

KERANIQUE®

HOW DOES IT WORK?

- **How long will it take to work? OR How long do I have to use it to see results? OR How long will I have to use it?** The normal hair growth cycle is 3 to 4 months for most women, no matter what type of hair they have. And healthy hair only grows about an average of ½ inch per month. Thinning hair can grow more slowly. That's why it may take you up to 4 months to see visible results, when you use the Keranique Hair Regrowth Treatment regularly, twice a day, morning and night, as instructed.
- **Is it easy to use?** Yes, the Keranique System is really very easy to use! You shampoo and condition as usual, apply the Regrowth Treatment directly to your scalp in your areas of concern, morning and night, and then use a small amount of the Lift & Repair Treatment Spray on your hair. Just 3 easy steps or a couple minutes a day for you to get thicker, stronger hair again!

PRODUCT INFO:

- **How much will I get, ie, will the product I get last for 4 months?** The introductory system for \$49.95 is a full month's supply of all 4 products that you'll receive.
- **How much shampoo & conditioner do I get?** You get a full month's supply with the introductory system. (If caller asks how many ounces, the answer is 4.5 oz of each for the introductory kit)
- **What's in the Regrowth Treatment?** The Keranique Hair Regrowth Treatment includes the only FDA-approved, clinically proven ingredient available today without a prescription to regrow women's hair: Minoxidil. It's specially formulated for a woman's biochemistry at 2% strength.
- **When should I start seeing results? Why does it take so long to see results?** The normal hair growth cycle is 3 to 4 months for most women, no matter what type of hair they have. Your hair goes through a series of pre-determined biological phases of growth, rest and transition. It's normal to lose about 50 to 100 hairs a day and the average person has 100,000 to 150,000 hairs on their head. Healthy hair only grows about an average of ½ inch per month. Thinning hair can grow more slowly. That's why it may take you up to 4 months to start to see visible results, when you use the Keranique Hair Regrowth Treatment regularly, twice a day, morning and night, as instructed.
- **Do I have to Shampoo and Condition every time I apply the Regrowth Treatment, or every day?** CORRECT USE INSTRUCTIONS: 1) Shampoo & Condition at minimum every 3 or 4 days (although every day or every other day is preferable) and leave EACH product, both the shampoo AND the conditioner, on your head, scalp and hair for 3 minutes each – never shampoos without also conditioning; 2) Apply a full 1 mL of the Minoxidil to your scalp and pat in twice a day, morning and night, then wash your hands; 3) Use the Lift & Repair Treatment Spray on damp hair EVERY time you shampoo & condition.
- **I can't use Minoxidil.** The good news is we do have a great alternative to Minoxidil for you to try instead that helps nourish follicles with moisture and helps hair look fuller, thicker, and more vibrant with daily use— our Follicle Boosting Serum with an award winning ingredient that is a patented peptide (called Capixyl). And it is applied to the scalp once a day to help optimize hair's appearance.

WHO CAN USE IT?

- **Will it work for older women?** Yes, of course it will – it's never too late to get your hair back. And the sooner you get started the better!
- **Will it work for African American women?** It certainly will – several women of color of different ages were featured in our infomercial – they all experienced great results!
- **Will it work for any type of hair?** That's the best part, Keranique was formulated to regrow & restore hair for women of any age with any type of hair – normal or dry, straight or curly, long or short.
- **Will it work on color treated hair?** You'll be glad to know that the shampoo & conditioner are sulfate and paraben free so they won't strip or fade color; they were even clinically tested and shown to be gentle enough for color treated hair.
- **Will it work on relaxed hair?** Yes! Several women with chemically processed hair of different ages and with different hair types were featured in our infomercial– they all experienced great results although results do vary by individual.
- **Will I have to keep using it?** Once you start to see results at 4 months, you will continue to see improvements in your hair for up to a full year. And just like dieting or exercise or a good skincare regimen, you'll want to maintain the results and the hair regrowth that you've achieved. If you stop using Keranique, your hair will revert to its current state and your hair may begin to shed again after 3 – 4 months of stopping. The women in the infomercial were all so happy with their results that they've said they'll gladly use the System for the rest of their lives – strong, thick hair is that important to them.
- **What if I have a medical condition/illness/am taking medication or am being treated by a doctor?** We recommend you discuss the program with your doctor or dermatologist if you have a medical condition, illness or are using other medications for any health conditions, if you think there might be an issue. The Keranique Hair Regrowth Treatment includes topical 2% Minoxidil, a clinically proven, FDA approved ingredient to regrow women's hair that has been in use for over 25 years by millions of women around the world.
- **If caller mentions being pregnant:** This System should not be used by pregnant or nursing women.
- **Do not use if:**
 - You have no family history of hair loss.
 - Hair loss is sudden and/or patchy.
 - Hair loss is associated with childbirth.
 - You do not know the reason for your hair loss.
 - You are under 18 years of age. Do not use on babies or children.
 - Scalp is red, inflamed, infected, irritated or painful.
 - You use other medicines on the scalp.

Strength. Growth. Beauty.