

# ReGenesis™

## A Revitalash® Collection For Fine & Thinning Hair

**Welcome ReGenesis® Hair Enhancing System** - a groundbreaking, results-oriented collection of products specializing in the unique needs of fine and thinning hair.

ReGenesis incorporates the same finely-calibrated, proprietary technology trusted by millions worldwide for lash and brow enhancement and beautification into a complete system designed to intensify the natural volume of hair while tending to the needs of a healthy scalp for hair to flourish.

ReGenesis collectively addresses breakage and brittleness while targeting low density to promote the look of thicker, fuller-bodied hair and a well-nourished, balanced scalp environment.

**Resurrect the vitality of your hair and experience beauty reborn.**

ReGenesis offers a collection of 6 retail products and specialized hair beauty treatments and services at premium margins in a results-oriented system for your discerning clientele.

- Offers a new, premium margin category
- Provides menu services with retail pull through
- Helps address hair concerns of the aging baby-boomer population
- Offers point of purchase sales and collateral support to educate staff and clientele
- Is brought to the salon community by a trusted name with millions of loyal, satisfied customers worldwide



Beauty Reborn™



# THE COLLECTION

Each product in the **ReGenesis Hair Enhancing System** helps address the multitude of factors that impact hair beauty and the appearance of fullness for hair and scalp that may be suffering from the tolls of aging, environmental stress, and physical/chemical stress from day-to-day styling and treatments.

# RevitaLash® Science RevitaLash Performance

RevitaLash® Cosmetics debuted in 2006 and has since built its extraordinary reputation in helping to improve the dramatic beauty of eyelashes and eyebrows. Through the worldwide success of its flagship products, the premier cosmetic range has helped millions realize the beauty potential of conditioning and caring for lashes and brows. The introduction of the ReGenesis® Hair Enhancing System now expands the reach of RevitaLash Cosmetics' groundbreaking science to hair care to further benefit men and women.

## I Core Volumizing Enhancers

Game changers for fine and thinning hair and the heart of the ReGenesis Hair Enhancing System, these two advanced formulas feature proprietary BioPeptin Complex™ and are designed to enhance the volume and beauty of hair.

Available in two distinct, easy-to-use formats, these products are for daily use and are ideal for both men and women.



Micro-Targeting Spray



Fast-Absorbing Foam

## I Day-to-Day Care

More than simply a way to cleanse and condition hair, these unique thickening and scalp therapy formulas feature specialized ingredients to optimize scalp health and fortify hair.

For daily use or as needed to cleanse and care for hair.



Thickening Shampoo



Thickening Conditioner

## I Specialized Concerns

As part of a complete system, these two specialized products target specific low density concerns.

**Detox Hair and Scalp Masque** is ideal as a weekly treatment to rejuvenate scalp and hair.

**Spot Serum** provides on-the-go defense to target low density trouble zones.



Detox Hair & Scalp Masque



Spot Serum  
Anti-Breakage  
& Scalp Defense

Many clients are concerned about the appearance of their thinning hair and are looking to their beauty professional, their most trusted source, for a means to address it.

There are many factors that contribute to fine and thinning hair:

- Natural Aging Process
- Genetics
- Environmental Aggressors
- Stress
- Diet & Nutrition
- Styling Tools & Chemical Aggressors

The cumulative impact on hair beauty can hit your clients from all angles – young and old, male or female - and can have a great toll on their feeling of confidence.

Finally science has caught up with the promise to address the appearance of fine, thinning and fragile-looking hair.

For more information or to order: 877.909.5274 | [revitalash.com](http://revitalash.com)