

Studies support the success of Viviscal®

Thousands of women have already seen their thinning hair slowing and regrowing with support from the natural food supplement Viviscal. Viviscal was developed by Finnish scientists and the formula has been scientifically tested and scrutinised. The findings have been published in leading international journals.

100% NATURAL INGREDIENTS

The following results were recorded from participants with thinning hair*:

92% experienced regrowth of hair after 6 months

54% experienced 70-95% regrowth after 12 months

68% were highly satisfied with the treatment results after the study and a further 20% estimated the results as good



The press and our customers are raving about Viviscal®

Viviscal featured in the 'BEST BUYS' section of the *Irish Independent's Health & Living supplement, August 2008.*

"A good supplement range is Viviscal..." *Dr Hilary Jones, NOW Magazine, August 2008.*

Voted in '10 of the Best Women's Health Products', *Irish Daily Mail, May 2008.*

Viviscal Maximum Strength... voted in 'five of the best - hair care.' *OK Magazine, February 2008.*

"During my pregnancy my hair was lovely, but after a stressful birth it started thinning... After three months of taking Viviscal, my hair was much thicker, and within six months the problem was solved." *Rachael Appleton.*

"I have been using Viviscal Maximum Strength for six months daily now and would recommend it to anybody that feels their hair is thinning and wants to do something about it." *Katie Hampden-Smith.*

"After having a major operation, I found that my hair was coming out when I combed it. I'm now using Viviscal and I am very happy as my hair is much better and thicker." *Catherine Roper.*

Made in Finland • Supported by 5 scientific studies
Original thinning hair supplement sold in
25 countries worldwide

* Scientific study references available on request.

The Viviscal® range

The **Viviscal** supplement comes in two strengths – **maximum** and **regular**. Viviscal Maximum Strength contains a higher concentration of the key active ingredient marine protein.



For even more effective results you can complement the tablets with **Viviscal Shampoo** and **Conditioner**. These strengthen and protect the hair and cleanse the scalp, removing any dead skin cells to provide the ideal environment for healthy hair growth.



Viviscal Scalp Lotion helps to accelerate the absorption of the essential nutrients into the hair follicle. It also helps to optimise healthy hair growth.



Viviscal Scalp Guard has been scientifically formulated for people with fine and thinning hair to protect the scalp, head and face from the sun. It has SPF20 UVA and UVB filters and is water resistant.



Viviscal Man has been formulated using the same scientifically tested ingredients including the exclusive AminoMar C™ Marine Complex. This is combined with Flax Seed and Zinc, an essential mineral for healthy hair.

"I beat the misery of thinning hair."

Cheryl

Cheryl Baker
Bucks Fizz star and
TV presenter

AS SEEN ON TV



Viviscal® nourishes thinning hair and promotes existing hair growth

For more information, call our Customer Careline on **1890 601 801** or visit **www.viviscal.ie**

Also available in leading pharmacies and health stores nationwide.

lives2good
NATURAL HEALTHCARE

lives2good
NATURAL HEALTHCARE

“Experiencing thinning hair was soul destroying for me.”



Cheryl Baker
Bucks Fizz star and TV presenter

“I first experienced this devastating problem after I had my twins and then again as I hit the menopause. Experiencing thinning hair is a real shock for any woman. When you start to find a lot of hair on your pillow or in the shower tray it’s terrible, absolutely soul destroying. You don’t want to be seen or face the world. You feel like the only woman with the problem.

“My confidence was knocked and I got paranoid that people could see why I’d done my hair differently.

“I’ve become a bit of an ambassador for women with thinning hair since I ‘came out’ about my problem. I’m amazed how many women have come

up to me and said, usually in a whisper, that they suffer thinning hair too and are glad it’s becoming more open. I’m always keen to make people aware of the problem and the best up-to-date solutions.

“Things have moved on and improved since I first took a hair supplement and now I’m delighted to recommend the original world-renowned Viviscal Hair Nourishment System. The ingredients in Viviscal Maximum Strength include a marine protein which provides the essential nutrients needed to support natural hair growth. I’d recommend Viviscal to anyone with thinning hair.”

4 stages to healthier hair

Viviscal works in 4 stages over 6 months (although most users will notice a difference after **just 3 or 4 months** – in line with the natural hair growth cycle).

STAGE 1 nourishes the hair follicles.

STAGE 2 strengthens and promotes the growth of existing hair.

STAGE 3 promotes the growth of existing hair where it has slowed down or temporarily stopped. These hairs can be thin and wispy at first.

STAGE 4 hair becomes stronger, healthier and more vibrant.

Thinning hair – a problem facing many women

Cheryl’s experience of thinning hair is far from unusual. In a recent study commissioned by Viviscal, “*The Viviscal Report: The Hidden Impact of Thinning Hair*” conducted by Dr Nigel Hunt, Associate Professor of the University of Nottingham, highlighted that this distressing condition affects at least a third of women at some stage. Yet few have discussed this problem until now – or even realised that they share it with many others.

With the help of Viviscal you could go



from this...

...to this

It’s distressing for any woman to realise her hair is thinning but this is a remarkably common problem. Temporary hair shedding, or telogen effluvium can happen due to stress or hormonal changes brought on by childbirth or the menopause, poor diet or even some hair styling treatments. While this condition is often reversible it can be devastating while it lasts. Whatever the cause, the body stops providing the scalp with the nutrients needed for healthy hair growth. So hair growth slows and individual strands become thin and wispy before ceasing to grow at all.

Viviscal® nourishes the hair follicles naturally

If the follicles receive the necessary stimulus and nutrients from the body, thinning hair can be stabilised and existing hair growth can be strengthened. Marine enriched **Viviscal** is a 100% natural food supplement, made in Finland, aimed specifically at supporting natural regrowth. The key ingredient is **AminoMar C™** – a rich protein compound of marine extracts blended with organic, soluble silica and fortified with vitamin C. Amino acids are the basic structural building units of proteins and are essential in the formation of the hair structure. Viviscal provides those essential nutrients to nourish your hair naturally from within.

What the experts say about Viviscal:

Dr. Deborah McManners, Naturopath and Health Author says: “Thinning hair in women may occur at times of stress or hormonal changes and can be devastating. However the good news is that nutritional approaches can be used to support natural regrowth. The best supplement I know is **Viviscal** marine enriched tablets.”



Terry Calvert, internationally renowned award-winning Hairdresser says: “I have found a great new natural product in **Viviscal**. I now recommend this supplement to my customers to support healthy hair growth and to keep their hair in optimum health and condition.”



Eoin Wright, Trichologist and leading Irish Hair Stylist says: “As a Trichologist and Hairdresser I am impressed by the science behind Viviscal. I would happily recommend it to clients with shedding and thinning hair problems.”



“Thanks to Viviscal, I don’t worry about thinning hair anymore.”



Celia Holman-Lee
TV fashion presenter and former model

“Being in the public eye as an expert in fashion increases the pressure to be constantly looking ones best and to look young! After years of visiting the hairdressers and having my hair styled for television etc., my hair was worn and torn, and as I got older it thinned considerably.

“When my husband Ger stopped commenting on how great my hair looked I started to get concerned and I began to notice that my hair was thinning. I had no hesitation when a friend of mine recommended I try Viviscal Maximum Strength. A couple of months on and my hair looks better than it has for over a decade!

“Viviscal requires a bit of commitment as it is a six month programme though I started noticing the difference after just three months. Thanks to Viviscal, I don’t worry about thinning hair anymore.”



Jennie Bond
Former BBC Royal correspondent and TV presenter

“It was when my family noticed that my hair was getting a bit thin that I thought that I’d really have to do something about it. So I did lots of research and I chose Viviscal.

I tell you what ... I can really see the difference. And so can everyone else.”



Jennie, before using Viviscal

- Original thinning hair supplement – sold in 25 countries worldwide
- Scientifically proven formula – with exclusive AminoMar C™ active ingredient
- Marine enriched tablets
- 100% natural ingredients
- Made in Finland



For more information, call our Customer Careline on **1890 601 801** or visit **www.viviscal.ie** Also available in leading pharmacies and health stores nationwide.