

Both female and male versions of our product line contain a proprietary composition incorporating materials such as beta-Sitosterol, stigmasterol, thioctic acid, and a patented form of L-carnitine. The purpose of these substances is to block the known hormonal trigger linked to pattern hair loss, while simultaneously turning down the burner on inflammation in the hair follicle. Critically peer-reviewed and published medical research supports our assertions. We are the first product, either drug-based or naturally-derived to offer a proven dual mechanism formula.

While the active composition of both gender-specific formulas contain many similar reagents, there are differences. For instance, a number of substances (e.g. guar hydroxypropyltrimonium chloride) have been incorporated into the female formulas. Our thinking here is that a woman's hair is usually longer, and thus more susceptible to mechanical stress and breakage. Accordingly, our intention is to simultaneously revitalize the hair follicle (i.e. the factory that produces hair) while strengthening the actual hair itself.

Additionally, for our new female treatment formulas we use a number of substances designed to address issues typically confronting women more than men. For instance, women tend to bleach, color, perm and otherwise chemically treat their hair, much more frequently than the average man. Likewise, women almost always have longer hair than men. So at the same time that they are weakening their hair with numerous chemical processes, they are adding strain by growing the hair long. Each of these stressors can significantly accelerate a hair loss condition. However, until now, no valid treatment hair product line has addressed the aforementioned female-specific challenges.

In this as in other ways, HairGenesis® is different. Using materials including polyquaternium, botanical extracts, hydrolyzed wheat protein, soy isoflavones and other substances, HairGenesis® For Women works to protect hair against breakage while addressing the underlying factors which cause the problem in the first place. Finally, using data gleaned from our highly productive collaboration with the University Of Albany, Center For Functional Genomics, HairGenesis® For Women has developed a unique drug delivery system that achieves a highly efficient transport of our active composition to the parts of the hair follicle that require revitalization.

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