



AMERICAN CREW

TRICHOLOGY

HAIR RECOVERY



THE LEADER IN MEN'S HAIR IS NOW THE LEADER IN MEN'S HAIR RECOVERY

For more than 15 years, American Crew has been a grooming pioneer. Now we are bringing a new advancement to men who are losing their hair.

The Trichology Hair Recovery System

AMERICAN CREW
INTRODUCES THE NEXT BIG
THING IN MEN'S HAIR:
MORE OF IT

Forty per cent of men will have hair loss by age 35, and none of them are happy about it. As the gatekeeper of male client's grooming routine, stylists have the opportunity to tell them about the latest advance in hair recovery. The Trichology Hair Recovery System



WHY DO MEN LOSE THEIR HAIR?

Most people lose about 100 hairs a day

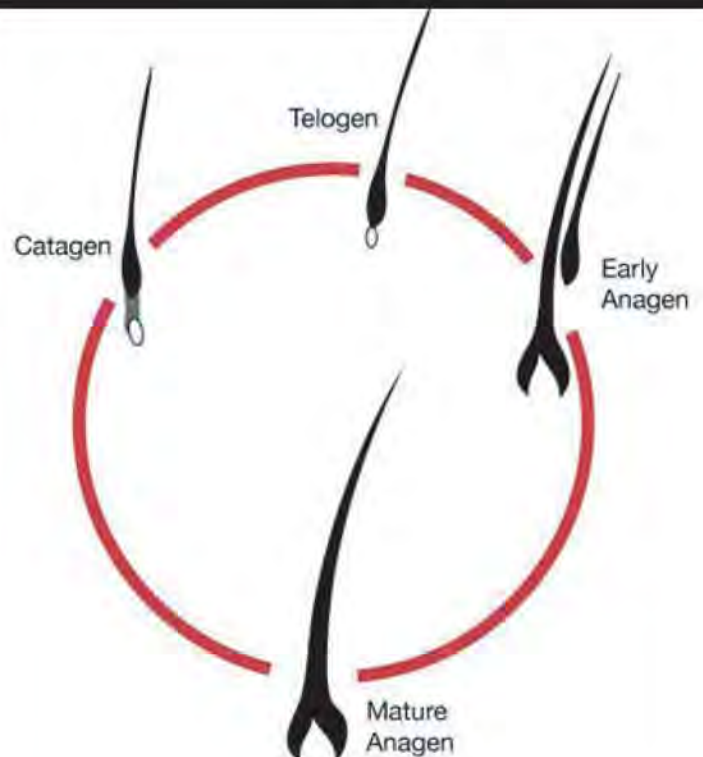
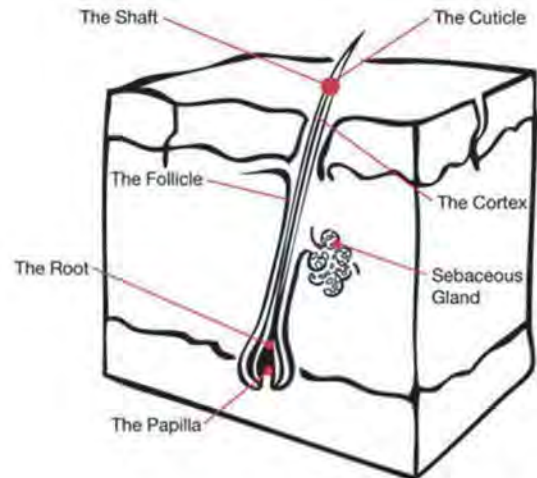
Noticable hair loss occurs when the time between the anagen and telogen phases is too short

Baldness appears when the follicle is exhausted

External factors like pollution

Internal factors like genetics, testosterone and stress

WHAT IS HAIR?





THE SCIENCE BEHIND THE SYSTEM

INTRODUCING THE INNOVATIVE TRICHOLOGY SYSTEM FROM AMERICAN CREW

TRICHOLOGY HAIR RECOVERY IS THE SOLUTION

It's a product from a trusted name in men's grooming

It's recommended by salons

It's a convenient system with a science to support it



Thanks to American Crew Hair Recovery with its unique and patented formula, men can have a healthy environment for faster hair growth, recovering fuller, thicker and stronger hair whilst prolonging hair life

ACTIVE INGREDIENTS:

Hops
Rosemary
Swertia Japonica
Silica

BENEFITS:

Stimulates the cellular activity
Antioxidant - against free radicals
Stimulates blood circulation
Recovers the cellular membrane
Smooths out, restores and fortifies the hair shaft





WORK THE SYSTEM

The Trichology Hair recovery system includes a shampoo that works with a concentrate or a patch to give men thicker, fuller, stronger hair.



CONCENTRATE

A man should massage one ampoule into his hair roots every day to strengthen strands and nourish his scalp. The formula absorbs into the scalp. Then he can comb and style his hair as usual. You can even do this after a cut as a way to introduce your clients to the product. The concentrate is available in boxes of 12 or 42 ampoules. For best results, use with Trichology Hair Recovery Shampoo.







SHAMPOO

Prepares a man's scalp for maximum absorption of the ingredients. Contains a proven formula that nourishes and extends the life of a man's hair and stimulates and soothes his scalp



PATCH

The easy-to-apply patch gradually releases the carefully selected ingredients as a man wears it, without any mess. Rosemary and Swertia Japonica work together to encourage the best environment for hair recovery. Can be worn conveniently and safely overnight. Comes in boxes of 60. For best results, use with Trichology Hair Recovery Shampoo

Patch + Shampoo	
<p>Mild/Maintenance</p> 	<p>Patch 2 to 3 patches every other day Shampoo: Wash daily as usual Timing: Ongoing</p>
<p>Severe</p> 	<p>Patch 2 to 3 patches daily Shampoo: Wash daily as usual Timing: Minimum 8 weeks then use maintenance routine</p>
Concentrate + Shampoo	
<p>Mild/Maintenance</p> 	<p>Concentrate 1 ampoule every other day Shampoo: Wash daily as usual Timing: Ongoing</p>
<p>Severe</p> 	<p>Concentrate 1 ampoule daily Shampoo: Wash daily as usual Timing: Minimum 6 weeks then use maintenance routine</p>