

NIOXIN®

THE N°1¹ SALON BRAND
FOR THICKER, FULLER HAIR²

NEW



RECHARGE FOR HEALTHY-GROWING HAIR*

Discover the new hair growth supplement with biotin, zinc and iron for healthy-growing hair from the inside out.*

¹globally selling ²value data Kline&Company. *These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

“THINNING HAIR IS A BROAD ISSUE
AFFECTING 50% OF MEN AND WOMEN.”

Many available solutions serve to camouflage thinning.
The NIOXIN approach, inspired by skin care, is different.
**Innovative technologies deliver thicker, fuller hair without
side effects** so you can thrive with newfound confidence.

MAIN REASONS FOR THINNING HAIR AND HAIR LOSS

Hair growth can change during a lifetime.
Below are the six main reasons why people might experience
thinning hair and hair loss, whether it's acute or chronic.



GENETICS

Do you have any family members with thinning hair, on either side of your family?



STRESS

Is your lifestyle or work life stressful (e.g. re-entry into the workforce, parenting, school duties, upcoming wedding)?



DIET

Are you on a calorie-controlled diet? Do you get all of the necessary daily nutrients to support hair and scalp health?



HEALTH

Have you recently experienced life-changing events, such as pregnancy, childbirth or menopause? Do you have a thyroid condition?



MEDICATION

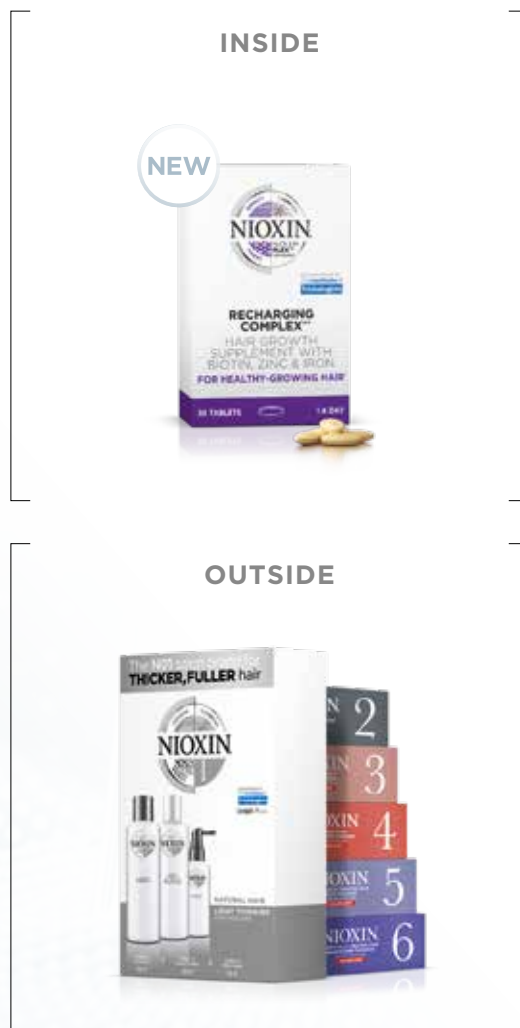
Certain medications can contribute to excessive hair growth or hair loss, and changes in hair texture. Consult your doctor for more information.



ENVIRONMENT

Sunlight, climate and pollution can take a toll on the hair and scalp. Exposure to chlorinated water, minerals and metals can also effect the hair.

OFFER A COMPLETE NIOXIN ROUTINE



NIOXIN offers a **complete regimen** for thicker, fuller and healthy-growing hair*, addressing the different reasons leading to thinning hair, both internal and external to your body. The new **NIOXIN hair growth supplement** works from the inside out and complements the **NIOXIN 3-Part Systems** working from the outside to deliver best results on your hair and scalp.

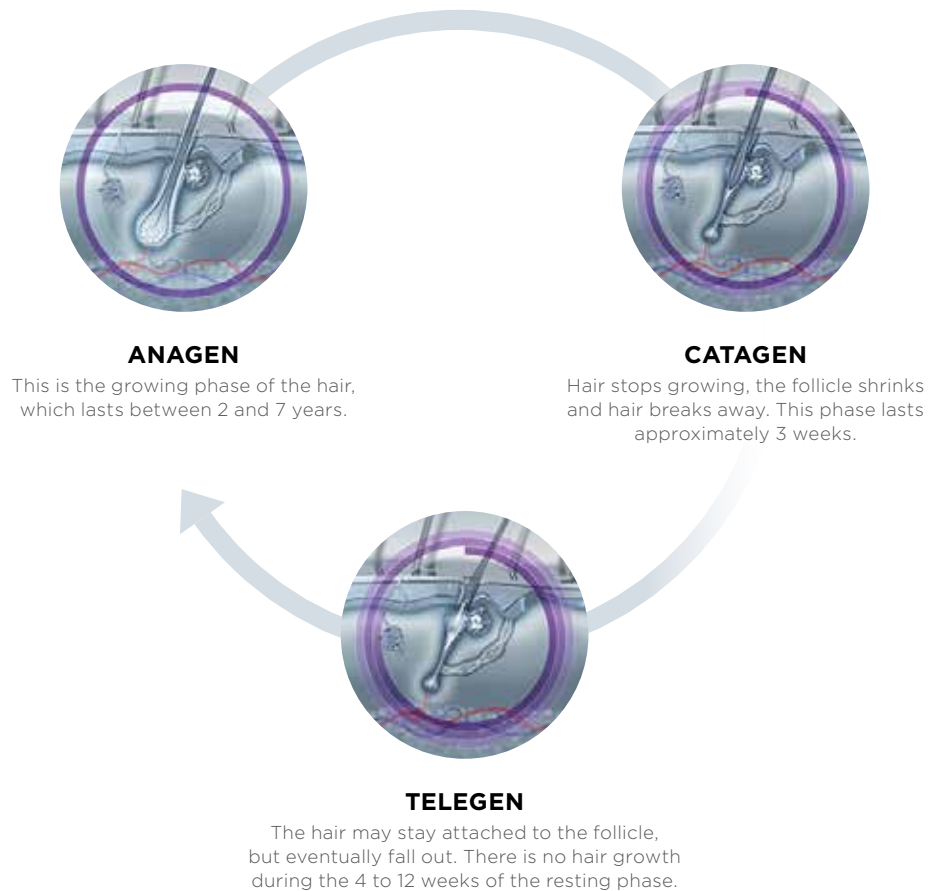
RECHARGING COMPLEX™* 1 TABLET A DAY FOR HEALTHY-GROWING HAIR*



Discover the New **NIOXIN Recharging Complex™***, the multi-nutrient supplement with biotin, zinc and iron for healthy-growing hair from the inside out.* With zinc for the maintenance of normal skin. 100% FREE FROM gluten and Genetically Modified Organisms (GMOs).*

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HAIR GROWTH CYCLE

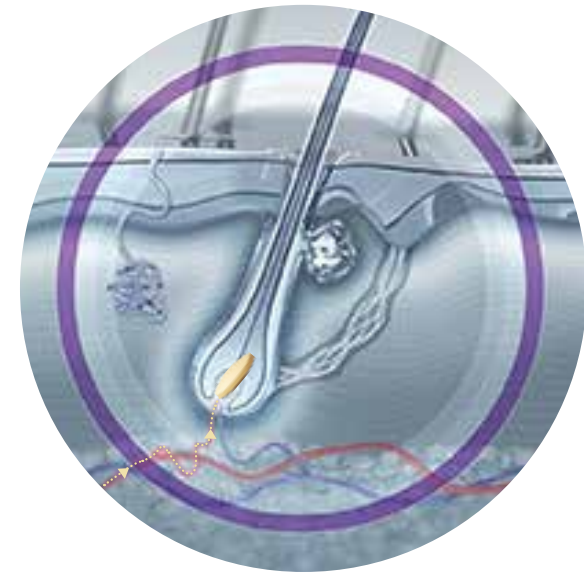


DID YOU KNOW?

During the Anagen phase of the 3-phase hair growth cycle, hair grows in a follicle underneath the scalp skin through cell reproduction. This cell division process requires many nutrients supplied by the blood. A balanced nutrition is vital to provide the right amount of vitamins, traces and nutrients for healthy hair growth.

NUCILIUM-PLEX™ TECHNOLOGY

New **NIOXIN Recharging Complex™*** has the power to recharge for healthy-growing hair.* The NuCILIUM-**PLEX™** technology - with **biotin, zinc and iron** - helps to support normal, healthy-growing hair from the inside of your body*, providing vitamins and traces needed during the Anagen phase of the growth cycle.



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KEY INGREDIENTS

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BIOTIN VITAMIN B7

CONTRIBUTES TO:

- Maintenance of normal **hair, skin and nails**
- Normal function of the nervous system
- Normal psychological function
- Normal macronutrient metabolism
- Normal energy-yielding metabolism

SOURCE

Biotin is generally found in natural foodstuff. Foods rich in biotin are liver, some vegetables and egg yolk. Microorganisms fundamentally contribute to the complete absorption of biotin in the body.

? DID YOU KNOW?

Biotin helps to maintain healthy hair, nails and skin. Interestingly, biotin cannot be synthesized by mammals; therefore, in humans it must be acquired from external sources. Reference intakes of biotin are between 30 and 50 mcg/day per adult.

ASSOCIATED SYMPTOMS DUE TO DEFICIENCY:

Overall dietary biotin deficiency is rare. Clinical symptoms of biotin deficiency are alopecia and cutaneous abnormalities such as seborrheic dermatitis, periorificial erythema, and fungal infection.



ZINC

CONTRIBUTES TO:

- Maintenance of normal **nails and skin**
- Normal function of the **immune system**
- Protection of **cells** from **oxidative stress**
- Maintenance of normal **testosterone** levels in the blood
- Maintenance of normal bone structure
- Normal fertility and reproduction
- Maintenance of normal vision
- Normal metabolism of vitamin A
- Normal acid-based metabolism
- Normal carbohydrate metabolism/protein synthesis
- Normal cognitive function
- Normal macronutrient metabolism
- Normal metabolism of fatty acids

SOURCE

Zinc is an essential mineral naturally present in foods like peanuts, legumes, shellfish, beef and pork.

? DID YOU KNOW?

The human body contains approximately 2-3g of zinc, present mainly in skeletal muscles and bones (>80%), kidneys, pancreas, retina, teeth, hair, skin, liver, blood cells, prostate and testes.

ASSOCIATED SYMPTOMS DUE TO DEFICIENCY:

Possible symptoms of a moderate deficiency are unpredictable and varied. The primary clinical factor is irregular growth velocity, which can be amended with zinc supplementation.



IRON

CONTRIBUTES TO:

- Normal formation of **red blood cells** and **hemoglobin**
- Normal **oxygen transport** in the body
- Normal cognitive function
- Normal energy-yielding metabolism
- Reduction of tiredness and fatigue

SOURCE

Dietary iron has two main forms: heme and non-heme. Sources of heme iron are meat, fish and poultry. Non-heme iron is not absorbed as well as heme iron and can be received through cereals, grain products, lentils, beans and flours. Other sources of iron include dried fruit, peas, asparagus, leafy greens, strawberries and nuts.

? DID YOU KNOW?

Iron has a role in the **formation of red blood cells** and contributes to normal oxygen transport. Iron also has a role in the process of **cell division**. Iron is an **essential trace element** that has important metabolic functions, including oxygen transport and storage and many redox reactions. An adequate intake of iron is around 14-18 mg.

ASSOCIATED SYMPTOMS DUE TO DEFICIENCY:

Insufficient intake results in the deficiency condition anemia, adverse outcomes of pregnancy, impaired psychomotor development and cognitive performance, and reduced immune function.



VITAMIN A

CONTRIBUTES TO:

- Maintenance of **normal skin**, normal mucous membranes
- Has a role in the **process of cell specialization**
- Normal iron metabolism
- Normal function of the immune system
- Maintenance of normal vision

SOURCE

Retinoid, like retinol or retinoic acid, can be received by sources from animal such as milk products, eggs, liver and kidney. Carotenoids like beta-carotene, with the highest vitamin A activity, can be received through tree nuts, dark or yellow vegetables, and carrots.

❓ DID YOU KNOW?

Vitamin A is a micronutrient essential to most mammalian species. Vitamin A helps to build strong bones and teeth and **maintain healthy skin**. Reference intakes are around 800–900mcg.

ASSOCIATED SYMPTOMS DUE TO DEFICIENCY:

Vitamin A deficiency is rare in the Western world, but is a major problem in developing countries. Specific symptoms associated with deficiency include visual problems such as night blindness. While deficiency has not been linked to hair loss, high levels of vitamin A have.



VITAMIN B1 THIAMINE

CONTRIBUTES TO:

- Normal function of the **heart**
- Normal **energy-yielding metabolism**
- Normal function of the nervous system and psychological function

SOURCE

Vitamin B1 sources are legumes, nuts, oats, seeds, brewer's yeast, yeast, wheat, cereals, rice, whole grain, pork, beef, but also fruits like oranges, or milk and milk products and fortified white rice or white flour products.

❓ DID YOU KNOW?

Vitamin B1 **turns carbohydrates into energy and regulates metabolism**, and thus contributes to normal growth and energy production. Vitamin B1 orally ingested has a very low risk of adverse effects. Thiamine can be stored in the body only in small amounts, so deficiency may happen fast, within 14 days. Reference intakes are around 1.1–1.2mg.

Increased physical activity, pregnancy and lactation increase vitamin B1 requirements because of greater energy need.



VITAMIN B2 RIBOFLAVIN

CONTRIBUTES TO:

- Maintenance of normal **red blood cells**
- Maintenance of normal **skin** and **nails**
- Maintenance of normal vision
- Normal metabolism of iron
- Normal energy-yielding metabolism
- Normal function of the nervous system
- Reduction of tiredness and fatigue
- Protection of cells from **oxidative stress**

SOURCE

Dietary sources of riboflavin are eggs, meats, liver, enriched cereals and grains, milk (and milk products), as well as green vegetables (such as asparagus or broccoli).

❓ DID YOU KNOW?

Reference intakes are in the range of 1.3–1.4mg.

ASSOCIATED SYMPTOMS DUE TO DEFICIENCY:

Symptoms of riboflavin deficiency include sore throat; increase of blood flow to different tissues of the body (hyperemia); edema of the oral cavity and throat (pharynx) mucous membranes; red, cracked lips (cheilosis); inflammation of the corners of the mouth (angular stomatitis); soreness of the tongue (glossiti); moderate inflammation of the skin (seborrheic dermatitis); and low red blood cell count.



VITAMIN B3

CONTRIBUTES TO:

- Maintenance of normal **skin** and **nails**
- Normal psychological function
- Normal function of the nervous system
- Normal energy-yielding metabolism
- Reduction of **tiredness** and **fatigue**

SOURCE

Nicotinamide and niacin are found in many foods, including vegetables, fruits, grains, meats, milk and eggs. Nicotinamide is not found in refined wheat flour or refined corn flour.

❓ DID YOU KNOW?

Vitamin B3 exists naturally in different forms. **Nicotinamide** (also known as niacin amide) and **nicotinic acid** are the most common **natural forms of vitamin B3**, mainly known as **niacin**. Both forms of vitamin B3 are chemically similar, but nicotinic acid is a carboxylic acid and nicotinamide is an amide. Humans can't convert nicotinamide into nicotinic acid. A potential third form of vitamin B3 was identified: nicotinamide riboside. Tryptophan can be transformed into nicotinamide in the body. In terms of efficacy, there is no difference between nicotinic acid and niacin amide, only the adverse effects are different. Niacin often causes confusion, as in the USA niacin refers only to nicotinic acid and in Europe it refers to both, nicotinic acid and nicotinamide. **Niacin contributes to normal growth and development, and to maintaining a normal energy-yielding metabolism.** Reference intakes are around 16 mg.

ASSOCIATED SYMPTOMS DUE TO DEFICIENCY:

Pigmented rash, depression, vomiting, apathy, fatigue, headache, constipation or diarrhea, and memory loss could be symptoms of pellagra in sequence of malnutrition caused by diets deficient in both nicotinamide and tryptophan.



VITAMIN B5

CONTRIBUTES TO:

- Normal **synthesis** and **metabolism of steroid hormones, vitamin D** and some neurotransmitters
- Normal **energy-yielding metabolism**
- Normal mental performance
- Reduction of tiredness and fatigue

SOURCE

Pantothenic acid can be broadly found in food. High concentrations are in cereals, legumes, meat, avocado, eggs, whole grain and yoghurt.

? DID YOU KNOW?

First studies were conducted back in 1933, when it was reported that pantothenic acid **plays an important role in intermediary metabolism**. Reference intakes are in the range of 5–6 mg.

ASSOCIATED SYMPTOMS DUE TO DEFICIENCY:

Possible symptoms of deficiency are: insomnia, fatigue, headache, numbness and burning in hands and feet, increased sensitivity to insulin, and defective antibody production.



VITAMIN B6

CONTRIBUTES TO:

- Normal function of the **immune system**
- Normal **red blood cell formation**
- Normal **protein** and **glycogen metabolism**
- Normal **homocysteine metabolism**
- Normal **cysteine synthesis**
- Normal energy-yielding metabolism
- Reduction of tiredness and fatigue
- Normal function of the nervous system
- Normal psychological function
- Regulation of hormonal activity

SOURCE

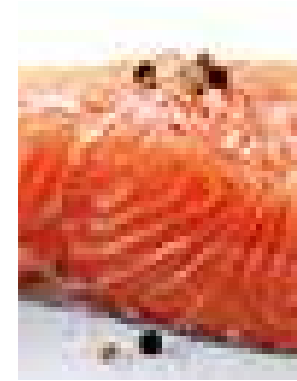
Vitamin B6 can be found in many foods, nuts, eggs and in higher concentration in vegetables and fruits.

? DID YOU KNOW?

Vitamin B6 requires zinc in order to be absorbed by the body. Reference intakes are in the range of 1.4–1.7 mg.

ASSOCIATED SYMPTOMS DUE TO DEFICIENCY:

Studies reported that deficiency of this vitamin in adults may result in depression, convulsions and seborrheic dermatitis.



VITAMIN B12

CONTRIBUTES TO:

- Normal **red blood cell formation**
- Normal function of the **immune system**
- **Vitamin B12** has a role in the process of **cell division**
- Normal energy-yielding metabolism
- Normal neurological and psychological function
- Normal homocysteine metabolism
- Reduction of tiredness and fatigue

SOURCE

Fish, shellfish, eggs, milk products and meat are natural sources of vitamin B12. As a supplement, it is produced industrially through bacterial fermentation-synthesis.

? DID YOU KNOW?

Vitamin B12 has a role in the process of cell division and plays a **specific role in amino acid metabolism**, together with folate. **Scalp hair follicles contain some of the most highly proliferative tissues in the human body**.

Reference intakes are in the range of 2.4–2.5 mg.



VITAMIN C

CONTRIBUTES TO:

- **Normal collagen formation** for the normal function of bones, cartilage, gums, skin, tendons, teeth, and blood vessels
- **Normal function of the immune system**
- Protection of cells from **oxidative stress**
- Maintaining normal function of the immune system during and after intense physical exercise
- Normal energy-yielding metabolism
- Normal functioning of the nervous system/psychological function
- Reduction of tiredness and fatigue
- Regeneration of the reduced form of vitamin E
- Iron absorption

SOURCE

Rich sources of vitamin C are citrus fruits and juices, as well as vegetables like cabbage, broccoli, brussels sprouts, bean sprouts, cauliflower, kale, mustard greens, red and green peppers, peas and potatoes.

? DID YOU KNOW?

Vitamin C content of foods is lost during preparation and storage. The stability of vitamin C depends on its form and source; for example, 51–76% of the vitamin C in ready-to-drink. Reference intakes are in the range of 2.4–2.5 mg.

Supplementation may have a positive benefit in the following areas:

- Clinical data suggests supplementation of vitamin C of >200 mg reduces severity and duration of the common cold.
- Studies suggest that taking high levels of vitamin C and zinc, even as symptoms appear, has been shown to reduce severity of rhinorrhea.



IODINE

CONTRIBUTES TO:

- Maintenance of normal **skin** and **nails**
- Normal production of **thyroid hormones** and **thyroid function**
- Normal cognitive function
- Normal function of the nervous system
- Normal growth of children
- Normal energy-yielding metabolism

SOURCE

Iodine is used in animal feeds, therefore potential sources are eggs, poultry, milk, meat and milk products, but also whole-grain cereals, legumes and avocado. The amount of iodine in food (fruits and vegetables) or water depends upon the amount of iodine in the local ground, fertilizer use, and soaking methods.

? DID YOU KNOW?

Iodine is a non-metallic trace element that is required by humans for essential thyroxin **hormones** (T3 and T4). Iodine contributes to the normal growth of children and to **normal energy-yielding metabolism**. Reference intakes are around 150mcg.

ASSOCIATED SYMPTOMS DUE TO DEFICIENCY:

The spectrum of iodine deficiency disorders is very wide, depending of the life stage and on the degree of insufficiency. These disorders include hypothyroidism, growth and developmental abnormalities and endemic cretinism (congenital, severe, irreversible mental and growth retardation). Most countries in the world, including several European countries, have some degree of iodine deficiency disorders.



SELENIUM

CONTRIBUTES TO:

- Maintenance of normal **hair** and **nails**
- Protection of cells from **oxidative stress**
- Normal **thyroid function**
- Normal function of the immune system
- Normal spermatogenesis

SOURCE

Main source of selenium is normal diet, depending on the type of food; generally 80% of selenium is absorbed. Inorganic selenite and selenate are found mainly in water. Organic selenium compounds (selenomethionine, selenocysteine) are found in cereal and in vegetables. The concentration of selenium in diet depends on where the food is grown

? DID YOU KNOW?

The amount of selenium available in the soil for plant growth and corresponding variations in the intake of selenium by humans varies considerably among regions and countries. **Selenium is an antioxidant for the contribution of good health**. Reference intake is around 55mg.

ASSOCIATED SYMPTOMS DUE TO DEFICIENCY:

Clinical signs of deficiency include: Keshan disease and Kashin-Beck disease. Reduced selenium intake has been associated with risk of prostate cancer.



COPPER

CONTRIBUTES TO:

- Normal **skin** and **hair pigmentation**
- Normal function of the **immune system**
- Normal **iron** transport in the body
- Protection of cells from **oxidative stress**
- Maintenance of normal connective tissues
- Normal energy-yielding metabolism
- Normal function of the nervous system

SOURCE

Copper is a mineral appearing naturally in several foods, like nuts, vegetables, legumes, grains and fruits, as well as shellfish, avocado, beef, and animal organs, such as liver and kidneys.

? DID YOU KNOW?

Copper is the third most abundant trace mineral present in the body. Humans contain about 1mg of copper per kg of body weight. It helps to reduce and repair connective tissue. It is well established that the trace element copper is essential for life. Copper in living organisms, including humans, forms an essential component of many enzymes and proteins. Reference intakes are around 0.9-1.0mg.

ASSOCIATED SYMPTOMS DUE TO DEFICIENCY:

Possible symptoms associated with copper insufficiency could be anemia, leukopenia, neutropenia, osteoporosis (in copper-deficient infants and growing children), but copper insufficiency in humans is unlikely.



FOLIC ACID FOLATE

CONTRIBUTES TO:

- Normal **blood formation**
- Normal **amino acid synthesis** and **homocysteine metabolism**
- Normal function of the **immune system**
- Normal process of **cell division**
- Normal psychological function
- Maternal tissue growth during pregnancy
- Reduction of tiredness and fatigue

SOURCE

Folate can be found in asparagus, vegetables (spinach, broccoli, lettuce), cereals, okra, fruits (bananas, melons, lemons), legumes, yeast, mushrooms, organ meat (beef, liver, kidney), orange juice and tomato juice, avocado and beef.

? DID YOU KNOW?

Folic acid exists naturally in different forms. Folic acid, folate, pteroyl-L-glutamate, pteroyl-L-glutamic acid and pteroylmonoglutamic acid are forms of vitamin B9. Folate occurs naturally in food, and folic acid is the synthetic form of this vitamin. Reference intakes of folic acid is around 200mcg.

DISCUSS AND EDUCATE

Asking about your client's diet is a fundamental step to always include in the NIOXIN consultation. **Here are some useful conversation** starters you can use:

"Tell me more about your personal diet..."

"How would you describe a balanced and healthy nutrition?"

"Please tell me what a healthy diet means for you"

"What do you know about supplements and do you think they could help you?"



FREQUENTLY ASKED QUESTIONS

01 HOW DOES RECHARGING COMPLEX™* WORK?

If your diet lacks specific nutrients, including vitamins, minerals or proteins, it can affect the condition and strength of your hair. Recharging Complex™*, with its multi-nutrient formula with biotin, zinc and iron, helps to support normal, **healthy-growing hair from the inside out.*** With zinc for the maintenance of normal skin.*

02 WHAT TYPE OF RESULTS SHOULD I NOTICE FROM TAKING RECHARGING COMPLEX™*?

Recharging Complex™* is designed to help support normal, **healthy-growing hair*** as well as the function of normal **skin and nails**, thanks to a new inside-out approach. For best results, partner with your NIOXIN 3-Part System.

03 ARE THERE ANY POSSIBLE SIDE EFFECTS FROM TAKING THE RECHARGING COMPLEX™*? IS THERE A SUGGESTED DIET WHILE TAKING THESE TABLETS?

Recharging Complex™* has not been tested in connection with any medical conditions, so, as always before beginning any dietary supplement regimen, we suggest you **consult a doctor** to determine if NIOXIN supplements fit in with any medication or other supplements in your current regimen.

04 WILL RECHARGING COMPLEX™* REPLACE MY DAILY MULTI-VITAMIN OR SHOULD I TAKE IT ALONG WITH MY MULTI-VITAMIN?

It is always recommended to check the daily intakes needed for each nutrient. Therefore, please consult your doctor before using Recharging Complex™* in combination with any other oral supplement.

05 HOW LONG AFTER I BEGIN TAKING RECHARGING COMPLEX™* SHOULD I NOTICE A DIFFERENCE?

Recharging Complex™* is designed to be incorporated into your daily routine. For best results, use with your NIOXIN 3-Part System.

06 WILL RECHARGING COMPLEX™* INTERFERE WITH OTHER MEDICATIONS?

Please consult your doctor to determine if this supplement fits in with any medication in your current regimen.

07 WHO IS RECHARGING COMPLEX™* SUITABLE FOR?

Recharging Complex™* is suitable for both **men and women** and all hair types. It is not suitable for children under the age of 18, and for women who are pregnant or breastfeeding. It is always advisable to consult your doctor before beginning any dietary supplement regimen.

08 WILL THE RECHARGING COMPLEX™* BE COMPROMISED BY HEAT?

Extreme heat may damage any tablet; therefore, we recommend storing Recharging Complex™* at room temperature or **in a cool, dry place.**

09 HOW LONG IS THE SHELF LIFE OF THE RECHARGING COMPLEX™*?

The Recharging Complex™* expiration date is identified on the pack.

10 DOES RECHARGING COMPLEX™* CONTAIN GLUTEN?

Recharging Complex™* is **100% gluten-free.**

11 DOES THE NIOXIN RECHARGING COMPLEX™* CONTAIN ANY COPPER PEPTIDES?

There are no copper peptides in Recharging Complex™*. The source of copper is copper gluconate.

12 DOES RECHARGING COMPLEX™* BENEFIT NAILS' HEALTH?

Yes, Recharging Complex™* contains biotin and zinc, which contribute to the **maintenance of healthy nails.**

13 WHAT IS THE DIFFERENCE TO THE HAIR, SKIN AND NAIL VITAMINS AVAILABLE AT HEALTH FOOD STORES?

NuCILUM-**PLEX**™ technology provides a new blend of biotin, zinc and iron for healthy-growing hair.* Many other products do not provide iron, for example, or other fundamental traces like selenium, copper or iodine, just to name some of the specific selected ingredients in our supplement.

14 WHEN IS THE BEST TIME TO TAKE RECHARGING COMPLEX™*?

One tablet a day with water, ideally in the morning.

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THE N°1¹ SALON BRAND FOR THICKER, FULLER HAIR²

“MORE THAN 30 YEARS
OF DEDICATED RESEARCH:

RECOMMENDED BY
The **Institute of Trichologists**®
Founded 1902

STYLIST CHOICE AWARDS
WINNER 16^{Consecutive Years}
'Favorite Thinning Haircare'

THE MOST AWARDED BRAND
FOR THINNING HAIR IN THE USA.”

¹globally selling ²value data Kline&Company.

THICKER, FULLER HAIR ALL DAY, EVERY DAY

The new and improved **NIOXIN** offers a **complete** day-and-night care **routine** for thicker, fuller hair.



NEW

DURING THE DAY

ON THE GO

AT NIGHT

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