

Nutriol®

Shampoo and Hair Fitness Treatment

PROTECT THE FUTURE OF YOUR HAIR



Positioning Statement

Nutriol® Hair Fitness Treatment and Nutriol® Shampoo are technologically advanced treatment products that promote abundant, healthy looking hair.

Concept

Great hair seems to be everywhere. When your own hair is a source of concern, the men and women featured in commercials, movies, and magazines can serve as constant reminders that while less is said to be more—when it comes to hair abundance, more is definitely better than less. Whether it is totally unexpected or genetically inevitable, noticing a change in the texture of your hair may seem like the beginning of the end. Instead of watching and worrying, wouldn't it feel great to be truly proactive in protecting the future of your hair?

To help ensure a lifetime of healthy looking hair, Nutriol® enhances the vitality of your hair and scalp with patented technology. Nutriol® Shampoo and Nutriol® Hair Fitness Treatment feature Tricalgoxyl®—a clinically proven seaweed derivative developed by a European laboratory. Formulated to remineralize the scalp and hydrate the hair, Nutriol® helps your hair look and feel more abundant. By helping revitalize the scalp for maximum hair vitality, Nutriol® gives you the hair care technology to fight back!

Target Audience

- Women who are experiencing hair thinning due to pregnancy, menopause, stress, diet, chemical aggressions (perms and dyes), or genetics.
- Men who are experiencing hair loss mainly due to genetics, or age. Other aggravating factors are stress, diet, dandruff, and oil buildup in the follicle.
- Men who are looking for a way to slow down the process and preserve the hair they have and want to continue looking as young as they feel.

Product Claims

- Promotes healthy, abundant hair.
- Revitalizes and strengthens hair.
- Increases the availability of key nutrients and vitamins to the hair follicle.
- Remineralizes and hydrates hair, improving volume and shine.
- Safety-allergy-dermatologist tested.

Key Ingredient

Tricalgoxyl®, rich in kelp sulphated oligosaccharides (polysaccharides), was developed by a European laboratory with over 40 years of experience in the field of trichology (the study of hair and scalp treatment). Derived from a particular species of brown algae (seaweed) grown and collected on the Iroise Biosphere Reserve in France, Tricalgoxyl® works with other essential ingredients to remineralize the scalp and help hair regain its natural health, strength, and shine.

Usage/Application

Nutriol® Shampoo

- Apply Nutriol® Shampoo to wet hair (1–3 pumps for short to medium length hair, 3–5 pumps for long hair).*
- Massage gently.
- Rinse thoroughly with warm water.
- Follow with Nutriol® Hair Fitness Treatment.

*Usage for approximately 2 bottles of Nutriol® Shampoo per month.

Nutriol® Hair Fitness Treatment

Usage for Women

Attack phase: one bottle every other day for eight weeks*

Maintenance phase: two bottles per week for four weeks

*Usage for 1 box of Nutriol® Hair Fitness Treatment per month.

Usage for Men

Attack phase: three bottles per week for eight weeks*

Nutriol® Shampoo and Hair Fitness Treatment

Maintenance phase: two bottles per week for six weeks

*Usage for 1 box of Nutriol® Hair Fitness Treatment per month.

When to Apply

Treatment may be used continually. Duration of treatment should be evaluated on the basis of the results obtained. Minimal recommended use is two cycles of treatment per year (spring and fall). Each box provides 12 treatments.

Demonstration

Nutriol® Hair Fitness Treatment

The bioavailable mineral content of Nutriol® Hair Fitness Treatment can be measured with a conductivity pen (available on the internet). Follow the steps below:

- Remove Hair Fitness Treatment cap without releasing powder. Pour the solution into a glass jar with a wider opening.
- Dip conductivity pen into solution—record measurement.
- Using a new bottle of Nutriol® Hair Fitness Treatment, release the powder into the solution. Shake until mixed.
- Remove cap and test the conductivity.
- Compare this result with the solution-only measurement.

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Minerals, when dissolved in solution, help conduct an electrical charge. A higher mineral content will create a higher conductivity. Nutriol® Hair Fitness Treatment has a high conductivity, demonstrating that it is nutrient and mineral rich. Research indicates the hair follicle requires multiple nutrients and minerals for optimal vitality and abundance.

FYI

Unique Sea Story

The ocean is the largest deposit of life resources on our planet and also the last exploited by man. This incredible rich “eighth” continent is the cradle of life. It is in fact from the sea, three million years ago, that the first form of life developed: microscopic algae. Because of an extraordinarily rich composition, all the essential life elements are contained in algae.

Hair Physiology

Each hair follicle cycles through 3 phases:

Anagen phase—active growth (3–7 years).


Catagen phase—transition/growth stops (2–4 weeks).

Telogen phase—resting, then fallout (3–4 months).

Hair is continually shed and renewed in alternating cycles of growth, rest, fallout, and renewed growth. Clinical studies have shown optimal nutrition to the hair follicle may help extend the

anagen (growth) phase of the hair growth cycle. The longer hair remains in this phase, the thicker and fuller hair will appear.

Complementary Products

- Using the Galvanic Spa™ II Instrument and Scalp Conductor with Nutriol® Hair Fitness Treatment accelerates the initial onset of benefits by facilitating the transport of key ingredients. Compatible galvanic currents and product formulation polarities enable this facilitation. Look for the Product Compatibility Key on Galvanic Spa™ II compatible products. 
- Nu Skin® conditioners.

Ingredients

Nutriol® Shampoo: Water (Aqua), Ammonium Laureth Sulfate, Cocamidopropyl Betaine, Disodium Cocoamphodiacetate, Kelp Sulfated Oligosaccharides*, Asparagopsis Armata Extract, Sodium Cocoyl Hydrolyzed Wheat Protein, Soya Proteins, Ammonium Glycyrhizate, Biotin, Niacinamide, Allantoin, Calcium Pantothenate, Threonine, Yeast Extract (Faex), Arginine, Mannitol, Glycerol Oleate, Jojoba Wax PEG-120 Esters, Citric Acid, Coco-Glucoside, Sodium Chloride, Fragrance (Parfum), Methylparaben, Propylparaben, Methylchloroisothiazolinone, Methylisothiazolinone.

*Tricalgoxyl

Nutriol® Hair Fitness Treatment: Solution ingredients: Water (Aqua), Alcohol Denat., Glycerin, Asparagopsis Armata Extract, Kelp Sulfated Oligosaccharides*, Undaria Pinnatifida Extract, Ammonium Glycyrhizate, Allantoin, Niacinamide, Yeast Extract (Faex), Biotin, Threonine, Calcium Pantothenate, Arginine, Mannitol, Coceth-7, PPG-1-PEG-9 Lauryl Glycol Ether, PEG-40 Hydrogenated Castor Oil, Ethyl Nicotinate, Potassium Sorbate, Aminomethyl Propanol, Benzophenone-4, Fragrance (Parfum), Methylparaben, Propylparaben. **Powder ingredients:** Himanthalia Elongata Extract, Spirulina Platensis Extract, Mannitol.

*Tricalgoxyl

