



KEEP IT

*natural*

BOOST SCALP + HAIR HEALTH



neo  
GENESIS

HAIR THICKENING  
SERUM

STRENGTHEN + NOURISH

NEXT GENERATION STEM CELL SCIENCE™

1.0 FL. OZ. / 30 ML.



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# STRENGTHEN + ENCOURAGE HAIR GROWTH

There are many factors that may be involved when looking at the causes of hair loss. Some of the more common causes are heredity, hormonal changes, medical conditions, medications, chemotherapy, stress, poor nutrition, aging, or significant weight loss.

NeoGenesis Hair Thickening Serum returns to the skin surrounding the hair follicle, and to the follicle itself, the nutrients that were once created in abundance during our youth and have slowed down as we age.

## REAL RESULTS



**BEFORE**



**AFTER 45 DAYS**

Specially formulated for those with fine or thinning hair, NeoGenesis Hair Thickening Serum uses the most advanced technology to add noticeable body, shine, and density. NeoGenesis Hair Thickening Serum is the first to combine the benefits of stem cell released molecules, S<sup>2</sup>RM<sup>®</sup> Technology, with potent antioxidants, peptides, and other nourishing ingredients to recondition the scalp and hair follicles.

# WHAT IS S<sup>2</sup>RM<sup>®</sup> TECHNOLOGY?

Our patented exosome-based system delivers stem cell released molecules (SRM) from three or more adult stem cell types to hair follicles and surrounding skin to produce noticeable cosmetic benefits.

*Treatment + Photo Courtesy of Professional Partner Annkei Ssharma, Shamin Skin Care*



**BEFORE**



**AFTER 7 MONTHS**

NeoGenesis Hair Thickening Serum can be used alone or in conjunction with other professional treatments like microneedling and PRP. Hair Thickening Serum harnesses your body's own naturally occurring regenerative mechanisms to make your hair look and feel healthier and stronger.



Increases the appearance of hair density



Nourishes the hair follicles



Oncology safe for everyday use

Strengthen and encourage hair health with NeoGenesis' S<sup>2</sup>RM® Technology to add noticeable body and shine to hair over time.



BEFORE



AFTER 3 MONTHS

“

I am **very impressed** with this serum. I use it every other day after I wash my hair. The shedding has reduced significantly, and **my hair strands are thicker and shinier.**” - P

”



BEFORE



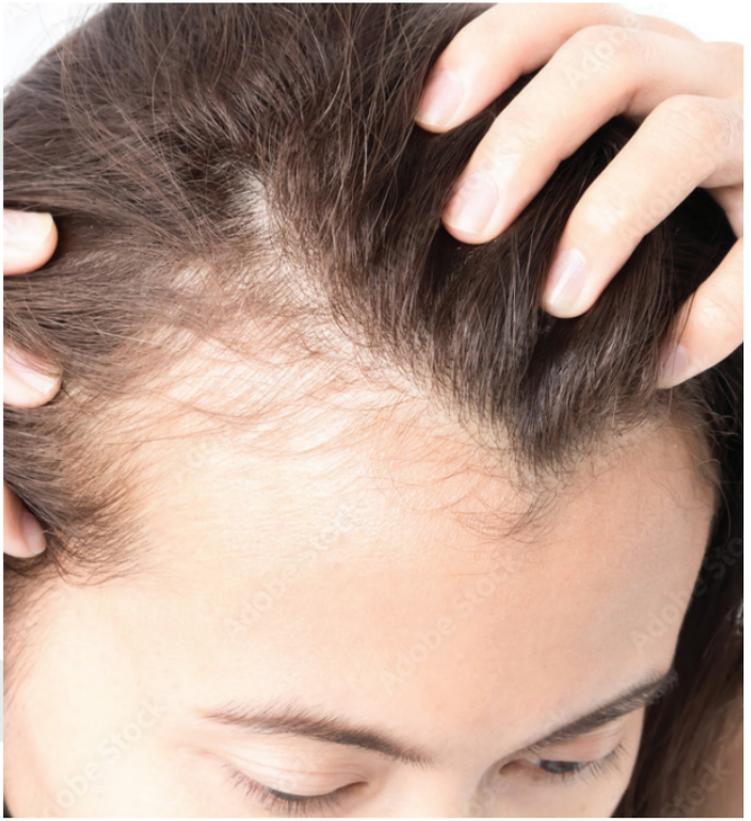
AFTER 56 DAYS

# TARGETED TREATMENTS TO PROMOTE HAIR GROWTH

Alopecia is a chronic dermatological disorder affecting millions of people, in which people lose some or all of the hair on their head. Although alopecia has many forms, all are characterized as a chronic inflammatory disease that affects the hair follicles. Alopecia often has psychological consequences, including high levels of anxiety and depression.

NeoGenesis Inc, in partnership with Clinical Trichologist Dr. Michael Ryan, has provided evidence in a real-world, clinical setting that a combination of microneedling and stem cell released molecules (S<sup>2</sup>RM<sup>®</sup>) induces a significant increase in terminal hair count and hair thickness.

This is an efficacious, safe, and affordable treatment for those suffering from hair loss.



“

“When I started this program (and you must be real with yourself) it took a bit of time. What helped me was taking pictures so I could see the real changes happening.

**I WAS SHOCKED AT EVERY INTERVAL; I WAS SURPRISED TO SEE THE GAP WAS CLOSING.**

Each month my hair had friends on top and on the sides of my head to share space with. It was real hair! It was my hair! I could not believe what was happening. Now I can part my hair in the middle, and I have a regular part. A part in the middle of my head was not feasible a while back, and to see this now was quite amazing. I do not have fall out, and my scalp never itches.

**THE ONLY THING I HAVE BEEN DOING IS STAYING TRUE TO THE PROCESS, AND THAT IS JUST THE BEGINNING. IT WORKS!” -P.P.**

”

# NEXT LEVEL HAIR SOLUTIONS

While often used as an age-defying skin treatment, microneedling is a relatively new treatment method offered by hair professionals to regenerate surrounding skin tissue and stimulate the hair follicle. When paired with NeoGenesis Hair Thickening Serum this can result in new hair growth and thicker hair with more volume.

*Treatment + Photo Courtesy of Professional Partner Dr. Michael Ryan, Clinical Trichologist*

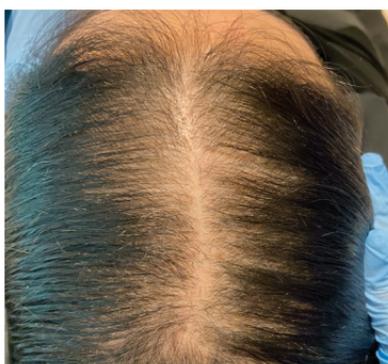


**BEFORE**



**AFTER 18 WEEKS**

*Treatment + Photo Courtesy of Professional Partner Dr. Michael Ryan, Clinical Trichologist*



**BEFORE**



**AFTER 5 WEEKS**

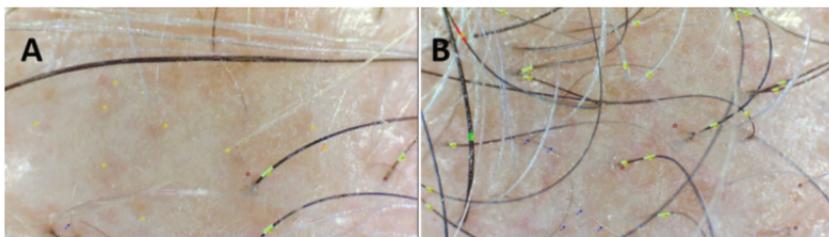
## CLINICAL RESULTS

In conjunction with Hair Thickening Serum and microneedling, patients were able to see accelerated hair growth with lasting results.

SUBJECT	SEX	AGE	DURATION OF TREATMENT	HAIR DENSITY BEFORE (SQ-CM)	HAIR DENSITY AFTER (SQ-CM)
Ali	M	41	12	140	177
Nida	F	32	24	120	161
Aswain	M	39	12	107	140
Sal	M	45	12	102	248
Has	M	39	12	107	96
San	M	34	12	178	200
Jo	M	28	24	96	126
Sand	M	42	12	113	140
Nak	M	48	24	133	196
Son	M	49	24	42	70
Naz	F	44	12	81	111
Rav	F	62	24	117	285
Man	M	64	24	78	93

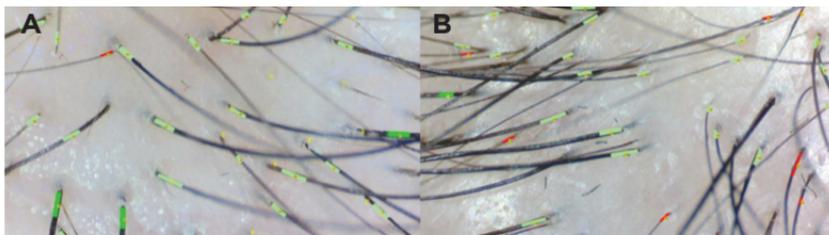
Individual counts of terminal hair units per given area in the scalp of patients who were treated with a combination of microneedling and stem cell released molecules. Values are presented for before treatment and after treatment.

### POSITIVE HAIR GROWTH



Example of hair count measurements, A. before treatment and B. after treatment. Green colored areas are computer determined, and pseudo-color coded terminal hairs as distinguished from vellus hairs.

### IMPROVED HAIR DENSITY



Example photo used to measure hair unit thickness, A. before and B. after treatment.

# HAIR THICKENING SERUM + MICRONEEDLING

In these studies, we used adult stem cells derived from the hair follicle and the surrounding skin to make and release the molecules used in the Hair Thickening Serum.

These cells are chosen carefully for the sake of safety and efficacy.

For more details about at-home treatment and professional protocols, please reach out to our NeoGenesis team.

*Treatment + Photo Courtesy of Professional Partner Dr. Michael Ryan, Clinical Trichologist*



**BEFORE**



**AFTER 18 WEEKS**



**BEFORE**



**AFTER 18 WEEKS**

NeoGenesis Hair Thickening Serum has the power to transform people's hair and confidence.

***Our patented S<sup>2</sup>RM<sup>®</sup> technology is the liquid gold you've been waiting for!***



For more information about our scientific case study, please read the published article from the International Journal of Scientific Research:

**Adult Stem Cell Released Molecules in Combination with Microneedling Restore Hair Growth**

Located in the White Papers at [neogenesis.com](http://neogenesis.com)



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