

FERNDALE PHARMA

AESTHETICARE

ALLSKIN | MED

Haircare Range

Sales Presentation



THE 'SKINIFICATION' OF HAIR

Just as skin ages over time, hair also undergoes changes: it becomes less dense, thinner, loses volume, and experiences increased shedding.

It is essential to support this process the same way you would with your skin with specialised formulas to delay premature aging, maintain optimal hair quality, and prevent further deterioration.

As a result, ALLSKIN | MED developed the the new Haircare range formulated with a blend of specialised hair ingredients and the exclusive Wharton Gel Complex technology.





SKINIFICATION OF HAIR: A DEFINITION

"Skinification of hair" means giving your scalp and hair the same attention you give to the skin on your face and body.

This method uses products and ingredients that deeply nourish and care for both your scalp and hair, leading to healthier skin and longer, stronger hair.

Skincare ingredients like hyaluronic acid, salicylic acid, growth factors and others help create a healthy scalp environment, promoting stronger, healthier hair. These ingredients nourish hair strands and follicles & can repair damage at the molecular level.



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Hair Loss Market

The UK Alopecia (Hair Loss) Therapeutics Market is at around US \$213 Mn in 2022 and is projected to reach US \$327 Mn in 2030, exhibiting a CAGR of 5.5% during the forecast period.

Approximately 6.5 million men and 8 million women in the UK are currently affected by hair loss.

The most common cause of hair loss is androgenic alopecia which affects 85% of men by the age of 50 and 40% of women by the age of 50.

Female hair loss has become a growing issue in the UK since the recent stresses associated with factors like the pandemic, cost-of-living crisis and social media, with almost 90% of requests for **hair loss treatment** now coming from women.

1. Source:ReportLinker (2022) Hair Restoration Market – Growth, Trends, COVID-19 Impact, and Forecasts(2022 – 2027). Yahoo! Finance. Available at: <https://finance.yahoo.com/news/hair-restoration-market-growth-trends-134100620.html> [Accessed 8 January 2024]

2. NHS (2023) Men's Health. NHS Church End Medical Centre. Available at: <https://www.cemc.nhs.uk/clinics-and-services/mens-health/> [Accessed 8 January 2024]

3. Ranscombe, S. (2018) Volume control: Hair loss causes and treatments. Harpers Bazaar Magazine. Available at: <https://www.harpersbazaar.com/uk/beauty/hair/a19178588/hair-loss-causes-treatments/>

PREVENTATIVE CARE

Clinics offering anti-hair loss services can benefit greatly from the growing trend towards preventative care, which emphasizes maintaining hair health and density before noticeable loss occurs. This proactive approach resonates with the broader wellness and self-care movements, attracting patients who are increasingly invested in taking control of their appearance and well-being.

By integrating preventative strategies, clinics can offer long-term solutions that appeal to hair-conscious patients, fostering client loyalty and differentiating their services from competitors.

Awareness: Patients are becoming more aware that early intervention can significantly impact the progression of hair loss.

Holistic Approach: Patients are looking for comprehensive solutions that address hair health from multiple angles, including internal and external factors.

Innovative Products: Development of new ingredients and formulations that focus on hair and scalp health, such as antioxidants, peptides, and growth factors.

Diagnostic Tools: Use of advanced diagnostic tools to assess scalp and hair conditions early, allowing for tailored preventative measures.

BENEFITS OF PREVENTATIVE CARE

LONG-TERM HAIR HEALTH

Reduced Hair Loss: Early intervention can slow down the process of hair thinning and loss, maintaining fuller hair for longer.

Improved Hair Quality: Regular care leads to stronger, shinier, and more resilient hair.

COST-EFFECTIVE

Lower Costs: Preventative care can be more cost-effective in the long run compared to treatments for advanced hair loss.

PATIENT SATISFACTION

Empowerment: Patients feel empowered by taking control of their hair health and seeing positive results from their proactive efforts.

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PREVENTATIVE CARE SECTOR

The preventative care sector within the hair loss market emphasises early intervention and a holistic approach to maintaining hair and scalp health. By adopting these strategies, patients can delay or prevent significant hair loss, leading to better long-term outcomes.



ALLSKIN | MED offers innovative, effective, and educational solutions in this space within each treatment strategy and is therefore well-positioned to meet the growing demand for preventative hair care treatment.

PREVENTATIVE CARE SECTOR:

ALLSKIN | MED Hair was designed to target 2 main types of Alopecia;

ANDROGENIC ALOPECIA

Androgenetic alopecia is a common form of hair loss in both men and women. In men, it is also known as male pattern baldness, and in women, it is also known as female pattern hair loss.

Effect of DHT on the hair follicle.

High demand for diagnosis and treatment.

In women it can be the indication of other problems (Some cases of PCOS or hormonal imbalances).

TELOGEN EFFLUVIUM

Telogen effluvium is a common type of hair loss that affects people after they experience severe stress or a change to their body.

Symptoms include thinning hair, usually around the top of your head. The fall usually begins about 3 months after the triggering event

After a stressor or change to your body, up to 70% of your hair in the anagen stage prematurely enters the telogen phase, which causes hair loss.

Within this audience, you also have those looking to target hair/scalp aging;

HAIR LOSS:

Androgenic Alopecia & Telogen effluvium



HAIR/SCALP AGING:

Weak, Damaged Hair, Dry Prone Scalp

Hair aging is a natural process that affects the appearance, texture, and health of hair over time. Just like skin, hair undergoes various changes as we age, influenced by genetic, environmental, and lifestyle factors.

KEY FACTORS INFLUENCING HAIR AGING

Hereditary Factors: Genetics play a significant role in determining when and how hair ages, including patterns of hair thinning and graying.

Hormonal Changes: Women often experience changes in hair texture and density due to hormonal fluctuations ie. during menopause or pregnancy.

Medication/Illness: Certain medications or illnesses can disrupt the hair growth cycle resulting in hairloss.

Sun Exposure: UV radiation can damage hair proteins and cause oxidative stress, leading to weaker and more brittle hair.

Pollution: Environmental pollutants can accumulate on the scalp and hair, contributing to oxidative damage and hair aging.

Diet: Nutritional deficiencies can accelerate hair aging, leading to weaker, duller hair.

Stress: Chronic stress is linked to hair loss and can exacerbate the aging process.

HAIRLOSS TREATMENT PATHWAYS

SELF-MEDICATED/HOMECARE



AESTHETIC CLINIC



DERMATOLOGIST/TRICOLOGIST



HAIR SURGEON

ALLSKIN | MED Haircare
targets the topical and aesthetic
clinic treatment stages

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Haircare Range

Product Range



HAIR REDENSIFYING SYSTEM

ALLSKIN | MED **Hair Range** provides a complete solution to rejuvenate the scalp and encourage thicker, fuller hair growth. Scientifically formulated, the treatments & product range work in synergy with in-clinic treatments to tackle multiple causes of hair loss, nourish hair follicles, and strengthen your hair's natural resilience.





KEY BENEFITS

Stimulates Hair Growth

Potent ingredients, including growth factors, activate dormant hair follicles, promoting new growth & reducing shedding.

Strengthens Hair Strands

The range nourishes hair from root to tip, enhancing texture and thickness while minimising breakage.

Enhances Scalp Health

Specialised treatments regulate oil production, calm irritation, and create the ideal conditions for healthy hair growth.

Restores Confidence

Transform the lives of those experiencing hair loss by restoring their hair health, confidence, and well-being

WHO IS IT FOR?

Men and women dealing with early signs of hair thinning or loss

Individuals with different forms of hair loss (e.g., genetic, stress-induced, hormonal)

Those looking for a complete solution for healthier, stronger hair

Those who are currently going through in-clinic treatments and want to enhance the results.





WHARTON GEL COMPLEX

PATENTED GROWTH FACTOR TECHNOLOGY

WGC is a purified biomaterial with **regenerating properties** containing a combination of growth factors and GAG (glycosaminoglycans) polysaccharides: hyaluronic acid of low & high molecular weigh and sulfated glycosaminoglycans (*chondroitin sulfate, dermatan sulfate, keratan sulfate, heparan sulfate*), obtained from the Wharton's Jelly of Porcine Umbilical Cord.

KEY CLAIMS



Strengthens & Regenerates the Hair Follicle.

Reduce hair loss by 79% after 90 days

Increase hair thickness by 67% after 90 days

Increased hair density by 9% after 90 days



ALLSKINMED

TREATMENT ENHANCING VIALS



HEMECARE RANGE



ANTI-HAIR LOSS & REDENSIFYING BOOSTER

ADJUVANT THERAPY. FOR PROFESSIONAL USE ONLY.

Complete anti-hair loss formula with 1.5% Wharton Gel Complex technology, which in combination with techniques, strengthens and promotes hair growth.

The Reidentifying Booster is a premium formula tailored to amplify the outcomes of aesthetic hair treatments. It creates an ideal microenvironment for hair follicle growth and fortifies existing strands, encouraging thicker, healthier hair while effectively addressing hair loss.

Recommended use: 4 sessions/patient.

Wait 4 weeks between each session.

12 vials x 2ml

1 x Patient gets treated with 4 vials. 1 Box = 3 patients



IN-CLINIC TREATMENT ALIGNMENT

PRP (Platelet-Rich Plasma) Therapy: This involves injecting platelet-rich plasma derived from the patient's blood into the scalp to stimulate hair growth. It is widely popular due to its minimally invasive nature and effectiveness.

Laser Treatments: Laser is used to stimulate hair follicles and improve hair density.

Micro-needling: Micro-needling session looks to increase hair growth by stimulating blood flow to the scalp.

Polynucleotides: Polynucleotide injections are a medical treatment that may help with hair loss by stimulating hair follicles, increasing blood flow to the scalp, and promoting hair growth





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Haircare Range

In-clinic Treatment Protocol

ALL SKIN MED

HAIR - CAPILLARY PROTOCOL

ANTI-HAIR LOSS & REDENSIFYING LOTION

HAIR LOSS FORMULA WITH 1% WHARTON GEL COMPLEX TECHNOLOGY



ALLSKIN | MED Anti-Hair Loss & Redensifying Lotion is a home-use product designed to enhance the effects of professional hair treatments. Formulated with innovative ingredients like Wharton Gel Complex and antioxidants, it boosts the results of in-clinic treatments by stimulating hair growth, combating hair aging, and promoting stronger, healthier hair.

1% WGC

0.1%

MELATONIN

0.2% CAFFEINE

125ml Glass Bottle

How to use: Divide the surface of the scalp in three and apply 3-5 sprays to each section.



EXFOLIATING SHAMPOO

SCALP HYGIENE AFFECTED BY FLAKING, ITCHING AND REDNESS

Exfoliating and Purifying Shampoo that gently cleanses the scalp, removing dry flakes and preventing their return while keeping the hair moisturized. It works directly on the hair follicles and scalp, providing a deep clean without disrupting the lipid barrier, helping to maintain clean hair for longer. With anti-dandruff properties, along with sebum-regulating and antioxidant effects

Piroctone Olamine
1.5% Climbazole
2% Salycilic Acid
lactic acid

200ml Bottle

Frequent use. Apply to damp hair. Gently massage the scalp.
Leaving it to work for 2-3 minutes.

ORAL CAPSULES

NORMALISATION OF HORMONAL RELATED HAIR LOSS
Strengthens and maintains the hair fiber

An oral anti-hair loss supplement containing targeted ingredients such as vitamins, minerals, amino acids, and herbal extracts. Designed for individuals experiencing androgenetic alopecia or effluvium, it serves as a complementary treatment to those provided in-clinic.



Pumpkin seed oil (cucurbita pepo)

L-cysteine

Vitamin B group: B1, B3, B5, B6 and B8

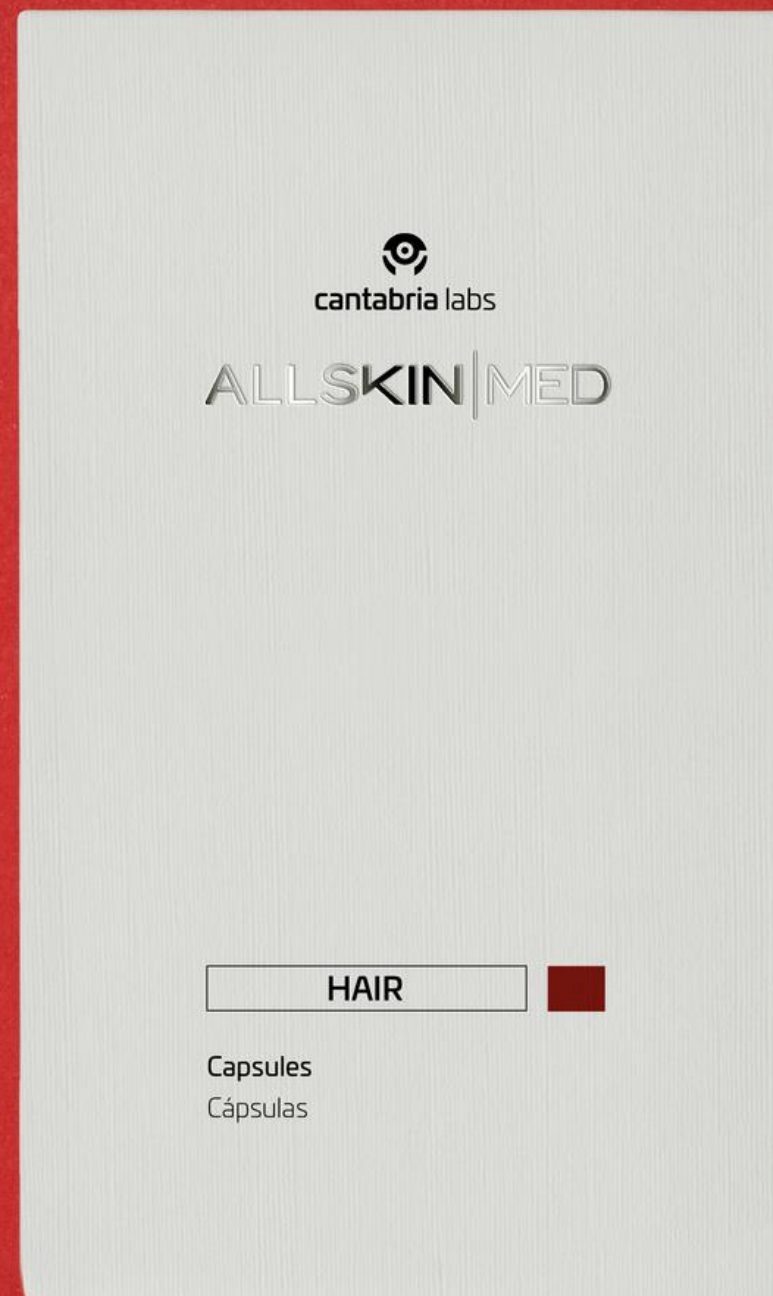
Vitamin C and E

Minerals (zinc, copper and selenium)

60 soft capsules

One capsules per day, preferably in the morning.

Gluten & Lactose Free - Not Vegetarian



ORAL CAPSULES

KEY CLAIMS

Pumpkin seed oil: targets enzyme 5-alpha reductase, the main factor responsible for chronic alopecia of androgenic origin. Carries out an anti-inflammatory activity.

L-Cystine: essential for the production of keratin, major component of hair, ensuring correct growth and development.

Vitamin B group is composed of vitamins (B1,B3, B5, B6, B8) involved in cell metabolism, participating in molecular reactions necessary for cell vitality and function.

Vitamins C and E antioxidant activities to protect hair bulb and skin integrity.

Minerals (zinc, copper & selenium) essential constituents for healthy hair growth, with important antiaging and antioxidant activities.



ALLSKIN|MED

HAIR

Capsules
Cápsulas



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Haircare Range

Clinical experiences

CLINICAL STUDY TO MEASURE EFFECTIVENESS AND SECURITY OF THE REDENSIFYING BOOSTER

- 16 patients
- AGA at least level 1
- Mix of Men & Women
- Treatment used in combination with microneedling

PROTOCOL



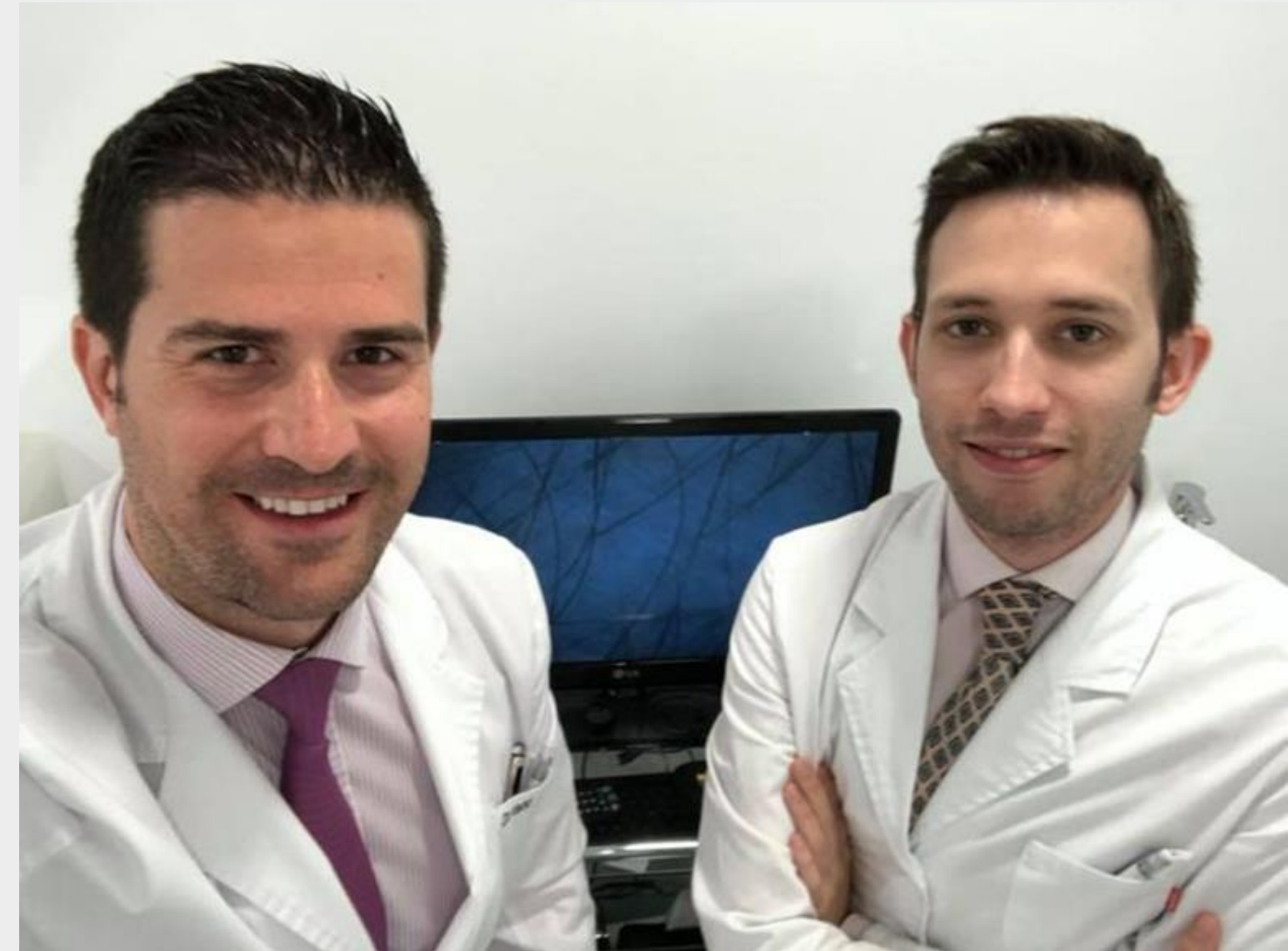
1,5 mm

+



1 vial

**X 1 SESSION
EVERY 4 WEEKS
TOTAL: 4 SESSIONS
OVER 16 WEEKS**



INVESTIGATORS: DR. OSCAR MUÑOZ , DR. SERGIO VAÑÓ

RESULTS & CONCLUSIONS



No severe adverse was observed while the treatment.



Significant improvement in the trichoscopic variables of capillary thickness and density.



80% of patients say they have seen improvement



CLINICAL STUDY TO MEASURE EFFECTIVENESS FOR PATIENTS WHO AFTER ORAL TREATMENT, TOPICALS AND DIFFERENT TECHNIQUES HAVE NOT EXPERIENCED FURTHER RESULTS.

PROTOCOL



**+ NON-
ABLATIVE
FRACTIONAL
LASER**

**X 1 SESSIONS
EVERY 4 WEEKS
TOTAL: 4 SESSIONS
OVER 16 WEEKS**



**DAILY USE
6-10 sprays/day**



INVESTIGATOR: DR. GLORIA GARNACHO

PATIENT 1: ALOPECIA AGA GRADE II, CAPILLARY AGEING AND TELOGEN EFFLUVIUM

T0



RESULTS

Improvement in the density of miniaturization of the follicles (T0= severe density, T16= mild density)

T16



OBSERVATIONS

- No sensation of pain at the moment of application
- Good cosmetic effect without leaving greasy residue.
- Improves hair quality and reduces hair loss

PATIENT 1: ALOPECIA AGA GRADE II, CAPILLARY AGEING AND TELOGEN EFFLUVIUM

T0



RESULTS

Improvement in the density of miniaturization of the follicles (T0= severe density, T16= mild density)

T16



OBSERVATIONS

- At the end of the treatment, the hair loss was null and the improvement was evident and exceptional tolerance



ALLSKIN | MED

Haircare Range

Pricing & Packages

RANGE PRICING

PRODUCT NAME	Product code	Size	SRP inc VAT	SRP ex VAT	PP inc VAT	PP ex VAT
ALLSKIN MED Hair Capsules 60	3600032	60 Capsules	£48.00	£40.00	£28.80	£24.00
ALLSKIN MED Hair Anti Hair Loss and Redensifying Booster 12x2ml	3600033	12 x 2ml			£216.00	£180.00
ALLSKIN MED Hair Anti Hair Loss and Redensifying Lotion 125ml	3600034	125ml	£90.00	£75.00	£54.00	£45.00
ALLSKIN MED Hair Exfoliating Oil-Control Shampoo 200ml	3600035	200ml	£42.00	£35.00	£25.20	£21.00

SUGGESTED TREATMENT COST: **REDENSFYING BOOSTERS**

Recommended use: 4 sessions/patient.
Wait 4 weeks between each session.

12 vials x 2ml

1 x Patient gets treated with 4 vials.

1 Box = 3 patients

1 x box = PP ex VAT £180.00

£150 / 3 Patients = £60.00 cost per patient

Recommend Minimum Mark up of 50%*
= £120.00 added onto patient treatment course

*This is the minimum % mark up based on retail average. You can increase this inline with your clinic location, overheads etc.



INTRODUCTORY PACKAGE: TREAT 6 PATIENTS

PRODUCT NAME	QUANTITY	
ALLSKIN MED Hair Capsules 60	6	TOTAL = £720.00 PC: 3600058 SRP of homecare products: £1000.00
ALLSKIN MED Hair Anti Hair Loss and Redensifying Booster 12x2ml	1 + 1 FOC = 2	
ALLSKIN MED Hair Anti Hair Loss and Redensifying Lotion 125ml	6	
ALLSKIN MED Hair Exfoliating Oil-Control Shampoo 200ml	6	

With this opening package you are receiving an additional box of Reidentifying Boosters which will allow you to treat an additional 3 patients for a full treatment course - completely free of charge. The equates to a minimum of £360 additional revenue for your clinic.*

*Based on the minimum suggested treatment markup of 50%

FERNDAL PHARMA
AESTHETICARE


ALLSKIN | MED

Haircare Range

Launch Activity



Marketing Assets



ALLSKIN | MED


HAIR

A hairloss range designed to work in synergy with in-clinic treatments

SCIENTIFIC SUPPORT - Booster + Lotion
in combination with non-ablative fractional laser

Clinical experiences have been collected from patients whose progress stalled after extended periods of oral or topical treatments. At that time, a protocol consisting of ALLSKIN | MED Hair products was introduced:

Patient 1: Alopecia FAGA grade II, capillary aging and telogen effluvium




Results obtained: Improvement in the density of miniaturization of the follicles (T0=severe density; T16=mild density).

Observations: No sensation of pain at the moment of application, good cosmetic effect without leaving a greasy residue, improves hair quality and reduces hair loss.

In consultation: 1 session / 4 weeks a part (4 sessions in total) of Redensifying Booster applied with Non Ablative Fractional Laser.

At home: Redensifying Lotion (daily use), 6-10 pulses/day

Patient 2: Alopecia FAGA grade III



Results obtained: Improvement in the density of miniaturization of the follicles (T0= intense density; T16= mild density).

Observations: At the end of the treatment, the drop was null and the improvement was evident with exceptional tolerance.



ALLSKIN | MED

HAIR

Scientifically formulated, the ranges works in synergy with in-clinic treatments to tackle multiple causes of hair loss, nourish hair follicles, and strengthen your hair's natural resilience.

CLINICALLY PROVEN TO:

- Strengthen and regenerate
- XX%** increase in hair thickness & density
- +XX%** in hair follicle strength
- Reduce hair loss by up to **XX%**



Wharton Gel Complex®



Hyaluronic Acid



Antioxidants





ALLSKIN | MED

HAIR

Strengthen & Regenerate

+80% increase in hair thickness & density

+80% in hair follicle strength

Reduces hair loss by up to **80%**


Exclusively available from professional skin clinics.

FERREDALE PHARMAS

AESTHETICARE

Exclusive UK & Ireland distributor
Ferredale Pharma, LS23 7FX, UK | 00000000_V1





ALLSKIN | MED

HAIR

Designed to enhance & work in synergy with in-clinic treatments, **ALLSKIN | MED Hair Range** provides a complete solution to rejuvenate the scalp and encourage thicker, fuller hair growth.

CLINICALLY PROVEN TO:

- Strengthen and regenerate
- +XX%** increase in hair thickness & density
- +XX%** in hair follicle strength
- Reduce hair loss by up to **XX%**


Exclusively available from professional skin clinics.

Speak to your ALLSKIN | MED expert today about the Hair Restoration Plan.

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Key benefits of ALLSKIN | MED Hair

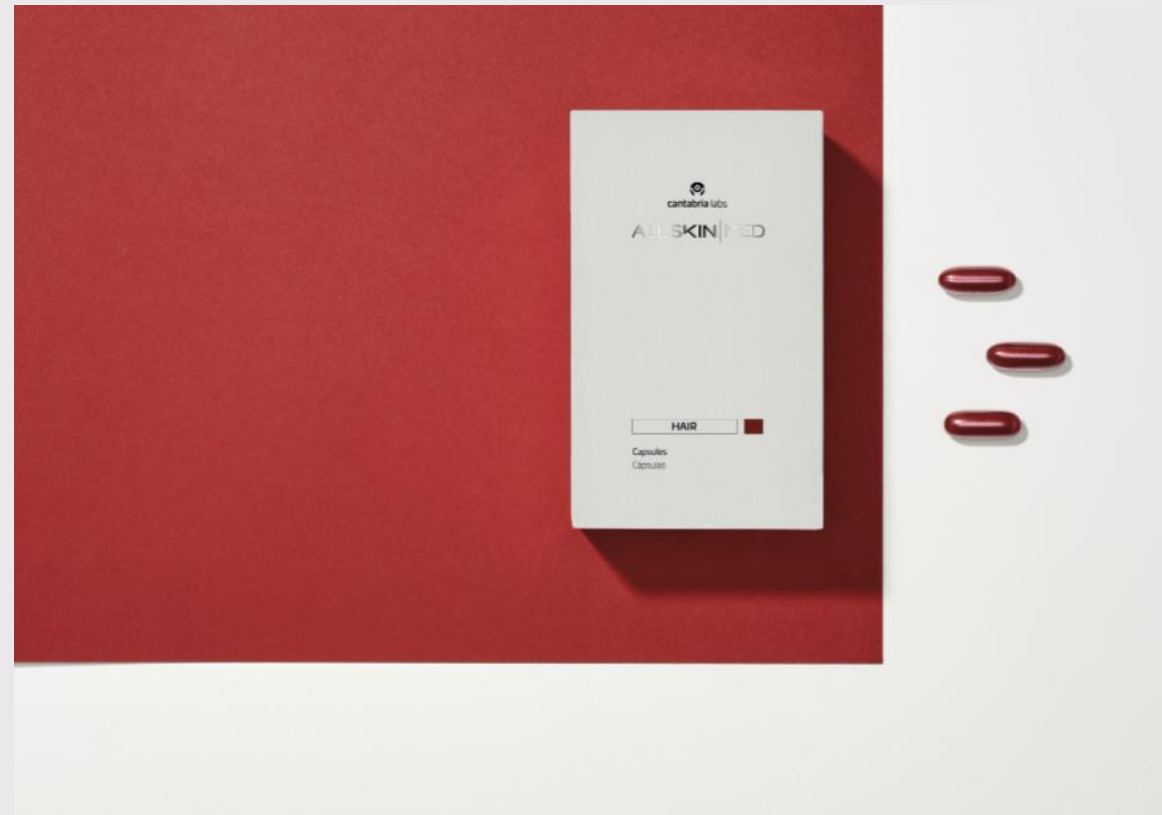
<p>Stimulates Hair Growth</p> <p>Potent ingredients, including growth factors, activate dormant hair follicles, promoting new growth & reducing shedding.</p>	<p>Strengthens Hair Strands</p> <p>The range nourishes hair from root to tip, enhancing texture and thickness while minimising breakage.</p>
<p>Enhances Scalp Health</p> <p>Specialised treatments regulate oil production, calm irritation, and create the ideal conditions for healthy hair growth.</p>	<p>Restores Confidence</p> <p>Transform the lives of those experiencing hair loss by restoring their hair health, confidence, and well-being.</p>

Who is the range for?

- Men and women dealing with early signs of hair thinning or loss.
- Individuals with different forms of hair loss (e.g., genetic, stress-induced, hormonal).
- Those looking for a complete solution for healthier, stronger hair.
- Those who are currently going through in-clinic treatments and want to enhance the results.



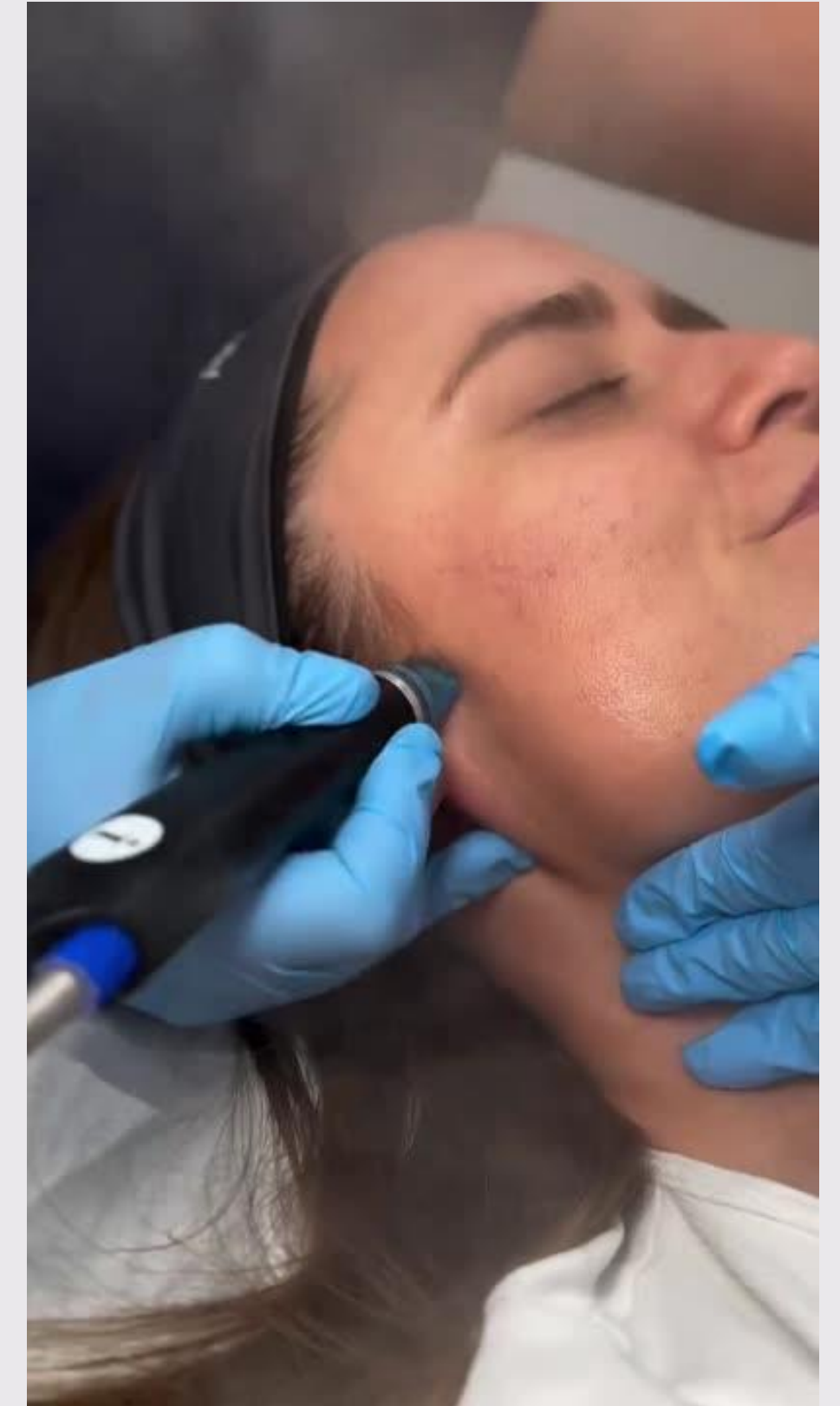
Range Photography



Model Photography



Faculty Content Creation



Launch Events

ALLSKIN | MED Hair Press Launch Event at the Ardour Clinic

An exclusive masterclass panel held at The Ardour Clinic, ALLSKIN|MED's flagship location in Marylebone, featuring renowned aesthetics expert Dr. Paris Acharya and other leading specialists. The event will offer an in-depth discussion on hair thinning, hair loss, and the latest treatments and products designed to tackle these concerns. Attendees will gain valuable insights into innovative approaches for addressing hair health and advanced solutions in the field.

Business of Hair Launch Event - Clinic Partners

Business of Hair is a one-of-a-kind event that showcases the ever-growing hair restoration sector within our industry. The idea of the event is to provide education and a platform for treatment providers as well as distributors to share knowledge and raise standards in this sector. The event also gives delegates the opportunity how to get into this sector and what business strategies can be used to break into the market. In conjunction with MATA Training this event promises to be the best yet with award winning hair surgeon Dilan Fernando headlining the speaker line up backed up with educational support from Dermafocus, Aesthetic Medical Partners, Aestheticare and Cynosure.



CPD accredited, limited spaces available, book your spot today.
We are thrilled to invite you to an exceptional two-day event designed exclusively for professionals in the aesthetics industry. Mark your calendars for an educational experience on Wednesday, 16th October and Thursday, 17th October at the Cynosure Training Centre in Chiswick. Both days feature talks, stands, and opportunities to meet with the top aesthetics manufacturers and consultants.

Cynosure
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**OCTOBER
17TH**
Business of Hair
FUE and Non-Surgical Hair
Therapies, Business
and Marketing

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