

*RapidHair*TM_{MC}

HAIR VOLUMIZING FORMULA



International
Research
Laboratories



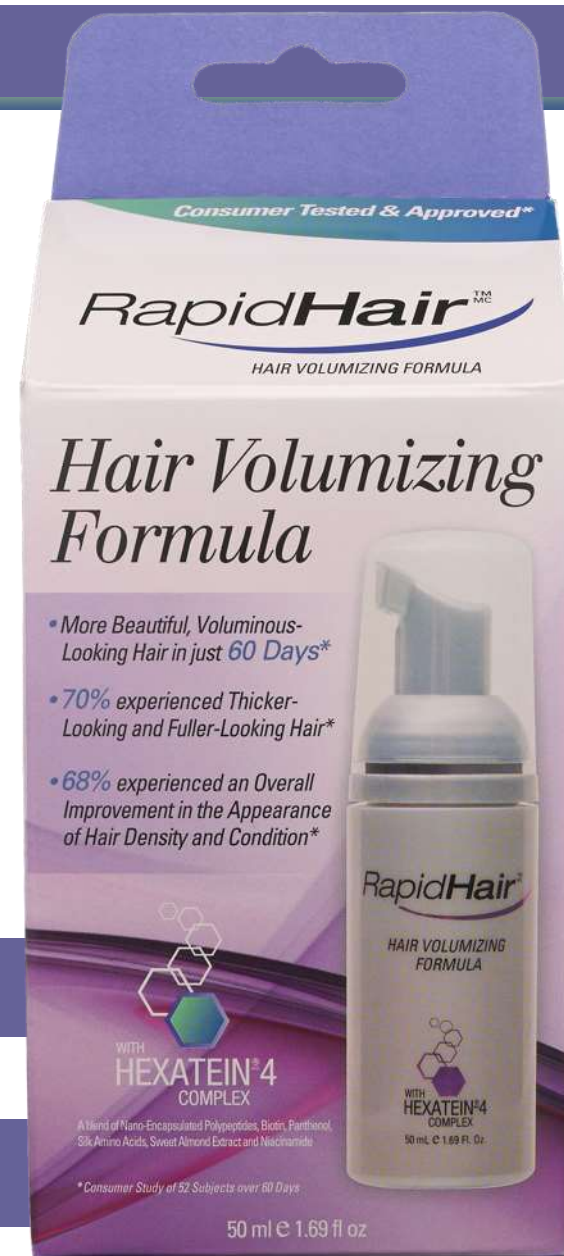
INTRODUCING RAPIDHAIR™ // WHAT IS IT?

RapidHair™ Hair Volumizing Formula is an innovative leave-in foam conditioner that helps bond nutrients to hair and revive its youthful, voluminous appearance in just 60 days.



DAY PROMISE
60 FULLER-LOOKING AND MORE
VOLUMINOUS APPEARANCE OF HAIR

*Consumer study of 52 subjects over 60 days



INTRODUCING RAPIDHAIR™ // WHO IS IT FOR?



WOMEN & MEN

RapidHair™ is recommended for women who are looking to enhance the appearance of their hair.



SAFE & GENTLE

RapidHair™ is dermatologist tested and found to be safe and non-irritating.



EASY TO USE

RapidHair™ goes on light and clean, and leaves no residue.

INTRODUCING RAPIDHAIR™ // WHAT'S IN IT?

RapidHair™ is formulated with **Hexatein® 4 Complex**, a proprietary blend of hair enhancing, nourishing and revitalizing ingredients, specifically designed to help revive the appearance of hair and invigorate the scalp. This blend, unique to **RapidHair™**, helps awaken the youthful softness and sheen of hair, enhance its resilience, and promote the appearance of volume and brilliance.



POLYPEPTIDES

Help to promote the appearance of fullness and volume due to their incredible hair enhancing benefits, small particle size and highly effective absorption rate



SILK AMINO ACIDS

From pure silk fibers, help bind moisture into the hair shaft leaving it soft, supple, and silky to the touch, and improve the resilience of hair, resulting in stronger-looking locks



BIOTIN

(Pro-vitamin B7 / Vitamin H / Coenzyme R), An essential factor in maintaining beautiful, voluminous appearance of stronger-looking hair



SWEET ALMOND EXTRACT

Provides a film-forming effect that smoothes the hair fiber leaving it soft, shiny and brilliant, plus helps improve hair manageability



PANTHENOL

(Vitamin B5) Helps to coat the hair shaft and seal in long-lasting moisture and nourishment as well as provide hydrating and conditioning benefits to the scalp



NIACINAMIDE

(Vitamin B3) Helps to enhance moisture retention and invigorate the scalp while promoting the appearance of vitality and volume

INTRODUCING RAPIDHAIR™ // HOW IS IT USED?

RapidHair™ is applied once daily, after washing and conditioning or directly onto dry scalp, preferably at bedtime. Dispense two pumps of product and massage briskly onto scalp.

Wash hands immediately after use.

For best results, it is recommended to use **RapidHair™** for 8-12 weeks.



INTRODUCING RAPIDHAIR™ // BRAND IMAGE

PERFORATED HANGTAG

Perforated euro hangtag allows for versatile merchandising.

EYE-CATCHING DESIGN

Unique and distinctive to Rapid-line, that demands attention.

SLANTED TOP BOX

Creates a multi-dimensional presence and draws attention to brand.

SOPHISTICATED DESIGN

Upscale, sophisticated design elevates the **RapidHair™** brand image.



Suggested Retail Price: \$89.95 / €85.00 / £69.99

RAPIDHAIR™ // EFFICACY STUDY RESULTS

CONSUMER TESTED & APPROVED*

UP TO **70%** EXPERIENCED
THICKER-LOOKING HAIR

UP TO **72%** EXPERIENCED
FULLER-LOOKING HAIR

UP TO **68%** EXPERIENCED AN OVERALL IMPROVEMENT IN
APPEARANCE OF HAIR DENSITY AND CONDITION

*Consumer study of 52 subjects over 60 days



RAPIDHAIR™ // CONSUMER TESTED & APPROVED

Experience the **HAIR ENHANCING BENEFITS** of RapidHair™ Hair Volumizing Formula!

LEAVE-ON FOAM CONDITIONER

At least **50% MORE CONDITIONED-looking hair** reported by **84% of women***

At least **50% THICKER-looking hair** reported by **80% of women***

At least **50% HEALTHIER-looking hair** reported by **78% of women***

At least **50% DENSER-looking hair** reported by **76% of women***

At least **50% FULLER-looking hair** reported by **75% of women***

At least **50% LESS SPARSE-looking hair** reported by **66% of women***



RAPIDHAIR™ // FAQs

How is RapidHair™ applied?

*Apply **RapidHair™** after washing and conditioning or directly onto dry scalp. Dispense two pumps of product and massage briskly onto scalp.*

How frequently is RapidHair™ applied?

***RapidHair™** is recommended to be used once a day, preferably at bedtime.*

How long does it take to see an improvement in the appearance of my hair?

*Consumers have reported that it takes approximately 60 days to see a noticeable improvement in the appearance of fuller-looking hair. For best results in maintaining voluminous-looking hair, it is recommended to make **RapidHair™** a regular part of your daily hair care routine.*

RAPIDHAIR™ // FAQs

Will applying RapidHair™ more frequently deliver faster results?

*No. **RapidHair™** is designed to deliver results with a once a day application and additional applications are not recommended.*

What if I forget to apply RapidHair™ one day?

If you forget and skip an application one day, apply product as usual the next day. However, a consistent routine is the key to maintaining beautiful-looking hair.

How long will one container of RapidHair™ last?

*If applied once a day, one 50 ml container of **RapidHair™** is estimated to last approximately 2 months. The yield of the product can vary depending on the frequency and amount of each individual's product use.*

RAPIDHAIR™ // FAQs

When should I stop using RapidHair™?

*Once you've achieved the desired results with **RapidHair™**, it is recommended to continue using it to maintain the improved appearance and condition of hair.*

Is RapidHair™ safe to use?

*Yes. **RapidHair™** has been dermatologist-tested and found to be safe and non-irritating. However, as with any cosmetic product, some individuals may be allergic to one or more of the ingredients in the formulation. If you suspect an allergic reaction, discontinue use and seek medical advice immediately.*

What should I do if I accidentally get RapidHair™ in my eyes?

***RapidHair™** is intended for external use only and direct contact with the eye should be avoided. In the event of direct contact with the eye, rinse the eye with plenty of cool water. If irritation from direct contact occurs and persists, seek medical advice immediately.*

RAPIDHAIR™ // FAQs

Can I use styling products and/or tools with RapidHair™?’

*Yes. Styling products and/or tools can be used as usual when using **RapidHair™**.*

Can I use RapidHair™ if my hair is colored, permed or straightened?

*Yes. **RapidHair™** can be used on colored, permed or straightened hair. We recommend using a hair care system that is specifically designed for chemically treated hair alongside **RapidHair™** to better maintain the desired appearance of colored, permed or straightened hair.*

Can I use RapidHair™ if I wear hair extensions?

***RapidHair™** has not been tested on hair extension wearers. However, many consumers have reported **RapidHair™** suitable to use even if you wear hair extensions. It is a wonderful blend of nourishing ingredients that is suitable to use even if you wear hair extensions. If unsure, please check with your extension specialist for more informed advice.*

RAPIDHAIR™ // FAQs

Can I use RapidHair™ if I am pregnant or breast-feeding?

*We recommend that you discuss use of **RapidHair™** with your doctor if you are pregnant or breast-feeding.*

Can RapidHair™ be used on children under the age of 18?

*No. We do not recommend using **RapidHair™** on children under the age of 18 as we have not conducted testing for this age group.*

Can men use RapidHair™?

*While many men have found **RapidHair™** to be highly beneficial, the product has not been tested on men.*

Therefore we cannot guarantee men will experience the same wonderful results as the women who participated in the consumer study.

Can RapidHair™ be used on children under the age of 18?

*We do not recommend using **RapidHair™** on children under the age of 18 as we have not conducted testing for this age group.*

THANK YOU



RapidHairTM_{MC}
HAIR VOLUMIZING FORMULA

Revive **vivacious**, fabulous **volume**, and brilliant **beauty**.

Amazing results with incredible **ease!**



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