

## Our Products: Haircare and Styling

**BRAND X. Smart hair.** Down to a science. **BRAND X** is proactive haircare, for guys who are on the move and on the make. Saw palmetto, Provitamin B5, antioxidants, green tea. This is just a small sampling what goes into our recipe for hair perfection and hair loss prevention. No time for elaborate grooming routines? No worries. MiN's powerful, nutrient-rich formula is a synergistic blend of the finest natural ingredients and innovation. Bring home a bottle, and discover what your hair's been missing.

**WASH. Purify. Keep.** The guy with his finger on the pulse of life needs a shampoo that can keep up. **BRAND X WASH** combines breakthrough botanicals with DHT blockers for a scalp purification ritual that suits your hair-raising lifestyle. Revive tired tresses with a breakthrough, nutrient-enriched shampoo that nourishes as it cleanses. Penetrate the scalp with a safe yet potent formula proven to prevent hair loss and restore the hair's natural moisture balance and vitality. With provitamins B5 and zinc, antioxidants, silk proteins and soothing aloe vera.

**BOOST. Enhance. Restore.** The elements take their toll... even on your hair. Show those flaky follicles who's boss with **BRAND X BOOST** Fortified Shampoo-Plus. DHT blockers plus a perfect balance of nature's purest ingredients mean you're sporting a full crown of radiant, healthy hair. For excess wear and tear, rely on **BRAND X BOOST** as your best line of hair defense.

**FORTIFY. Build. Repair.** It's strong, smooth, and rich... just like you. Your hair maintenance plan isn't complete without a moisture-drenched, protein-packed conditioner. Target the mane issue while keeping DHT at bay with this fully-loaded formula. **BRAND X FORTIFY** renews and reinforces as it restores. Free radicals A, C and E blend synergistically with green tea extract, making this the perfect potion to turn lackluster into lock-lustre. Drink up, little follicles.

**HOLD. Secure. Stay.** Smart guys stay in control; now take control of your hair. When it comes to product, you want high performance for your non-stop, around-the-clock lifestyle. Alcohol and flake-free, **BRAND X HOLD** affords maximum styling power with no sticky residue. A true multi-task master, it conditions as it controls, improving hair's texture and appearance, while nourishing, moisturizing and maintaining a healthy scalp.

**MANAGE. Direct. Control.** Another hair-brained scheme of ours? You bet. Word's out: the formula for smart styling is found in a bottle of **BRAND X MANAGE** Grooming Creme. Take a crash course in hair management; get frizz-control and natural shine without "the product" look. Superb styling. Weightless conditioning.

**FORM. Define. Shine.** Your coif should always be in perfect form... even on those nights when you're in rare form. **BRAND X FORM** effectively blocks DHT production on the scalp as sculpts and adds sheen. Pliable hold. Clean scent. No buildup. Call it Modern Hair Philosophy. It's the Substance that Forms.