

SHAKLEE®

ProScents

For Healthy,
Gorgeous Hair.



 **Shaklee**
Creating Healthier Lives™



Hair Care Market

- \$8.3 billion in 2000 (+22% over 1996)
- Growth is driven by several factors:
 - Shampoo segment increased by 24%
 - Conditioner sales has increased by 29%
 - Colorants sales have increased by 41%
- Shampoo & Conditioners represent 38% of the category.



Consumer Concerns

- Thin/Thinning Hair related to hair damage
 - 50% of men will experience related hair thinning in their lifetime.
 - 40% of women will experience noticeable signs of similar hair thinning, by the age of 35.
 - Products targeted for fine/thin hair represents \$545 million of the “daily care” segment



Consumer Concerns

- Damaged Hair
 - Increased number of product lines dedicated to specific hair problems – dry, damaged and chemically treated.
 - 40% of women color their hair.
 - 43% of women are seeking a product that mends split ends, nourishes hair and replenishes moisture.
 - Women are using multiple products to address different problems.



Hair Problems Start with the Scalp

Processing & styling damage

- Chemicals from dyes, perms and straightening, plus heat from styling tools can leave hair blistered and porous, split and stretched, dull and limp.

Environmental assaults

- Extreme weather, UV rays from the sun and indoor lighting, and a vast array of air and water pollutants can depress hair follicles and damage hair, making it weaker and more prone to breakage.

Physical stresses

- Life's everyday stresses can cause hair follicles to be undernourished and "tired", leading to higher numbers of "resting" hairs, and hair which may be thin, fine and fragile.

Oxidative damage

- Left unchecked, free radicals can start a cascade of damage, leading to unsightly and uncomfortable flaking and itching, or excess oil.



- ❧ **Nourishing Scalp Treatment 2oz.**
- ❧ **Lightweight Conditioner 10oz.**
- ❧ **Revitalizing Shampoo 10oz.**
- ❧ **Replenishing Conditioner 8oz.**
- ❧ **Purifying Shampoo 8oz.**
- ❧ **Long-Lasting Finishing Spray 8oz.**

Launch: August 2002



Shaklee Difference

- Nourishes and revitalizes scalp and hair.
- Clinically proven to reduce hair loss and breakage during combing.
- Clinically proven to increase the diameter of hair.
- Repairs damaged hair.
- Improves strength & elasticity.
- System ensures maximum derma-availability of vitamins, minerals, and herbs.
- New hair growth is thicker, stronger, healthier.

All products are safe for color and chemically treated hair



Scalp Health Complex

- ***Vitamin B₆*** – normalizes sebum production.
- ***Ginseng Extract*** – provides essential energy.
- ***Green Tea Extract*** (Camellia Sinensis Leaf Extract) – powerful free radical scavenger.
- ***Saw Palmetto Extract*** (Serenoa Serrulata Fruit Extract) – normalizes sebum production.
- ***Swertia Extract*** – promotes blood circulation.
- ***Tea Tree Leaf Oil*** – supports microbial balance and helps prevent flaking.
- ***Dipotassium Glycyrrhizate*** – licorice extract that soothes scalp irritation.
- ***Panthenol*** – strengthens hair against breakage.
- ***Superoxide Dismutase*** – neutralizes free radicals (Copper, Manganese, and Zinc).
- ***Zinc PCA*** – normalizes sebum production.



Claims/ Benefits

- Independent clinical studies have shown the following results with consistent use of the ProSanté system of products:

Days use:	30	60	90
<i>Reduction of hair loss during combing</i>	11%	54%	65%
<i>Decrease in the number of broken hairs</i>	37%	61%	73%
<i>Percentage of subjects that noted an increase in the thickness of their hair</i>	46%	52%	61%



Claims/ Benefits

- Secondary claims/benefits:
 - The products were formulated to work as a comprehensive system to help hair reach its maximum potential and look its best every day.
 - Each product contains the exclusive Scalp Health Complex that provides nourishing ingredients to scalp and helps restore healthy looking hair.
 - Products help repair damaged hair and maintain its new found health day after day.
 - Helps strengthen and protect hair so that it can stand up to heat styling and the environment.
 - Removes product build-up.
 - Improves manageability.
 - Does not strip away color or natural moisture.
 - Ideal for color-treated hair.
 - pH balanced formulas are gentle enough to use every day.
 - No drying SLS's, dyes or DEA. No animal testing.
 - Non-irritating formulas, dermatologist tested. Clinically formulated, allergy tested.



Who will benefit from ProSante?

- Men and women of all ages and hair types, even colored or chemically treated hair.
- Especially those with thin or thinning hair.
- Those with dry, brittle or damaged hair.
- Those very limp or oily hair.
- People with dry, flaky scalp.
- Those who want to sustain and protect a healthy scalp & health-looking hair.
- Those who struggle daily to get their hair to behave.
- Those who want to support an optimal environment for thick, healthy hair.
- People who are concerned about the impact of environmental pollutants on their scalp and hair.
- Those who prefer a nature based approach to enjoying thicker, stronger, volumized hair.
- Anyone who would like to have their scalp and hair the benefit of the latest cutting-edge science in the field.



Claims/ Benefits – Nourishing Scalp Treatment

- Contains the highest concentration of Scalp Health Complex to help normalize the scalp to foster healthy hair growth.
- Contains scalp stimulating ingredients.
- Contains antioxidant Vitamins A, E, and CoQ₁₀
- Designed to rebalance the scalp.
- Does not leave hair sticky nor oily and hair can be styled as usual.
- Use over time will improve the feel/ texture of hair.
- No rinse formula is gentle enough for everyday use.
- Safe for color-treated and processed hair.

Item #31696





Claims/ Benefits – Revitalizing Shampoo

- Removes build-up, dirt, oils and environmental pollutants from hair without stripping.
- Smooths roughened hair cuticles to restore the shine and luster of naturally healthy hair.
- Contains a patent-pending cleansing system.
- Formula intended for daily use does not over-hydrate nor dry hair and scalp and leaves hair manageable.
- Product does not contain any harsh chemicals or cleansing agents.
- Mild shampoo that gently cleanses scalp and hair, intended for all hair types.



Item #31690



Claims/ Benefits – Lightweight Conditioner

- Weightless conditioner that reveals fullness and shine every time you use it.
- Perfect for everyday use for all hair types without residue or build-up.
- Helps improve cuticle condition by reducing cuticle cracks, decementation and abrasion, while mending split ends.
- Replenishes moisture, leaving hair manageable and revitalized with radiant shine.
- Enriched formula moisturizes internally without coating or weighing hair down.
- Long-lasting results for chemically treated or environmentally dry hair.
- Does not contain any harsh chemicals that damage thin or fine hair.



Item #31693



Claims/ Benefits – Purifying Shampoo

- Deeply cleanses hair to remove dirt, oils, flakes, build-up from products (gels, sprays, mousses, etc.).
- Can be used on all hair types and is especially beneficial for those with normal to oily hair.
- Contains a unique surfactant system from renewable, natural resources.
- Purifies hair cuticles without stripping them of their natural moisture thus providing hair with additional body.
- Opens the cuticle and prepares the hair shaft to maximize repair and rebuilding benefits.
- Counteracts the cumulative stresses of aging, lifestyle and environmental assaults to help support healthier hair as it grows.
- Helps restore natural lipid balance.

Item #31691





Claims/ Benefits – Replenishing Conditioner

- Helps improve cuticle condition by reducing cuticle cracks, decementation and abrasion, while mending spilt ends.
- Helps to rebuild strength and elasticity.
- Binds and sustains moisture to restore shine and flexibility.
- Use by those with thin or thinning hair 1-2 times per week will add an extra boost of moisture.
- Those with thick, dry, brittle, highly textured and chemically treated hair will use more often during week to add intense moisture to hair, so it looks and feels silky, glossy, resilient and healthy.
- Enriched formula moisturizes internally without coating or weighing down hair.
- Restores manageability to unruly hair.
- Mends split ends.
- Rinses clean, detangles instantly and controls static for smoothness and intense shine.



Item #31694



Claims/ Benefits – Long –Lasting Finishing Spray

- Provides all hair types with natural, long lasting hold without feeling stiff or sticky.
- Does not contain any harsh chemicals and is suitable for everyday use.
- Medium hold to finish hair without stickiness, flaking or build-up.
- Will not weigh hair down, leaves hair with a healthy bounce and lustrous shine perfect for those with thin or thinning hair.
- Control that keeps hard-to-hold styles in place, even in high humidity and wind.
- Provides UV protection.
- Contains Panthenol to strengthen hair.
- Formula will not dull hair.



Item #31697



What's not in ProSanté?

- No Sodium Lauryl Sulfate (SLS) or Sodium Laureth Sulfate (SLES)
- No Cocamide DEA or Lauramide DEA
- No occlusive oils
- No Propylene Glycol
- No Quaternium 15
- No “Formaldehyde donor” preservatives
- No colors or dyes
- No animal testing
- Clinically tested
- Dermatologist tested
- Won't clog hair follicles
- Non-drying, non-stripping
- Safe for all hair types, even colored or chemically treated hair
- pH balanced



Support Materials

- ProSanté Flyer, 74804E & 65816S
- ProSanté Product Video 3-pack, 65815E & 65828S
- ProSanté Postcard, 72801E & 72802S
- ProSanté Product Briefs-shaklee.net
- ProSanté Talk Sheets-shaklee.net
- Shaklee 2002 Product Guide
- Hotline – Best of Science Talk – ProSanté Product Segment, #65807E