

**REBECA DORAN**  
SWEDEN



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# Why Does Hair Fall Out?

**A thick head of hair is synonymous with health and well-being. Straight or curly, long or short, blond, brown or black, our hair is a key element of our look; that is why we must take care of it and preserve its health and volume. Our hair is characterised by a natural cycle that is constantly renewed.**

**This cycle consists of three stages:**

*Anagen phase:* Growth. It lasts an average of four years.

*Catagen phase:* Cession. It lasts about three weeks.

*Telogen phase:* Rest. It lasts 3 to 4 months.

Every day, we lose on average 60 to 100 strands of hair. This is quite normal since, after a latent period which lasts 2 to 5 months, a new growth stage begins.

The new hair will replace the hair previously fallen. Of course, if we are talking about excessive hair loss, then this is not a natural event and it may be caused by different factors.

Acting promptly is critical to reduce excessive hair loss.

## **The Causes of Excessive Hair Loss**

Excessive hair loss is a quite common problem which affects more and more women and men. Two out of three persons suffer from excessive hair loss with more than 60-100 strands lost every day.

Causes: hereditary factors, stress, fatigue, hormonal imbalance, pregnancy.

Human hair loss patterns also change with the seasons.

In all cases the hair root is severely weakened.

The growth phase is shortened and the hair falls out earlier than expected.



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**The Hair Loss Remedy Shampoo & Lotion, in combination with the innovative anti-hair loss patch gradually release their active ingredients.**

An effective hair treatment improves scalp conditions and follows the different stages of the hair growth cycle.

This outstanding anti-hair loss intensive treatment by Rebeca Doran strengthens and promotes the natural hair growth cycle, fully compensating for root nutritional deficiencies and making the hair thick, healthy and shiny.



## How Does the Treatment Work?

- Ⓜ It gently cleanses the hair with the special “NO SLES” formulation of the shampoo.
- Ⓜ It increases the level of energy brought to the cells that form the hair, thanks to the organic sulphur contained in the treatment, determining the flow of vital natural amino acids (cysteine).
- Ⓜ It protects against free radicals during the growth phase of the hair.
- Ⓜ It improves the range of nutrients required to fight hair loss, blocking the action of the enzyme 5-alpha-reductase, which is responsible for hair loss and thinning, thanks to Serenoa Repens, released and absorbed by the epidermis when applying the Patch.

The combined action of the Hair Loss Remedy Lotion + Hair Loss Remedy Patches reduces temporary and widespread hair loss, promoting hair thickening and regrowth.





## Products Included in the Program

### **Hair Shampoo**

Growth factor\*\* Hair Loss Remedy Shampoo – pH 5-6.

Hair shampoo characterised by a stimulating action promoted by Boehmeria Nipononivea extracts and vitalized water.

Apply the shampoo directly to damp hair, then apply Hair Loss Remedy lotion to promote hair growth\*\*. pH 5.5.

### **Lotion**

Growth factor\*\* Hair Loss Remedy Lotion – pH 5.5

Treatment designed to fight excessive hair loss. The synergy of its different components – white thyme, apple active stem cells, Serenoa Serrulata and Boehmeria Nipononivea – stimulates cell metabolism and protects the hair from free radicals. Apply the lotion after the Hair Loss Remedy Shampoo as a preventive treatment three times a week. If you need a more intense treatment, apply every day for 4-6 weeks.



## Patches

60 anti-hair loss patches. Anti-hair loss treatment.

- Ⓜ 30% increase in hair density and improved tensile strength.
- Ⓜ Shiny hair and longer hair growth cycle.
- Ⓜ Increase in the level of keratinocytes, which promote hair growth and make the hair stronger.
- Ⓜ Stimulation of blood microcirculation that facilitates cellular oxygenation and nutrition.
- Ⓜ Anti-free radical action, protection of the follicular membrane from premature hair aging.
- Ⓜ Decreased levels of scalp sebum, often causing excessive hair loss.



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## How to use the patch:

1. Apply the patch every evening, preferably at the same time. Cleanse and dry the affected area between the neck and the ear.
2. Remove the patch from the sachet and apply it with gentle pressure, so as to stick it well. Leave on for 12 hours. On the next day, do not stick the patch to the exact same area of the previous day. Each patch can be used only once.





# Appliceringfrekvens

Application of Hair Loss Remedy Patches, eudermic patches.

The innovative anti-hair loss patch, Hair Loss Remedy Patches, gradually releases its active ingredients and has a firming, strengthening and sebum normalizing effect lasting for 12 hours. Maximum results are achieved in combination with the Hair Loss Remedy Lotion treatment. It is recommended to use it for 60 days, and to repeat treatment if necessary, on a case-by-case basis, and during seasonal changes.

**Intensive action:** Use the combination of Hair Loss Remedy Lotion + Hair Loss Remedy Patches every day for 60 days.

**Maintenance or prevention:** Apply Hair Loss Remedy Lotion 3 times a week and the Hair Loss Remedy Patches every 24 hours.

## ***Repeat***

### **Hair Loss Remedy Lotion**

It is possible to apply the product on both washed and unwashed hair. Daily application is of great importance. In fact, the combined effect of the Lotion and the Patch efficiently optimizes the desired result of a constant release of the active substances. When it comes to treating the scalp these substances have the purpose of protecting it against free radicals and maintaining the flow in the peripheral microcirculation, as well as promoting cell renewal. In case of intensive treatment, the product should be distributed to the 9 "zap" points, while applying the patch, preferably in the evening before bedtime.



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### Our products do not contain:

- Ⓜ SLES
- Ⓜ Petrochemicals
- Ⓜ Pesticides
- Ⓜ Synthetic perfumes
- Ⓜ Parabens
- Ⓜ Artificial dyes
- Ⓜ Alcohol

(except for Hair Loss Remedy Lotion)

### Hair Loss Remedy Shampoo

Growth factor shampoo, 300 ml

### Hair Loss Remedy Lotion

Growth factor lotion, 50 ml

### Hair Loss Remedy Patches

Hair loss prevention treatment, 60 pcs

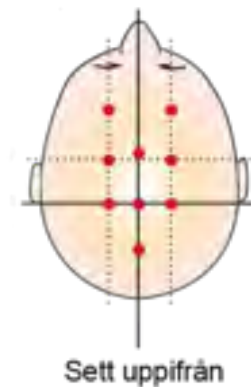


## Identification of "Zap" Points

(preferred application areas)

Divide the head into three sections, starting from the right side of the head, near the right eye, moving closer to the central area, near the nose and, finally, over the left eye. Apply the product about 2 cm from the hairline, three times while keeping the same distance, and moving closer to the back of the nape.

\*\* Adjuvant for cosmetic use that promotes physiological growth of the hair.



# *Inspired By Nature*



## Customer Service:

Rebeca Doran Sweden, Mailbox 1408, 411 42 Göteborg | Phone: +46 (0) 101-29 05 05, E-mail [info@rebecadoran.se](mailto:info@rebecadoran.se)

