDIENTS

- Apple Stem Cell Extract stimulates hair follicles
- Sunflower Seed Extract is rich in vitamin E and density-promoting omega-3 fatty acids helps create instant volume

### BOS • VOLUMIZE VOLUMIZING & THICKENING STYLING MOUSSE



6.6 oz



TARGET  
CONSUMER

- Women and Men looking for lightweight, massive volume
- Those looking to combat hair loss while styling
- Those looking for a heat protectant formula



DESCRIPTION

BosVolumize Volumizing & Thickening Styling Mousse creates thicker, fuller-looking hair by adding weightless volume while helping to inhibit DHT. Alcohol free, color-safe formula resists humidity and heat damage from styling tools.



BENEFITS

- Creates thicker, fuller-looking hair by adding weightless volume
- Helps inhibit DHT promoting healthy hair growth
- Alcohol free, color-safe formula resists humidity and heat damage from styling tools



KEY  
INGREDIENTS

- Sunflower Seed Extract is rich in vitamin E and density-promoting omega-3 fatty acids
- Maracuja Oil helps create shine, nourish the hair and create volume

### BOS • VOLUMIZE WEIGHTLESS & LONG LASTING STYLING HAIRSPRAY



9 oz



TARGET  
CONSUMER

- Women & Men looking for flexible, medium hold, styling & finishing hairspray



DESCRIPTION

Bos • Volumize Styling Hairspray instantly creates thicker, fuller-looking hair with weightless yet firm, long lasting hold. Imparts incredible shine without build-up, stickiness or flaking. Color-safe formula resists humidity and heat damage from styling tools while helping to inhibit the action of DHT.



BENEFITS

- Instantly creates thicker, fuller-looking hair with weightless yet firm, long lasting hold
- Imparts incredible shine without build-up, stickiness or flaking
- Color-safe formula resists humidity and heat damage from styling tools



KEY  
INGREDIENTS

- Panthenol helps strengthen the hair and improve moisture retention
- Witch Hazel Extract, when applied at the root area, may help anchor hair and reduce shedding

### BOS • VOLUMIZE WEIGHTLESS & LONG LASTING HAIR THICKENING FIBERS



TARGET  
CONSUMER

- Women and Men looking for seamless cosmetic coverage for fine and thinning areas
- Those looking for a root touch up that provides instant volume



DESCRIPTION

Bos • Volumize Hair Thickening Fibers naturally bond to existing hair with keratin fibers that blend and cover thinning and low-density areas, creating instantly thicker, fuller looking hair.



BENEFITS

- Naturally bonds to existing hair to blend and cover thinning and low-density areas
- Creates instantly thicker, fuller looking hair
- Also used as a root touch up between color services



KEY  
INGREDIENTS

- Keratin Fibers

Available in four colors

Light Brown

Brown

Dark Brown

Black





SALON  
DISPLAY

# BOSLEY MD™

## 360° LAUNCH ACTIVATION SUPPORT

### FOLLICLE ENERGIZER TESTER DISPLAY



Width: 8"

Height: 8"

Depth: 5"

Acrylic Base Height: 0.75"

# BOSLEY MD™

## 360° LAUNCH ACTIVATION SUPPORT

### THICKENING FIBERS DISPLAY

Width: 12.25"  
Height: 8"  
Depth: 7"  
Acrylic Base Height: 0.75"





# Why BosleyMD?

- **#1 Brand Recognition** in Thinning Hair
- **Stylist's Choice** for Thinning Hair Clients
- **Doctor Recommended** and Endorsed
- Complete **360°** Thinning Hair Solutions
- Efficient, **Effective** SKU mix of **Vegan, Sulfate and Paraben Free Formulas**
- **Clinical & Compelling** Packaging
- Professional, **Affordable** Pricing
- Industry Leading **Support**