



introducing: Revitalize

"I NOTICED A CHANGE IN ABOUT A MONTH...AND I'VE SEEN A DEFINITE DECREASE IN THE AMOUNT OF HAIR [THAT I'VE LOST] IN THE SINK!"
- RALPH G.



AMERICAN CREW REVITALIZE™ products were created to improve scalp health and limit the conditions that promote hair loss. Whether male or female, anyone who seeks a healthy scalp and hair environment will discover the benefits of AMERICAN CREW REVITALIZE™.

A NEW FORMULA FOR SCALP FITNESS

Built upon formulas that combine micro-nutrient technology with time-honored herbal extracts, AMERICAN CREW REVITALIZE™ is truly revolutionary in nature. Advanced by medical research and lab professionals, the science behind our formula is our exclusive Nutra-Rich Copper Complex. Found in all AMERICAN CREW REVITALIZE™ products, this complex is a unique blend of micro-nutrients and botanicals including Copper Peptide, Saw Palmetto, Green Tea, Rosemary and Thyme. AMERICAN CREW REVITALIZE™ is formulated for healthy hair.

A SIMPLE ROUTINE THAT'S REVOLUTIONARY IN NATURE.

The basis for the AMERICAN CREW REVITALIZE™ system is to optimize and nourish the hair follicle and scalp environment; thereby, minimizing the loss of hair. Intended as part of your daily regimen, the AMERICAN CREW REVITALIZE™ system can be easily integrated into your morning and evening routine. By taking an active approach against thinning hair or hair loss, AMERICAN CREW REVITALIZE™ allows you to witness the effects of a healthy scalp environment firsthand.

HOW DO I BEGIN?

Take your own test with our 45-day supply Starter Kit. It has everything that you need to begin. We recommend a daily regimen of at least 30 days to see if AMERICAN CREW REVITALIZE™ is right for you.

:fact from fiction

COMMON MYTHS & THE TRUTH ON HAIR LOSS PREVENTION

CLEANSING: MANY PEOPLE EXPERIENCING EXCESSIVE HAIR LOSS BELIEVE THAT DAILY CLEANSING WILL ACCELERATE PROBLEMS OF HAIR LOSS. ACTUALLY, DAILY CLEANSING IS CRITICAL TO A HEALTHY SCALP ENVIRONMENT. A GENTLE CLEANSER SHOULD BE USED EVERY DAY.

CONDITIONING: SOME PEOPLE BELIEVE THAT CONDITIONING WEIGHS HAIR DOWN AND IS ONLY BENEFICIAL FOR DAMAGED, DRY OR LONG HAIR. IN FACT, CONDITIONING THE HAIR AND SCALP IS IMPORTANT FOR ALL HAIR TYPES. TONING, PROMOTING CIRCULATION AND ADDING MOISTURE ARE ALL IMPORTANT BENEFITS OF DAILY CONDITIONING.

TONICS, SPRAYS AND SERUMS: IT IS A COMMONLY HELD BELIEF THAT THESE THINNING HAIR PRODUCTS HAVE TO BE GREASY, HEAVY AND UNPLEASANT TO USE DAILY. IN FACT, OUR TREATMENTS ARE QUICK-DRYING, LIGHT-WEIGHT AND EASY TO USE.

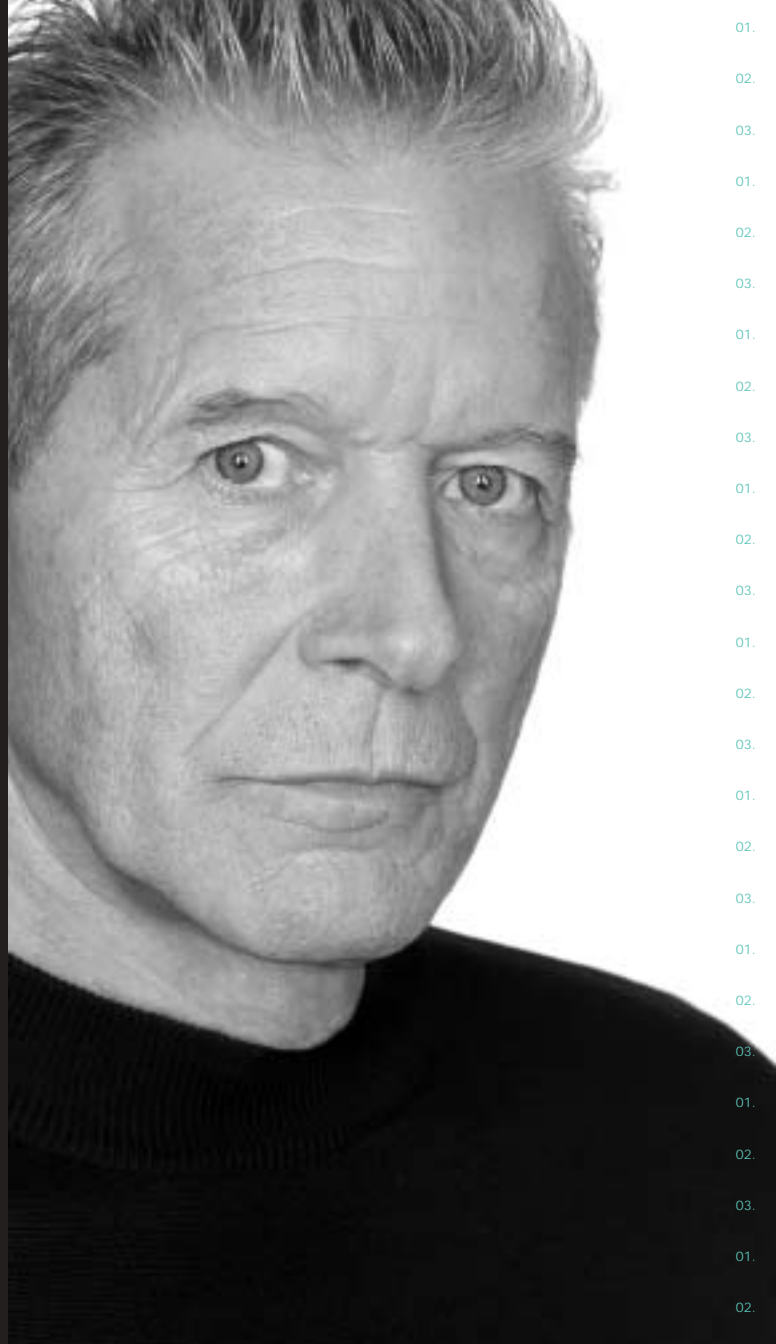
the system: 3 simple steps

A SIMPLE AND EFFECTIVE 3-STEP SOLUTION

Intended as part of your daily routine, the AMERICAN CREW REVITALIZE™ system can be easily integrated into your grooming regimen. Found in all products within the AMERICAN CREW REVITALIZE™ system is our exclusive Nutra-Rich Copper Complex.

HEALTHY SCALP ENVIRONMENT = HEALTHY HAIR.
YOU CAN ACHIEVE THIS IN THREE SIMPLE STEPS:

01. The first step is Revitalizing Daily Shampoo or Revitalizing Daily Moisture Shampoo. Both act as gentle cleansers to remove excess scalp oils and buildup without stripping or damaging the hair.
02. Next, Revitalizing Daily Conditioner adds moisture and shine without adding extra weight. The stimulating properties of our conditioner also encourage circulation and blood-flow to the scalp environment.
03. The final step in the system is our Revitalize Spray Solution which contains an increased concentration of the Nutra-Rich Copper Complex. It's a non-greasy, quick-drying formula that allows an all-over application, and it works all day. As an additional option, our Revitalizing Serum is excellent for specific problem areas. It may be used as a highly-concentrated and targeted therapy. AMERICAN CREW REVITALIZE™ may be used in conjunction with other thinning and hair-loss products.



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NUTRA-RICH COPPER COMPLEX

THE COMBINATION OF TIME-HONORED BOTANICALS AND MODERN SCIENCE.

THE BOTANICAL STORY

Our exclusive Nutra-Rich Copper Complex is a unique combination of micro-nutrients and botanicals. This complex is a proprietary blend, which includes a mix of Copper Peptide, Saw Palmetto, Green Tea extracts, Rosemary and Thyme.

Long overlooked by traditional Western medicine, herbal and other natural approaches to healthy hair have gained progressively wider acceptance in the scientific community. In fact, clinical experience and scientific studies show that a number of herbal extracts can inhibit DHT, a testosterone derivative that is associated with hair loss. We have taken the most potent of these herbal extracts and blended them into our Nutra-Rich Copper Complex.

As a time-honored herb, Saw Palmetto has been claimed to increase virility and combat the effects of aging. Saw Palmetto helps prevent hair follicle damaging DHT from binding to the receptor sites at the root of hair follicles. This herb also contains essential fatty acids that are crucial to the cellular process and promote general scalp health.

Green Tea, another time-tested herb, is believed to improve health and vitality. Overall, it provides powerful, natural antioxidants, which tone and soothe the scalp. Green Tea extracts contain a group of compounds that inhibit the enzyme that converts testosterone into DHT. It also helps to hinder DHT from binding to the cellular receptor sites, thereby increasing the breakdown and excretion of DHT. Green Tea has been shown in published studies and clinical experience to be effective in treating hair loss.

The combination of Rosemary and Thyme both increase scalp circulation and blood-flow, thereby increasing the delivery of effectual ingredients to the scalp. While Rosemary stimulates and activates metabolism, Thyme helps to strengthen the circulatory system. Both are considered excellent antioxidants.

The breakthrough technology of AMERICAN CREW REVITALIZE™ utilizes a patented AHK Copper Peptide, which is licensed from the biotech company, ProCyte Corporation.

COPPER PEPTIDE—OUR KEY INGREDIENT

Copper Peptide, and its base element Copper, is an important micro-nutrient and activator of many key processes necessary for tissue repair, collagen formation, hair growth and general skin and hair health. It is important to note that the levels of Copper (Cu) in hair follicles decreases with age. (ref. Fig. A) Copper Peptide technology employs an amino acid carrier to effectively deliver Copper to the needed cells. In other words, Copper, which is an essential ingredient in the growth cycle of hair, gets to the cells that need it.

FIG A. Levels of Copper (Cu) decrease with age.

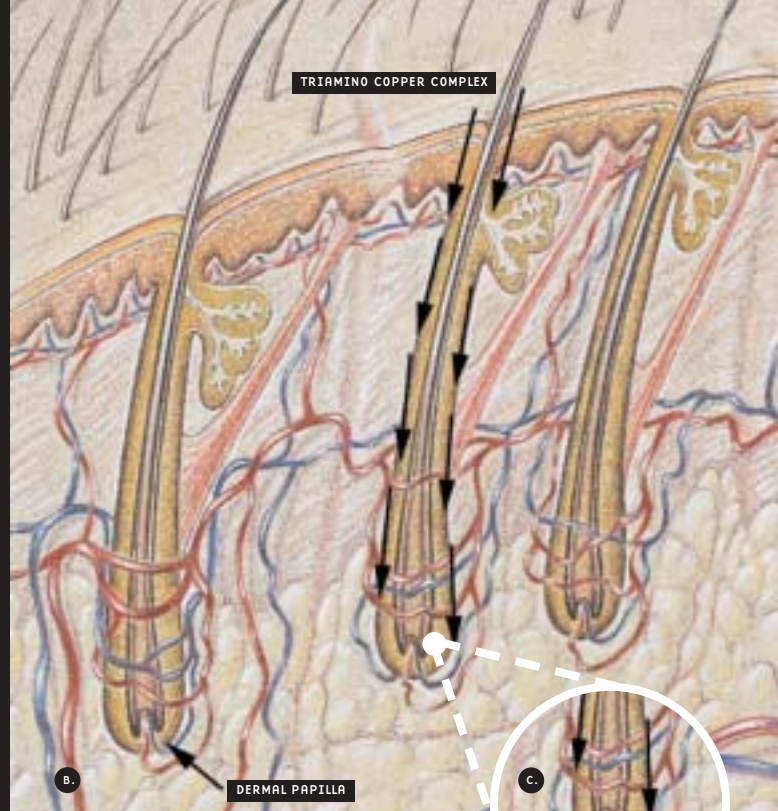
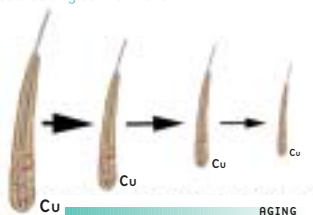


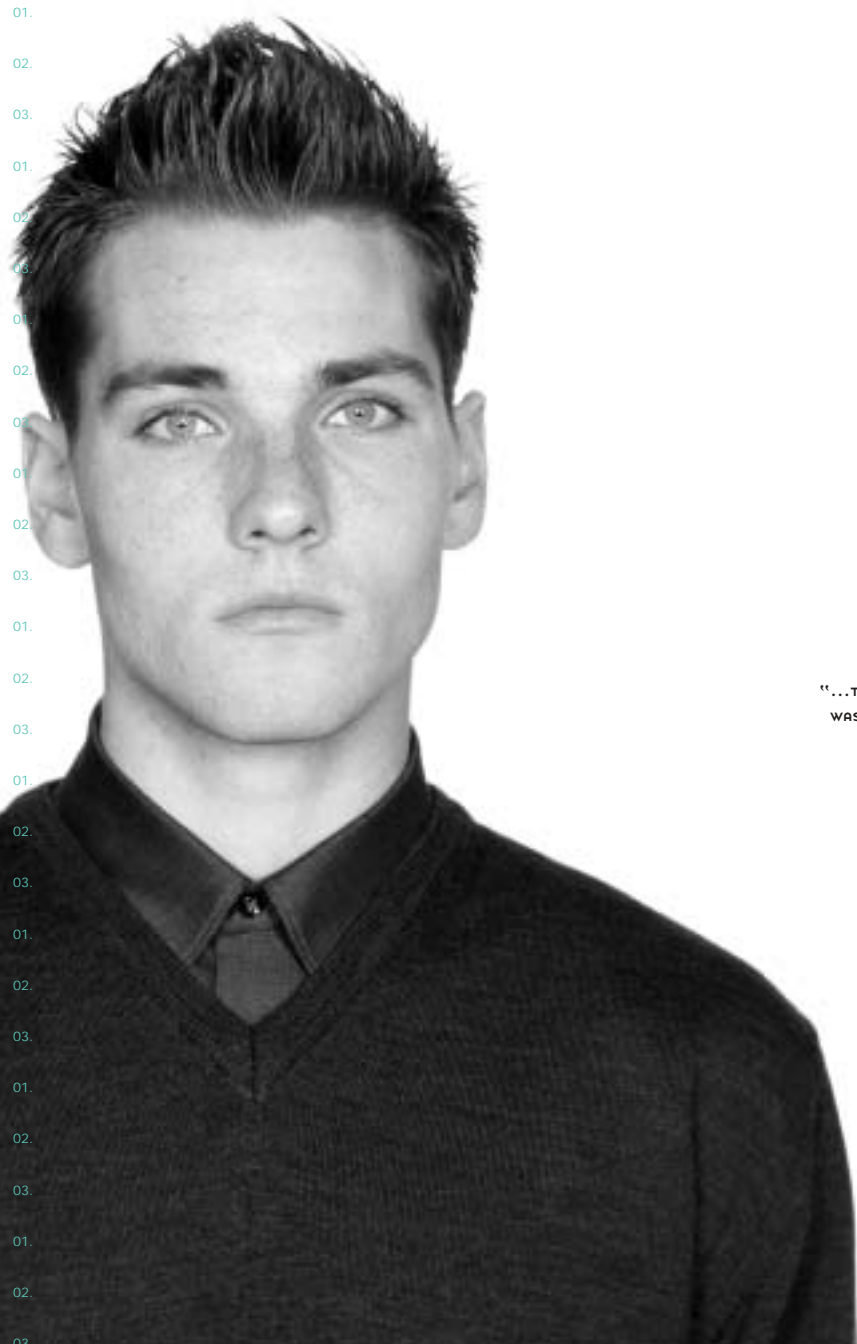
FIG B. DELIVERY PATH - COPPER PEPTIDE COMPLEX
Topical application & delivery to the Dermal Papilla

FIG C. Key area of Copper activity.

The basis for the AMERICAN CREW REVITALIZE™ system is to optimize and nourish the hair, scalp, and hair follicle environment. Therefore, minimizing the conditions that promote the loss of hair. Intended as part of your daily regimen, AMERICAN CREW REVITALIZE™ can be easily integrated into your morning and evening routine. Before the onset of hair loss, we recommend an active and preventative maintenance program. Prevention is the best medicine.

YOUR BENEFIT IS ROOTED IN SCALP FITNESS!

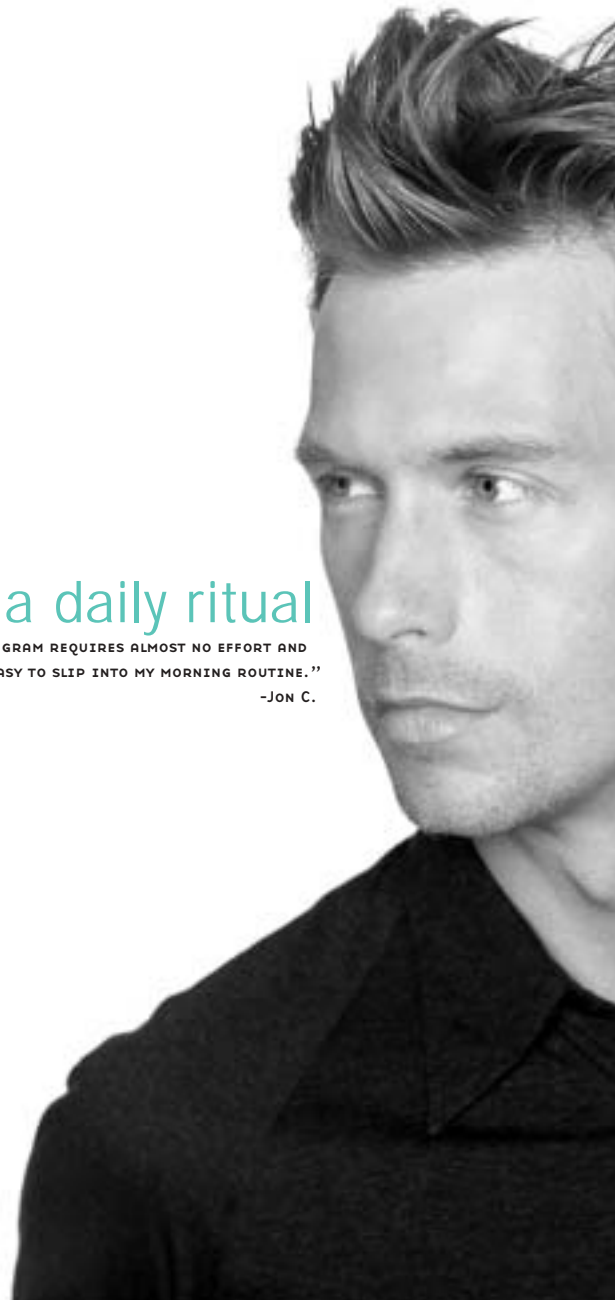
By taking an active approach against thinning hair or hair loss, AMERICAN CREW REVITALIZE™ allows you to observe the effects of a healthy scalp environment firsthand. Quite simply, AMERICAN CREW REVITALIZE™ is formulated for healthy hair.



a daily ritual

"...THIS PROGRAM REQUIRES ALMOST NO EFFORT AND
WAS VERY EASY TO SLIP INTO MY MORNING ROUTINE."

-JON C.



Products:

01



02



04



01. REVITALIZING DAILY SHAMPOO

FOR NORMAL TO OILY HAIR
Containing our exclusive Nutra-Rich Copper Complex, this daily shampoo for normal to oily hair provides unsurpassed restorative benefits to optimize a healthy scalp environment and expand the life cycle of each individual hair.

02. REVITALIZING DAILY MOISTURE SHAMPOO

FOR NORMAL TO DRY HAIR
Revitalizing Daily Moisture Shampoo works to maximize the life cycle of each strand by infusing hair with moisture and shine. Contains our exclusive Nutra-Rich Copper Complex.

03. REVITALIZING DAILY CONDITIONER

An invigorating, weightless, daily conditioner which contains our exclusive Nutra-Rich Copper Complex and Panthenol (Provitamin B5). Natural herbal extracts of Rosemary & Thyme stimulate and nurture. Hair-strengthening properties encourage excellent nourishing and conditioning benefits.

04. REVITALIZING SPRAY SOLUTION

A high-concentration spray formula that delivers a potent infusion of our exclusive Nutra-Rich Copper Complex. Enriched with Copper Peptide, a vital nutrient for cellular activity in the skin and hair follicle, the Spray Solution may be used as a final step in the daily AMERICAN CREW REVITALIZE™ system.

05. REVITALIZING SERUM

Targeted therapy for your scalp. This concentrated serum delivers focused, on-site action to those areas that require extra attention. Containing the highest concentration of our Nutra-Rich Copper Complex, this serum is the final step in the AMERICAN CREW REVITALIZE™ system.

03



05



AFTER USING THE AMERICAN CREW REVITALIZE™ SYSTEM, FINISH WITH CLASSIC AMERICAN CREW STYLING PRODUCTS.



**01
CLEANSE**

REVITALIZING DAILY SHAMPOO

For normal to oily hair types, Revitalizing Daily Shampoo contains our exclusive Nutra-Rich Copper Complex to provide unsurpassed restorative benefits to optimize a healthy scalp environment and expand the life cycle of every individual hair.

COPPER PEPTIDE Nourishes and restores an optimal scalp environment, while minimizing hair loss.

SAW PALMETTO Helps to fight the production of hormones that contribute to hair loss.

ROSEMARY & THYME Extracts that team to provide stimulation and circulation to the scalp environment.

QUILLAJA EXTRACT Gently cleanses without stripping essential oils.

REVITALIZING DAILY MOISTURE SHAMPOO

Containing soothing, moisturizing herbal extracts in addition to our exclusive Nutra-Rich Copper Complex, Revitalizing Daily Moisture Shampoo works to maximize a healthy scalp environment while nourishing, protecting and expanding the life cycle of each individual hair.

COPPER PEPTIDE Nourishes and restores an optimal scalp environment, while minimizing hair loss.

SAW PALMETTO Helps to fight the production of hormones that contribute to hair loss.

QUILLAJA EXTRACT Gently cleanses without stripping essential oils.

WHEAT PROTEIN Improves hair shine, volume and manageability.

**02
CONDITION**

REVITALIZING DAILY CONDITIONER

This weightless, invigorating conditioner contains our exclusive Nutra-Rich Copper Complex and provides excellent conditioning benefits.

COPPER PEPTIDE Nourishes and restores an optimal scalp environment, while minimizing hair loss.

SAW PALMETTO Helps to fight the production of hormones that contribute to hair loss.

PANTHENOL (PROVITAMIN B5) Provides hair-strengthening properties to provide excellent conditioning benefits.

ROSEMARY & THYME Extracts that team to provide stimulation and circulation to the scalp environment.

**03
TONE**

REVITALIZING SPRAY SOLUTION

A light-weight, quick-drying elixir, Revitalizing Spray Solution is a high concentration formula that provides an all-over application of nutrient rich spray.

COPPER PEPTIDE Nourishes and restores an optimal scalp environment, while minimizing hair loss.

SAW PALMETTO Helps to fight the production of hormones that contribute to hair loss.

GREEN TEA Soothes and tones the hair and scalp environment.

REVITALIZING SERUM

Delivering focused spot treatment to those areas that require extra attention, Revitalizing Serum contains a high concentration of our exclusive Nutra-Rich Copper Complex.

COPPER PEPTIDE Nourishes and restores an optimal scalp environment, while minimizing hair loss.

SAW PALMETTO Helps to fight the production of hormones that contribute to hair loss.

GREEN TEA Soothes and tones the hair and scalp environment.

a 3 step system

While the reasons for hair loss are complex, there is a basic explanation for why hair falls out and does not grow back. When testosterone produced by the body enters the hair follicle, the hair follicle produces the enzyme testosterone 5-alpha reductase. Then, this enzyme converts the testosterone into a hormone called dihydrotestosterone or more simply, DHT.

01. **AN OVERABUNDANCE OF THE HORMONE DHT AND CLOGGED HAIR FOLLICLES CAN BE RELATED TO HAIR LOSS.**

DHT is disastrous to the hair follicle. When follicles are exposed to DHT, they enter the resting phase of hair growth and begin to decay and shrink. At the same time, the membrane of the scalp becomes thick and inflexible, slowing circulation and nutrition of the follicle. This causes the hair follicle to spend more time in the resting phase, and less hair is replaced through hair growth.

There are simple solutions that reduce hair loss. One has to both reduce the excess testosterone produced by the body and decrease the amount of DHT produced. This can be achieved through a two-tiered program focusing on both the internal and external causes for hair loss.

WHY DOES HAIR LOSS OCCUR?

02. **STRESS, POOR DIET AND ENVIRONMENTAL AGGRESSORS CAN BE RELATED TO HAIR LOSS.**

On the internal side, someone experiencing hair loss should do all that they can to minimize their risk factors. There are a number of options, but to start, one should focus on healthy food choices. As the saying goes... we are what we eat. Choosing lean protein sources and soy products in addition to beans, grains, fresh fruits, and vegetables can improve the strength and health of hair. Additionally, your general health will reap the rewards of better dietary choices.

03. **SEBUM, WHICH CONTAINS A HIGH AMOUNT OF DHT, CONTRIBUTES TO POOR SCALP HEALTH.**

It is also important to focus on the external areas that need direct attention, namely the scalp. The importance of a healthy and vital scalp environment cannot be over-emphasized. When the scalp is not fit, hair growth is reduced. Over time, styling product build-up, excess sebum and even perspiration can have negative effects on the hair follicle.

AMERICAN CREW REVITALIZE™ is a grooming regimen that focuses on a healthy scalp environment and increases the strength and condition of existing hairs. The system is effective due to a formula that emphasizes nourishment and scalp vitality. It reduces the negative effects of DHT, and revives the hair follicle environment.

hair loss

The reasons for hair loss may not be simple, but the way you confront it can be. AMERICAN CREW REVITALIZE™ - a simple routine that's revolutionary in nature. Please visit us at www.americancrewshop.com

AMERICAN CREW SHOP

OFFICIAL SUPPLIER TO MEN

