

NIOXIN®



ANTI HAIR LOSS SERUM

Clinically proven to reduce hair loss by 20% in only 8 weeks*

WHAT IS IT?

Anti-hair loss serum is the new NIOXIN solution to reduce hair loss while thickening the hair.

TECHNOLOGY

Our formula combines Sandalore™ with Caffeine, Lauric Acid and Niacinamide. Caffeine is a well-known antioxidant that increases blood microcirculation on scalp when combined with scalp massage. Lauric Acid penetrates in the hair and helps to make it stronger**, and Niacinamide makes the hair thicker.

WHAT IS IT FOR?

NIOXIN Anti-hair loss Serum is clinically proven to increase hair anchorage and hence reduce hair loss with visible results in only 8 weeks. Additionally, it increases the diameter of your hair to make it visibly thicker from the 1st use.

USAGE DIRECTIONS

Apply 12 to 15 pumps on scalp. Use on dry or damp hair. Massage to distribute evenly. Do not rinse. For daily use.

*via improved hair anchorage; average results in 8 weeks, in a double-blind clinical study vs placebo among 120 consumers

**strongly anchored to the scalp

Sandalore is a trademark of Givaudan

NEW DAY & NIGHT REGIMEN

NIOXIN experts recommended to use the Anti-hair loss Serum in combination with Night Density Rescue, for a complete Day and Night Regimen.



FREQUENTLY ASKED QUESTIONS

1. WHAT TYPE OF RESULTS SHOULD I NOTICE FROM USING NIOXIN ANTI-HAIR LOSS SERUM?

You will notice thicker hair from the 1st use, and a reduction of hair loss over-time.

2. HOW LONG AFTER I BEGIN USING NIOXIN ANTI-HAIR LOSS SERUM SHOULD I NOTICE A DIFFERENCE?

While you will immediately notice thicker hair, the anti-hair loss effect is visible over time: in a clinical study conducted with 120 consumers, we observed an average hair loss reduction of 20% after 8 weeks, and of 27% after 16 weeks, with many users achieving an even greater result.

3. WHO IS NIOXIN ANTI-HAIR LOSS SERUM SUITABLE FOR?

NIOXIN Anti-hair loss Serum is suitable for both men and women with visible hair loss issues, looking for a cosmetic solution, for thicker hair. To identify the key reason of your hair loss issue, we recommend you consult your doctor or trichologist.

4. WHEN IS THE BEST TIME DURING THE DAY TO USE NIOXIN ANTI-HAIR LOSS SERUM?

Nioxin Anti-hair loss Serum is designed to be applied daily, at any time during the day with clinically proven results.

5. WHAT IS THE DIFFERENCE VS NIGHT DENSITY RESCUE?

Both Night Density Rescue and Anti-hair loss Serum help reduce hair loss, however they have a different mode of action and respond to different needs. Night Density Rescue works as an antioxidant during the night to protect and improve scalp conditions. Anti-hair loss Serum acts directly on the hair roots to increase their anchorage in the scalp, while thickening the hair instantly.

6. HOW TO INTEGRATE ANTI-HAIR LOSS SERUM INTO CURRENT NIOXIN REGIMEN?

NIOXIN recommends you use the Anti-hair loss Serum as part of a complete Scalp & Hair Care routine, along with NIOXIN 3-Part System and Night Density Rescue. NIOXIN 3-part system prepares the scalp and the hair by cleansing, conditioning and treating it. The Anti-hair loss Serum provides an extra support to the scalp and the hair roots over the day, when the body is in a "self-defense mode". Night Density Rescue acts as antioxidant helping the skin regeneration process during the night.

7. WHAT'S THE MAIN DIFFERENCE WITH THE OTHER ANTI-HAIR LOSS SOLUTIONS AVAILABLE IN THE MARKET?

Our unique formula which combines the Sandalore™ fragrance with Caffeine, Niacinamide and Lauric Acid. This blend of ingredients is unique and clinically proven to reduce hair loss*, while providing thicker hair from the 1st use.