

KERANIQUE®

THE WOMEN'S HAIR GROWTH EXPERTS™

FREQUENTLY ASKED QUESTIONS

How do I use Keranique®?

Keranique's complete line of hair-care products can help transform the appearance of your hair. With continued use of the system and just a few easy steps, nourished, healthier-looking hair can be yours. Simply follow the instructions and directions that are provided on each product label.

My scalp itches and I think I may be shedding more hair than before I started using the Minoxidil.

Hair shedding at the beginning of the treatment may happen for a small percentage of users, but it's temporary (usually lasting from 2 – 6 weeks), and this can actually indicate that Keranique is working. Hair grows slowly – on average hair grows about ½ inch per month. It has to emerge from the follicle before it grows from the scalp, so there will be a short period of 3 – 4 months before you will begin to see a visible difference. As the Keranique Hair Regrowth Treatment or Minoxidil begins to take effect and regrow hair, it is important to realize that it can also help stop further hair loss by revitalizing and stimulating hair follicles. Itching may be experienced; however, our shampoo and conditioner moisturize the scalp, so be sure to use these daily if you are experiencing itchiness.

When will I see results?

Your hair will feel silkier and shinier as soon as you start using the Keranique Shampoo and Conditioner. Your scalp will feel invigorated, and with each use, you will be improving the health of your hair. Hair regrowth takes time and requires patience. Continued use of 2% Minoxidil for at least 4 months is usually needed before you start to notice regrowth. In the meantime, our other products in the Keranique system start working immediately to help repair and prevent future hair damage. With Minoxidil use, during the first two months, after beginning the treatment, you may lose or shed a little more hair than usual. Note that this is part of the process; it indicates that the follicles are making way for new growth. Remember to keep using the Hair Regrowth Treatment every day twice a day. Important to note: everyone is different. Some users notice results in 2 to 4 months, but to see best results, it can take from 6 months up to a year.

Should I use Keranique every day?

Yes. But keep in mind that when using the 2% Minoxidil Treatment, **using more of it or using it more often than the recommended twice daily application of 1 mL will NOT improve results.** However, you can use the other Keranique products every day or every other day. Please refer to the Use Directions for guidance. Additionally, we recommend that for best results you use other Keranique products, as the overall system was created to work together to give your hair the best care possible.

How do I use Minoxidil?

The Keranique 2% Minoxidil is a liquid, has the consistency of water and should be applied only to the scalp. There are two ways to apply Minoxidil. One delivery system uses a dropper and the second is a sprayer. With the dropper apply 1mL twice a day a drop or two at a time to the areas of concern on your scalp. For the sprayer, apply 6 sprays twice a day to your areas of concern. Applying it to the scalp, twice daily as recommended, should not affect your hairstyle or make your hair greasy. If applying when your hair is damp in the evening, wait for your hair to dry before going to bed.

Is it okay to use Minoxidil on either permed or color-treated hair?

Yes, you can use the Minoxidil on both permed and color-treated hair. We recommend that you do **not** use Minoxidil on the same day your hair is colored or treated with permanent wave chemicals.

How does Minoxidil work?

In certain types of hair loss, a combination of heredity, hormones, and age causes a progressive shrinking, or miniaturization, of the hair follicles in your scalp. This can shorten the hair's growing cycle. Over time, as the active growth phase becomes shorter, the resting phase becomes longer. Eventually, there may be no growth at all. Researchers believe that Minoxidil works in part by helping to reverse the miniaturization process. By enlarging miniaturized follicles, the growth phase of the hair cycle is prolonged, allowing the hair to become longer and thicker-looking. With more follicles in the growth phase at the same time, it is possible to see improved coverage of the scalp.

How do I know that Minoxidil is right for me?

Minoxidil is used to treat certain forms of hair loss. The checklist below will help you determine if it is right for you:

- Members of your immediate family or extended family, have experienced hair loss
- You notice more hair than usual in the shower drain, on your pillow, or in your hairbrush
- You notice your pony tail is getting thinner
- You've changed your hairstyle to cover up your hair loss

If two or more of these statements are true, you may be experiencing hair loss.

I've seen hair regrowth; do I need to continue using the treatment?

Continued use of the Keranique System is needed to maintain your new hair growth. Without consistent application of the Keranique Hair Regrowth Treatment for Women, the normal hair loss process will resume in 3 – 4 months. Visible volume and healthier looking hair can be yours with consistent use of the entire Keranique System.

What is the difference between the Hair Regrowth Treatment and the Follicle Boosting Serum?

The Keranique Hair Regrowth Treatment features 2% Minoxidil, the only FDA-approved treatment for hair loss that has been clinically proven to regrow hair. It's highly effective and has shown amazing results; however, Minoxidil is not for everyone. Please read the instructions and warning on the packaging carefully before using it for the first time to determine if it's appropriate for you. The Follicle Boosting Serum was specifically formulated to help visibly improve the appearance of hair thickness while maintaining shiny, healthy-looking hair.

What will my new hair growth look and feel like?

Early hair growth is soft and colorless, like peach fuzz. With continued use and over time, new hairs should become the same color and thickness as your other hair. If you do not see results after 4 months of twice daily usage applied directly to your scalp in the problem areas, talk to your doctor or dermatologist.

My hair seems to be dryer and tangles easy; what can I do?

Our shampoo removes impurities and buildup, while the conditioner adds body and volume without leaving a heavy, waxy and coated feel on the hair or scalp. If you have dry or coarse hair, try using our Deep Hydrating shampoo and conditioner formulas or also our Keranique Marula Hair Oil for added moisture. You can also warm the oil and leave it in your hair for a few more minutes as a hot oil treatment. Also try blow drying your hair using a medium to low setting.

Can I use the Follicle Boosting Serum and the 2% Minoxidil Hair Regrowth treatment together?

We recommend using the Hair Regrowth treatment with 2% Minoxidil if your goal is hair re-growth. However if you are not experiencing hair loss and just want thicker, fuller and healthier hair, then use the Follicle Boosting Serum. The products should **not** be used together at the same time.

How often can I use the Intensive Hair 8 Day Jump Start?

You can use the 8 Day Jump Start when you first start the program and also every 30 days thereafter if you like. Use in between the Hair Regrowth Treatment or Follicle Boosting Serum. You can also incorporate it once every 60 or 90 days..

How do I use the Micro-Exfoliating Follicle Revitalizing Mask?

The mask can be used once per week, as a pre-shampoo treatment to exfoliate the scalp, removing sebum, debris and build-up left behind from styling products. It can also be used daily after shampooing as a deep conditioner.

How do I use the Intensive Overnight Hair Repair Serum?

Apply 1 ml with dropper onto the scalp in the thinning areas at night before bed. Massage in. Do not rinse. Follow hair routine in the morning.

Is the Marula Oil Hair Treatment Spray good for thin hair?

Yes. It is a light-weight oil dispensed as a micro-fine mist, specifically formulated for fine or thinning hair. It hydrates, softens, tames flyaways, protects and adds shine immediately to the hair.

What are the principal factors that cause hair loss?

There are a host of factors that influence hair growth and cause hair loss. The #1 reason for hair loss for both men and women is heredity or genetics. For women, hormonal changes, stress, changes in diet or a lack of nutrients, over-styling with hot tools, extensions or weaves, inflammation and aging are all factors that can trigger hair loss, and make it worse.

How does hair grow?

Hair loss and hair regrowth differ by individual. Hair grows from a specialized sac in the skin called a follicle. There are four distinct phases of growth. The Anagen phase is an active growing phase. It lasts for up to two to seven years. About 85% - 90% of hair is found in this phase at any given time. The Catagen phase is a transitional phase that typically lasts for approximately two to four weeks. During this stage, the hair follicle begins to shrink. The Telogen phase is considered a resting phase and it lasts about three months. During this stage, as the existing hair is in a resting state, a new hair enters the Anagen cycle and begins its growth. In the Exogen phase, as a new hair grows, the old hair is shed.

How common is hair thinning or loss in women?

It's extremely common, and likely more prevalent than you think. According to the American Academy of Dermatology, approximately 30 million women in the U.S., or one in four adult women, experience hair thinning or loss. Once a woman reaches the age of 50, she's 50% more likely to experience this issue.

What are the options for women?

If the hair loss is severe, and surgical treatment is considered, those options are limited. While 95% of men are good candidates for hair transplants, fewer than 5% of women qualify for transplants. Injections can be an option but are painful and expensive. The best course of action is prevention and treatment. It's important to address early for the best results.

How do I know if I am experiencing normal hair loss, or something more?

There are approximately 100,000 hairs on your head. You lose, on average, approximately 100 hairs per day. If you find you are losing more than this, and for an extended period, you should consider identifying the cause, and then using a solution-based approach to stop the loss and maintain the hair you still have in good condition.

How is women's hair loss different than men's hair loss?

Women don't lose hair the same way as men experience predictable male pattern baldness; when hair thins for women, it generally thins in a diffuse pattern all over the head. This makes determining loss more difficult and as a result, treatment is often delayed. By the time it's noticeable, up to 50% of hair may already be lost.