

nioxin®

— PRO CLINICAL —

#1 PRO BRAND EXCLUSIVE TO SCALP CARE AND THINNING HAIR¹



SCALP CARE, HAIR THICKENING,
HAIR FALL DEFENSE + AGE DEFENSE

DID YOU KNOW?

There are different conditions that might result in gradual thinning of hair in men and women.

Aside from hereditary pattern baldness, hair thinning can be caused by reduced nutrients, scalp diseases such as seborrheic dermatitis, traction and trauma on the hair, and many other reasons.

The thinning of the hair might be seen due to the decrease of the hair diameter in people with these conditions. Some scientific studies also correlate the decrease of the hair diameter with ageing.²

Prescription medications' main focus is the improvement of scalp hair density. However, it is not always possible to obtain thick hair fibre exclusively with these treatments. Some hair fall conditions may achieve a better look if the medical prescription is combined with cosmetic hair care products. These have ingredients that can provide stronger hair and have proven efficacy against the signs of thinning.³

SCALP CARE + HAIR THICKENING SYSTEMS⁴

3-step regime with
shampoo, conditioner,
& leave-on treatment



**VISIBLY
THICKER,
FULLER HAIR
IN 30 DAYS⁴**

**GENTLE TO
THE SCALP⁵**

**CLINICALLY AND
DERMATOLOGICALLY
TESTED**

A BLEND OF POWERFUL INGREDIENTS THAT WORK!

PEPPERMINT OIL

Has a cooling effect and is also known to be anti-inflammatory.



CAFFEINE

Known to help stimulate hair follicles, maintain the skin barrier, and with massage improves blood microcirculation.



NIACINAMIDE

A form of vitamin B3, that helps to increase the diameter of each hair strand and improve the scalp skin barrier function.

SALICYLIC ACID

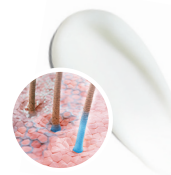
Helps to remove dead skin cells to promote a healthier scalp environment.

3-STEP SYSTEM FOR THICKER, FULLER HAIR



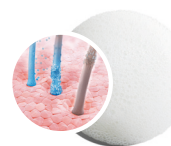
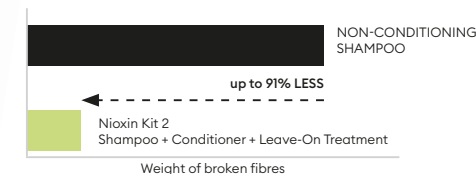
1: Scalp + Hair Shampoo

Helps to remove follicle-clogging build-up from scalp.



2: Scalp + Hair Conditioner

- a) Helps control moisture balance and protect hair against breakage.
- b) Strengthen the hair against breakage up to 91%.⁶



3: SCALP + HAIR TREATMENT

Thickens the hair.

PROVEN EFFICACY

85% noticed a thickening effect⁴

80% noticed an increase in hair density⁴

80% noticed an increase in hair fullness⁴

4 PERSONALISED KITS

SHAMPOO | CONDITIONER | LEAVE-ON TREATMENT



Natural / Untreated Hair with Light Thinning



Natural / Untreated Hair with Progressed Thinning



Coloured / Dry / Damaged Hair with Light Thinning



Coloured / Dry / Damaged Hair with Progressed Thinning

NEW NIOXIN AGE DEFENSE

for youthful-looking hair

The complete Age Defense regime offers a 360 approach to youthful looking hair for longer through it's powerful blend of skin-loving ingredients. Safe for colour-treated hair and free of sulphates, parabens, and silicones, this lineup is the ideal treatment for anyone looking to extend the life of their natural colour while addressing thinning and dullness.

Our anti-ageing hair care range is created to rejuvenate the scalp, stimulate follicles and maintain melanin production, giving volume, shine and preserving natural hair colour.



61%

EXPERIENCED
A REDUCTION IN
GREY HAIR GROWTH*

*After 16 weeks



advanced scalp science
BACKED BY PROFESSIONALS

SUPPORTED BY
TheInstituteof Trichologists®
Harley Street
Founded 1902

NIOXIN | AGE DEFENSE

COMPLETE YOUR ANTI-AGING REGIME



age defense
SHAMPOO

FOR: All Hair Types
USE: Daily Use

BENEFITS

Fullness | Shine

CLAIMS

- Detoxifying cleanse for shine to promote youthful looking hair.
- Purifies the scalp and hair for more youthful, healthier looking hair for longer.*
- Detox shampoo with niacinamide that deeply cleanses and purifies the scalp & hair for shiny, fuller hair.

*Vs. non-conditioning shampoo.



age defense
CONDITIONER

FOR: All Hair Types
USE: Daily Use

BENEFITS

Smoothness | Strength

CLAIMS

- Lightweight conditioner for scalp & hair.
- Deep moisturisation for smoothness to promote youthful looking hair.
- Lightweight conditioner with hyaluronic acid, niacinamide and caffeine, strengthens the hair against breakage and moisturises the hair leaving it smooth from root to tip.



age defense
SERUM

FOR: All Hair Types
USE: Daily Use

BENEFITS

Fullness | Smoothness | Natural Colour

CLAIMS

- Preserves hair fullness and natural colour to promote youthful looking hair.
- Lightweight scalp serum with black oat peptides, niacinamide and caffeine that revitalises hair from the root, to improve hair density, scalp moisturisation and preserve hair's natural pigmentation to delay the appearance of greys.
- 61% experienced a reduction in grey hair growth*

*After 16 weeks.

HOW TO USE



age defense
SHAMPOO

Massage shampoo into hair and scalp, rinse thoroughly.



age defense
CONDITIONER

Work evenly through hair and scalp, let sit for 3-5 minutes. Rinse.



age defense
SERUM

Gently massage up to 3 pipettes onto scalp. Do not rinse.

SKIN-LOVING INGREDIENTS



black oat peptides

Helps maintain melanin production by combating oxidative stress to delay greying & revitalise roots.



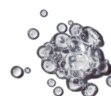
caffeine

Known to help support hair follicles, maintain the skin barrier, & improve blood microcirculation with massage.



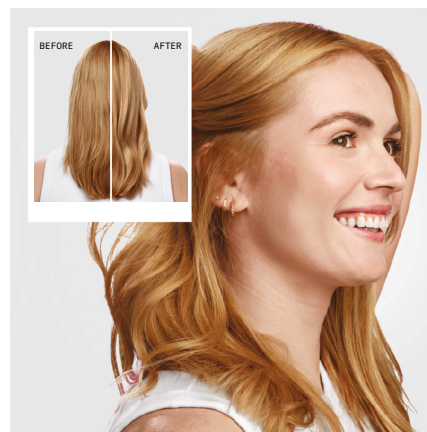
niacinamide

A form of vitamin B3, that helps to increase the diameter of each hair strand & improve the scalp skin barrier function.



hyaluronic acid

Provides moisturisation & strength against breakage to promote a healthier environment for hair growth.



Before: No product & styling
After: Results with Nioxin Age Defense Serum, Diamax Advanced Thickening Serum, blow dry & styled

NIOXIN | AGE DEFENSE

HAIR FALL DEFENSE SHAMPOO

Nioxin's first active shampoo infused with Niacinamide, Caffeine and Sandalore™ removes build-up and grows⁷ stronger hair from the root for visibly less hair fall in 12 weeks.⁸

- Massage on to scalp & hair for 2 minutes. Rinse. Use daily.
- Dermatologically tested.



CLINICALLY TESTED
**STRONGER HAIR
FROM THE ROOT⁹**

**SUPPORTS HAIR
FOLLICLES¹⁰**

**FORMULATED WITH
NUTRACTIVE COMPLEX**

A BLEND OF POWERFUL INGREDIENTS THAT WORK!

SANDALORE™

Sandalwood odorant which has antioxidative properties that helps to improve hair anchorage.



CAFFEINE

Known to help stimulate hair follicles, maintain the skin barrier and improve blood microcirculation with massage.



LAURIC ACID

A natural fatty acid that is known to penetrate the hair and helps nourish and protect the hair.

NIACINAMIDE

A form of vitamin B3, that helps to increase the diameter of each hair strand and improve the scalp skin barrier function.

VISIBLE RESULTS



BEFORE



AFTER*

* Results after 12 months.
Individual results may vary.



BEFORE



AFTER*

* Results after 3 months.
Individual results may vary.

Sandalore is a trademark of Givaudan.

NIOXIN | HAIR FALL DEFENSE SHAMPOO

HAIR FALL DEFENSE SERUM

A leave-in serum that minimises the risk of breakage and hair fall for thicker-looking results. With Niacinamide, Lauric Acid and Sandalore™ that grows stronger hair from the root.

- Use daily on dry or damp hair. Apply up to 15 pumps on scalp. Massage to distribute evenly. Do not rinse.
- Dermatologically tested.



**THICKENS HAIR
FROM FIRST USE⁸**

**IMPROVES HAIR
ANCHORAGE**

**91% SAW LESS
HAIR BREAKAGE¹⁰**

A BLEND OF POWERFUL INGREDIENTS THAT WORK

SANDALORE™

Sandalwood odorant which has antioxidative properties that helps to improve hair anchorage.



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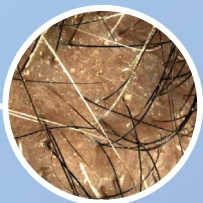
NIOXIN | HAIR FALL DEFENSE SERUM

VISIBLE RESULTS

Clinically proven to grow¹¹
stronger hair from the root.



Scalp **before**
product use.



Scalp **after 8 weeks**
of product use.



Scalp **after 16 weeks**
of product use.



HOW TO USE

1	Apply up to 15 pumps to the scalp with dry or damp hair
2	Massage evenly across the scalp
3	Do not rinse
Use daily for visibly thicker, stronger hair	

DID YOU KNOW?

The hair follicle miniaturisation on the human scalp has a negative impact on the hair density.

This process might happen due to different biological causes such as hereditary predisposition, diet, sebum secretion and oxidative stress.¹²

Our body has ways to fight against the oxidative process: via catalase and glutathione peroxidase or also via non-enzymatic molecules as vitamin E, vitamin C and glutathione.¹³ This mechanism of protection works thanks to the Reactive Oxygen Species (ROS) neutralisation. Unfortunately, with age or due to specific health issues and scalp conditions the production of free radicals might increase and the body's natural protection decrease, leading to a kind of scalp and hair aging. The hair aging itself has consequences such as change of colour, decrease of hair production and/or change on hair structural properties, for instance diameter, fibre curvature and lipid composition.¹⁴

NIGHT DENSITY RESCUE SERUM™

An overnight leave-on treatment, formulated with a powerful blend of antioxidants, known to help to neutralise free radicals on the scalp surface.

- Dermatologically tested.
- Apply 2-4 droppers on scalp. Massage to distribute evenly. Do not rinse. Use at night on dry or damp hair.



DERMATOLOGICALLY TESTED

ANTI-AGING INTENSIVE TREATMENT

BOOSTS HAIR DENSITY IN 8 WEEKS¹⁵

A BLEND OF POWERFUL INGREDIENTS THAT WORK

PANTHENOL

A form of vitamin B5 and is a powerful moisturiser for scalp.



GINGER

Known to have a high anti-oxidant capacity, that can help to reduce oxidative stress.



CAFFEINE

Known to help stimulate hair follicles, maintain the skin barrier and improve blood microcirculation with massage.



LAURIC ACID

A natural fatty acid that is known to penetrate the hair and helps nourish and protect the hair.



OVERNIGHT TREATMENT FOR THE SCALP

Night Density Rescue is a great alternative to **boost the anti-oxidative process on the surface of the scalp.**

During the night, the organism falls into a rest phase that makes it the perfect time to repair and treat the scalp.



HOW TO USE

1	Every evening, apply 4 drops on your scalp on dry or damp hair
2	Massage all over
3	Do not rinse
Let the scalp recover during the night	

DIABOOST HAIR THICKENING SERUM

An intensive treatment that thickens each hair strand for visibly thicker-looking hair¹⁶ instantly.

- Clinically and Dermatologically tested.
- Apply to scalp. Massage and comb though. Do not rinse. Style as usual. Use on damp hair.



INCREASES THE THICKNESS OF EACH HAIR STRAND.¹⁶

PROVIDES UP TO 20% MORE BODY TO YOUR HAIR.¹⁶

A BLEND OF POWERFUL INGREDIENTS THAT WORK

CAFFEINE

Known to help stimulate hair follicles, maintain the skin barrier, and improve blood microcirculation with massage.



NIACINAMIDE

A form of vitamin B3 that helps to increase the diameter of each hair strand and improve the scalp skin barrier function.¹⁷



DIMETHICONE

A protective polymer used both in skin and hair care. It forms a protective film around the hair to reduce breakage and improve manageability.

VISIBLE RESULTS

Non-conditioning shampoo

Non-conditioning shampoo
+ Diaboo



WANT TO KNOW MORE?

Scan the QR code to hear from the Nioxin Experts.

Nioxin Expert – Hair and Scalp Analysis



System Kits



Nioxin Power Treatments



Client Dermabrasion Service – How to



How to Boost your Retail



1. Global sales from Kline Salon haircare study. 2. XXX 3. XXX 4. Based on a survey among 230 U.S. panellists concerned about thinning hair who tried the systems, conducted by SIRS, 2016. 5. For people with normal skin/scalp. 6. Vs. non-conditioning shampoo. 7. Not a hair regrowth product. 8. After a 12 week clinical study among 30 consumers with hair loss. 9. In 12 weeks via improved hair anchorage. 10. In an 48-weeks clinical among 30 consumers with hair loss. 11. Not a hair regrowth product. 12. XXX 13. XXX 14. XXX 15. XXX 16. Vs. non-conditioning shampoo. 17. XXX

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