

Thinning Hair Solution for Women®

KERANIQUE™



SPECIALLY
FORMULATED
FOR
WOMEN

- **REGROW HAIR WITH 2% MINOXIDIL SOLUTION**
- **IMPROVE VOLUME, TEXTURE, & SHINE**

Application Guide

CONGRATULATIONS

You have taken your first step to thicker-healthier hair.

Whether it is hair regrowth, thinning hair or volume boosting results you seek, Keranique™ has a solution for you.

Estimates suggest 2/3 of women suffer from hair loss due to aging, and if you're one of them, there's a product to help regrow your confidence—Keranique™.

This unique system is especially formulated for women giving you instant results and long-term benefits with regular use, so make Keranique™ a part of your routine.

With the Keranique™ System you can set yourself free from embarrassing thinning hair no matter what your age. Keranique™ transforms thin, limp hair into thicker, richer, more lustrous locks you'll love. Beautiful, fuller looking hair has never been so easy.

Result: You get thicker, fuller hair that's actually stronger all the way down to the roots.

Thinning Hair Solution for Women® **KERANIQUE™**

Specially formulated for women giving you instant results and long-term benefits, Keranique's™ Keratin Amino Complex:

- Helps strengthen and fortify thinning hair
- Helps thicken each hair shaft
- Penetrates the shaft to help repair the outer protective layer and repair split ends

The Keranique™ System contains amazing products designed to improve texture, add volume, and rejuvenate your hair from root to tip.



CLEANSE

Volumizing Shampoo

Thinning, fine hair needs a special shampoo. Hair that is thin, fine and weak has low resistance to harsh cleansers, but unless properly cleansed well, scalp oils weigh thin hair down and make lasting volume a challenge.

This sulfate-free Volumizing Shampoo is designed especially for thinning hair to gently deep clean and stimulate the scalp to nourish and rejuvenate the hair follicles. Fortified with Keratin and Panthenol (Pro Vitamin B5), hair feels lighter, cleaner, and more buoyant. Leaves hair ultra-clean as it helps clear away impurities at the follicle to improve the effectiveness of scalp treatments.

KEY BENEFITS

- Retains shine
- Provides combability, detangling & smoothing without weighing the hair down
- Removes build-up
- Protects against cuticle damage
- Healthy way of keeping hair fuller and thicker looking

Product Price: \$34.95



Directions:

Massage into wet hair and scalp. For best results, allow the product to sit for 1 – 2 minutes. Rinse hair thoroughly. Follow with Keranique™ Volumizing Conditioner.

CONDITION

Volumizing Conditioner

Heavy conditioners just leave hair limp. A better bet is to use Keranique™ Volumizing Conditioner – a special cream-gel formula with a fortifying complex that coats, protects and volumizes fine and thinning hair with a keratin enriched coating.

Designed specifically to help thicken and volumize thin, fine hair – without weighing the hair down like traditional heavy conditioners, it conditions as it adds volume, fullness and thickness. Perfectly balanced to moisturize and detangle without looking or feeling heavy, leaving hair soft, silky and protected.

KEY BENEFITS

- Conditions and volumizes fine hair
- Improves Manageability, Combability, Detangling & Conditioning without weighing the hair down
- No heavy, waxy feeling on the hair nor scalp
- Adds body and volume
- Improves hair strength and provides anti-breakage protection.

Product Price: \$34.95



Directions:

Work a small amount into damp hair. Run through hair thoroughly from scalp to ends. For best results, allow the product to sit for 1 – 2 minutes. Rinse hair thoroughly. Towel dry hair. Follow with your choice of Keranique™ Hair Treatment.

TREATMENT

Intensive Scalp Treatment

Kick-start your treatment program, address seasonal or stress related thinning or more advanced hair thinning with Keranique's™ Intensive Scalp Treatment. Contains the highest recommended concentration of a clinical strength patented peptide to help strengthen and anchor the hair at the root.

This weightless alcohol-free formula infuses hair with Keranique's™ Keratin Amino Complex which helps strengthen and fortify thinning hair, helps thicken each hair shaft, penetrates the shaft to help repair the outer protective layer and repair split ends. Helps stimulate micro-circulation to help nourish the hair follicle.

KEY BENEFITS

- Helps support thicker, healthier hair as it grows
- Helps support optimal health and vitality of the hair follicle
- Stimulates micro-circulation to help nourish the hair follicle
- Formulated to maximize the optimal environment for hair growth in just 8 days
- Supports cell renewal in the scalp and regeneration to strengthen hair fiber at the root in just 8 days

Product Price: \$59.95



Directions:

Apply to towel dried hair. After using Keranique™ Volumizing Shampoo and Volumizing Conditioner, apply an entire ampoule of solution to the scalp, section by section. Massage to distribute. Do not rinse. Style as usual. For maintenance treatment, apply for 8 consecutive days every three to four months. For intensive treatment, apply 8 consecutive days once per month.

TREATMENT

Follicle-Boosting Serum

This weightless, alcohol-free serum utilizes cutting-edge skin and hair ingredients; fortified with Peptide and Stem Cell technology to address thinning hair directly at the follicle and helps strengthen the hair.

Keranique's Keratin Amino Complex strengthens and fortifies thinning hair, helps thicken each hair shaft, and helps repair the outer protective layer and repair split ends.

A sheer, lightweight serum bonds with hair Keratin to add volume and thickness to each strand and nourishes the hair follicle to help promote thicker, fuller hair. Use every day to increase the look of thickness and volume over time. Hair will look visibly denser, fuller and thicker.

KEY BENEFITS

- Helps increase hair's resilience
- Helps hair look thicker, fuller, and shinier
- Helps optimize hair growth cycle
- Helps support the optimal environment for healthy follicle stem cell growth
- Nourishes the scalp and hair follicle for healthy hair to grow.

Product Price: \$29.95



Directions:

Towel dry hair. Apply Serum directly to the scalp and massage with fingertips. Do not rinse. For even thicker, fuller hair, use Keranique™ Volumizing Lifting Spray during styling.

TREATMENT

Hair Regrowth Treatment

MINOXIDIL TOPICAL SOLUTION USP, 2%

Keranique's Hair Regrowth Treatment features 2% Minoxidil, the only FDA-approved ingredient clinically proven to help women regrow hair. For women with thin hair looking for serious and long term solutions and to maintain their hair's body.

Twice a day, everyday, for healthy and fuller-looking hair. Minoxidil is a vasodilator that promotes oxygen, blood and nutrients to the follicles to make them stronger and help re-grow thicker hairs.

KEY BENEFITS

- Clinically proven to help re-grow hair.
- FDA approved hair re-growth treatment
- Scientifically blended to help re-grow hair

Product Price: \$24.95



Directions:

Apply one ml. with dropper 2 times a day directly onto the scalp in the hair loss area. Using more or more often will not improve results. Continued use is necessary to maintain your hair re-growth, or the normal hair loss process will begin again. Read the enclosed 2% Minoxidil carton and leaflet before use.

STYLING

Volumizing Lifting Spray

This easy to use styling spray adds instant volume, lift, fullness, body and bounce. Use it for blow drying, holding and setting, protecting, adding volume, lifting, controlling, and finishing any style. Makes fine, thinning hair look and feel thicker.

Keranique's™ Volumizing Lifting Spray lifts and holds thinning hair – even in high humidity – for lasting volume and fullness. Forms a sheer film on each hair strand that acts like invisible scaffold on the hair for touchable yet lasting volumizing lift. Boosts fullness and lift at the roots with Keratin Amino Complex to thicken, strengthen and protect the hair.

KEY BENEFITS

- Helps add shine
- Provides extra lift and support to the root of the hair
- Provides combability, detangling & smoothing without weighing the hair down
- Helps increase hair strength and elasticity
- Helps improve dry and weak thinning hair
- Helps replenish natural keratin fibers in the hair to help protect the cuticle
- Adds instant hair volume, lift, fullness, body and bounce.

Product Price: \$19.95



Directions:

Towel dry hair. Apply Keranique™ Volumizing Lifting Spray to roots of hair. Using fingers, distribute product from roots to ends. For added lift and volume, blow dry hair using medium setting turning head upside down and using fingers to open up sections while blow-drying hair. Increase number of sprays for added lift and expansion. Continue to blow dry until completely dry.

STYLING

Fortifying Mousse

Keranique's™ Fortifying Mousse provides thermal protection from curling irons/ blow dryers and creates a smooth after feel. Hair is smoother to the touch, easier to brush and springs back with slight resistance to create body, fullness and volume.

Keranique's™ Fortifying Mousse is scientifically blended to maintain body without adding stiffness and is a great detangler that helps restore the hair's optimum moisture balance for less breakage when brushing.

KEY BENEFITS

- Conditions your hair for a smooth soft feel and a shiny gloss effect
- Detangles your hair for less breakage when brushing
- Maintains body and volume for fuller hair without adding stiffness
- Helps protect from curling irons

Product Price: \$19.95



Directions:

Pump foam directly onto towel-dried hair and scalp. Massage quickly through hair from roots to ends of hair and into scalp. Do not rinse. Style hair as desired. For best results use daily after Keranique™ Volumizing Shampoo and Conditioner.

QUICKSTART

STEP 1: DAILY

CLEANSE

VOLUMIZING SHAMPOO

for Thinning Hair



Directions:

- Massage into scalp.
- Allow the product to sit for 1 – 2 minutes.
- Rinse hair thoroughly.

STEP 2: DAILY

CONDITION

VOLUMIZING CONDITIONER

for Voluminous Shine



Directions:

- Run product through from roots to ends.
- Allow the product to sit for 1 – 2 minutes.
- Rinse hair thoroughly.

One of the main reasons for thinning hair is inadequate cleansing as it causes pores of your scalp to block and does not allow the hair shaft to grow healthily. Keranique™ is formulated to help both your roots and hair shafts. So start by using the Keranique™ Shampoo and Conditioner daily, as they will exfoliate and revitalize your scalp with the proprietary Keratin Amino Complex.

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STEP 3:

TREAT

FOLLICLE BOOSTING SERUM

for Thicker Looking Hair

Directions:

- Apply to towel-dried hair, and massage into scalp with fingertips.
- Do not rinse.

DAILY



OR

HAIR REGROWTH TREATMENT

WITH 2% MINOXIDIL
for Hair Regrowth

Directions:

- Make sure your hair is towel-dry.
- Within the hair loss area, part your hair to expose the scalp.
- Apply one mL with dropper 2 times daily directly on scalp in the hair loss area.
- Gently massage throughout the hair loss area with your fingertips.
- Do not rinse. Allow to dry completely before styling.

2xs DAILY



If you have received Keranique's™ Intensive Scalp Treatment, then for best results kick-start your treatment program and use for the first 8 days—then follow with Hair Regrowth Treatment or Follicle Boosting Serum. Do not use the Hair Regrowth Treatment on days you apply the Intensive Scalp Treatment. If you prefer not to use Hair Regrowth Treatment with 2% Minoxidil and only want thicker, fuller hair, then use the Follicle Boosting Serum.

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Expectations: Within 2 weeks, your hair should feel healthier and look thicker and fuller. With continued use of the entire system you will begin to see thicker, fuller and healthier hair. For re-growth the process takes a few months, so please continue to use the Keranique™ Hair Regrowth Treatment if your goal is to regrow hair.

Q: “How soon will I see results?”

A: Your hair will feel silkier and shinier as soon as you start using the Keranique™ Shampoo and Conditioner. Your scalp will feel invigorated and with each use you will be improving the health of your hair. Hair regrowth, as you know, takes time and requires patience. Continued use of 2% Minoxidil for at least 4 months is usually needed before you start to notice hair regrowth. The clinical studies for 2% Minoxidil were based on 8 months of use. In the meantime, our other products in the Keranique™ system start working immediately to help repair and prevent future hair damage.

OTHER FREQUENTLY ASKED QUESTIONS:



How long should I be using the Keranique™ System?

Continued use is necessary for maximum results. If you are serious about hair regrowth, the Keranique™ System's 2% Minoxidil Solution should become part of a daily routine for thicker-looking hair.

I've seen some hair regrowth; do I need to keep using Keranique™?

Continued use of the Keranique™ System's 2% Minoxidil Solution is needed to maintain your new hair growth and beautiful locks. Without consistent application of the Keranique™ Hair Regrowth Treatment, the normal hair loss process will resume. Visible volume and healthier-looking hair can be yours with consistent use of the entire Keranique™ System.

I don't feel comfortable using Minoxidil, will I still see results?

Minoxidil is a great hair-loss treatment, but is not suitable for everyone. That's why the Keranique™ System offers you our Follicle-Boosting Serum. It will make your hair look visibly fuller and thicker after just a few weeks. Many customers use this serum on a daily basis, and have shared their amazing stories. So if you prefer not to use 2% Minoxidil or if you only want thicker fuller hair and not hair regrowth, try the Follicle-Boosting Serum instead of the Minoxidil Treatment—we are confident that you will love it!

What is the difference between The Hair Regrowth Treatment and the Follicle-Boosting Serum?

The Keranique™ Hair Regrowth Treatment features 2% Minoxidil, the only FDA-approved treatment for hair loss that has been clinically proven to regrow hair. It's highly effective and has shown amazing results, however, Minoxidil is not for everyone. Please read the instructions and warning on the packaging carefully before using it for the first time to determine if it's appropriate for you. Our Follicle-Boosting Serum was specifically formulated to help visibly improve the appearance of hair thickness while maintaining shiny, healthy-looking hair. We suggest trying each product separately for a week to see which one you prefer.

Results from Real Women*

Women from coast to coast RAVE about the success they experienced using the Keranique™ System. You will too!



“There was a fullness to it that hadn’t been there for a long time. As it was being styled it felt as if it was looking thicker and thicker. I couldn’t believe the results!”

-Stephanie



“My boyfriend noticed a difference after my first wash. My hair felt thicker and fuller after my first use and it cut my styling time from one hour to 20 minutes”

-Nubia



“I loved the clean and refreshing smell of the Shampoo and Conditioner. The peppermint fragrance was so invigorating. I was impressed by the tingly feeling on my scalp.”

-Erika



“Keranique not only made my hair thicker and fuller, but it made my hair shinier, healthier, and more manageable as well!”

-Leah



“Prior to using Keranique my hair was dry, brittle, and limp. I had thinning hair around the front of my face. My hair now has more volume. It’s amazing the fullness I now have...and it bounces....it really bounces.”

-Judy

*Results may vary.

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Our friendly and helpful KERANIQUE™ beauty specialists are happy to answer questions regarding products, customizing your order, and processing returns and credits.

30-Day Guarantee

If you are not completely delighted with your product, call customer service at (888) 237-4131 within 30 days of receipt of your shipment to request a return number and return the containers, even if they are empty, within 2 weeks to avoid further payments or for a full refund of the product purchase price less shipping and processing fees. Include your return number with your return package. We suggest you get USPS delivery confirmation for your return package. Customers responsible for return postage.

Store Credits

A Keranique™ store credit, good for 12 months, will be issued for any returns received after the 30-Day Guarantee period. A \$1.00 processing fee will be applied to store-credit orders.

Pricing Guarantee:

To guarantee your current price for future deliveries and to ensure you do not run out of product, we offer Keranique™ Autoshipment Membership in our program, to automatically receive a new regular supply conveniently shipped to your door, delivered and billed based on your desired frequency. Cancel or change your frequency at any time by calling (888) 237-4131.

Member Loyalty:

As a Keranique™ Autoshipment Program Member, you can always customize your hair-care collection with any Keranique™ products that meet your needs. Keranique™ is committed to ensuring you get what you want, when you want it. You will also enjoy the convenience of automatic, regular deliveries and the ultimate in savings, members-only privileges and members-only pricing. Call (888) 237-4131 to get started today. There is no set-up fee and you can cancel at any time. Shop our enclosed catalog for our many customer favorites!

Trial Period:

Our Try-It-Before-You-Buy-It offers come with our 30-day guarantee and our easy payment option. Try the product for a full 30 days from receipt, and pay only shipping & processing to receive the trial. If not satisfied, simply call to cancel within 30 days of receipt and return the products within 2 weeks as instructed and you'll owe nothing more. Or keep the product and all you cover is the return postage, we'll split your purchase price into equal monthly payments. The first payment is automatically charged to the card you provide 30 days after you receive your package, with the remaining payments charged every 30 days thereafter. Autoship customers will be charged every 30 days for as long as they remain a member and may call to cancel future shipments at any time. We know once you try it, you'll love it just like our thousands of loyal customers.