

**Photographs from 2021 Independent Study on the Effect of GROWTH
Hair Vitamin on Hair Growth in Women and Men with Thinning Hair**

Results from an Independent Study Conducted by a Large, Multi-National Hair Care Corporation



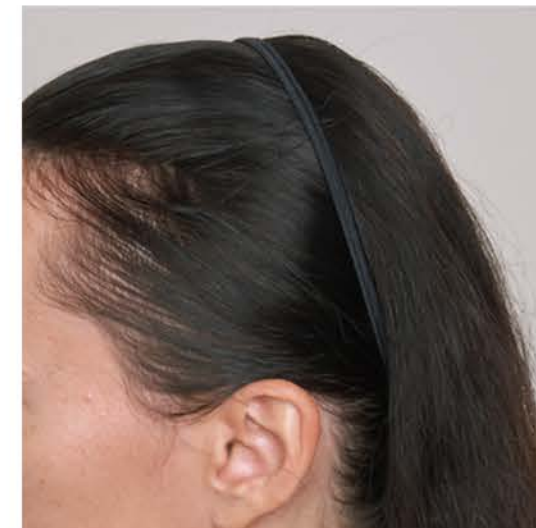
Before



After



Before



After



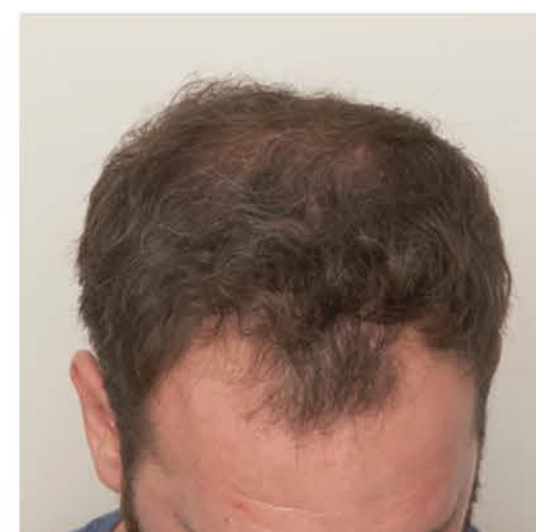
Before



After

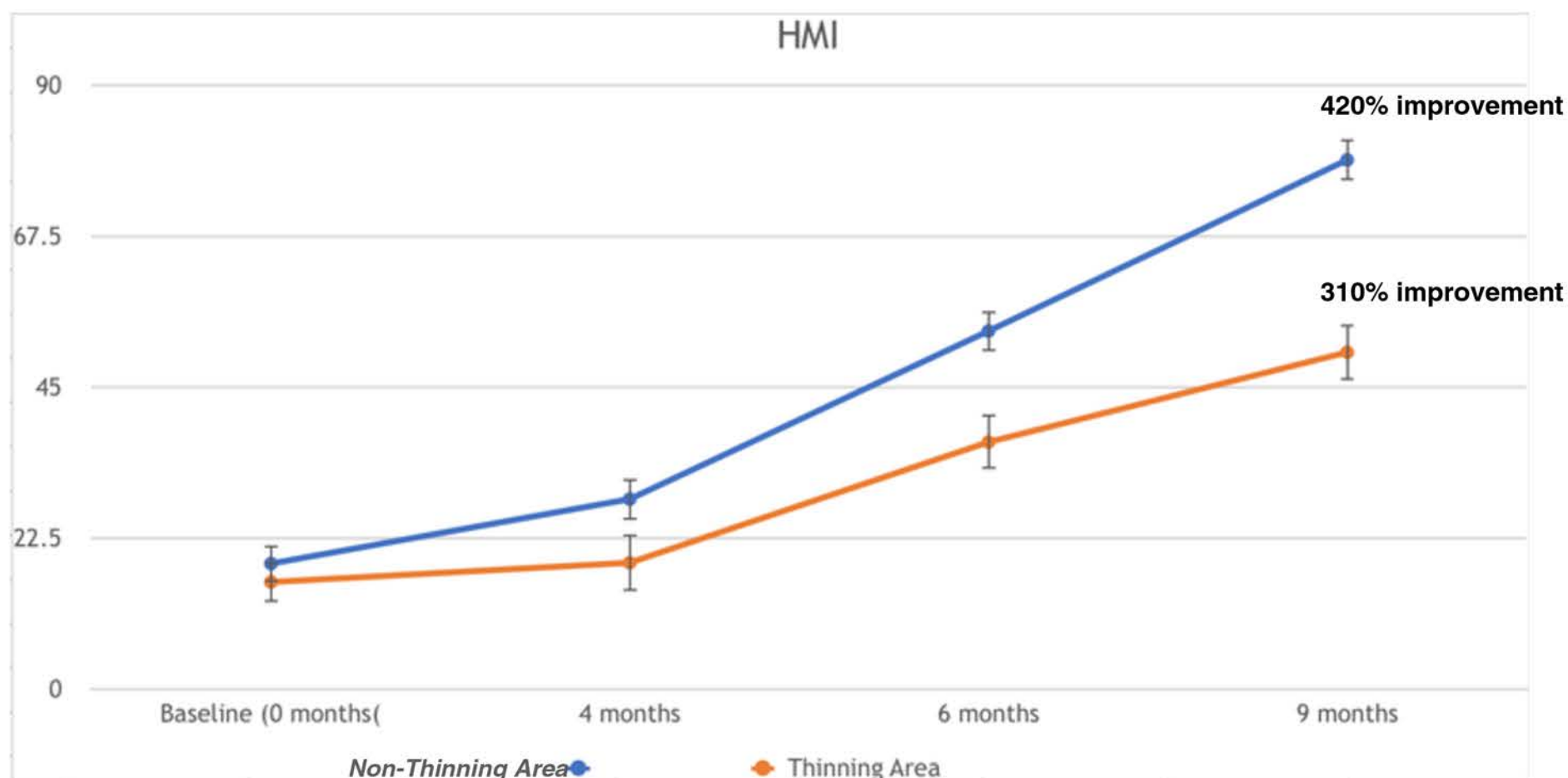


Before



After

On average, users experienced dramatic increases in HMI (a measure of scalp coverage) after using GROWTH for 6 months; by 9 months there was a 420% improvement in HMI in the non- thinning area of users' scalps and a 310% improvement in HMI in the thinning area.



Baseline HMI non-thinning area: 18.7

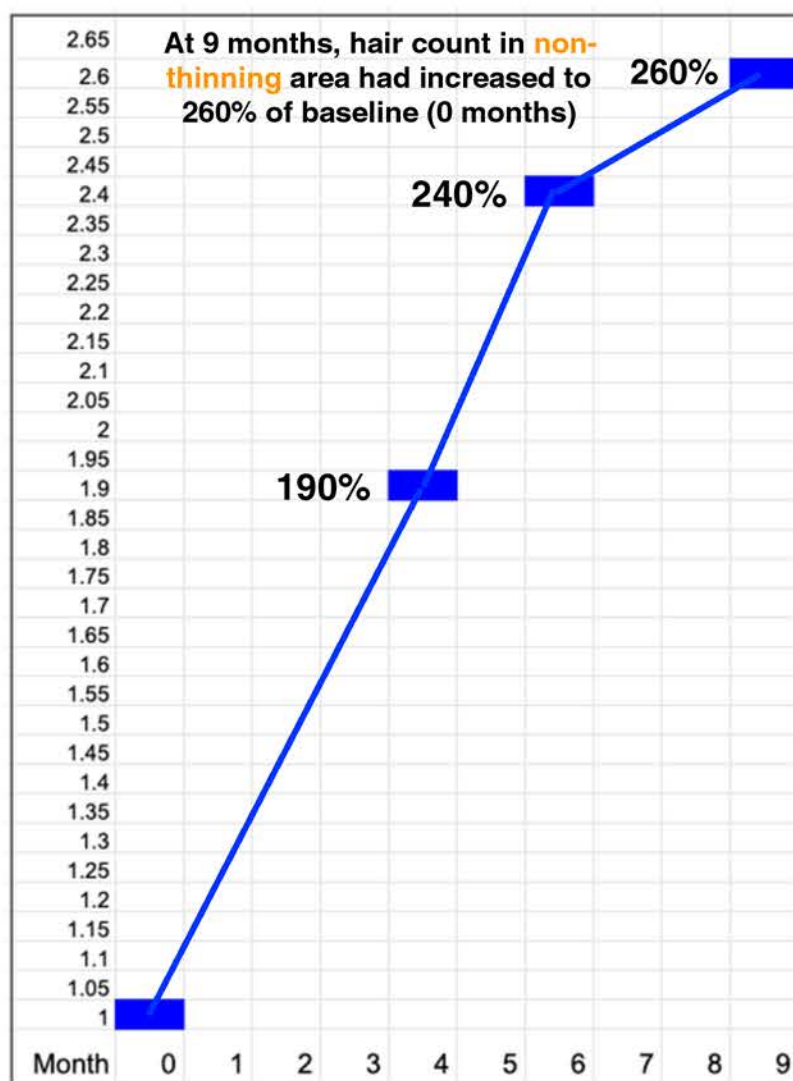
9 month HMI non-thinning area: 78.8

Baseline HMI thinning area: 15.9

9 month HMI thinning area: 50.2

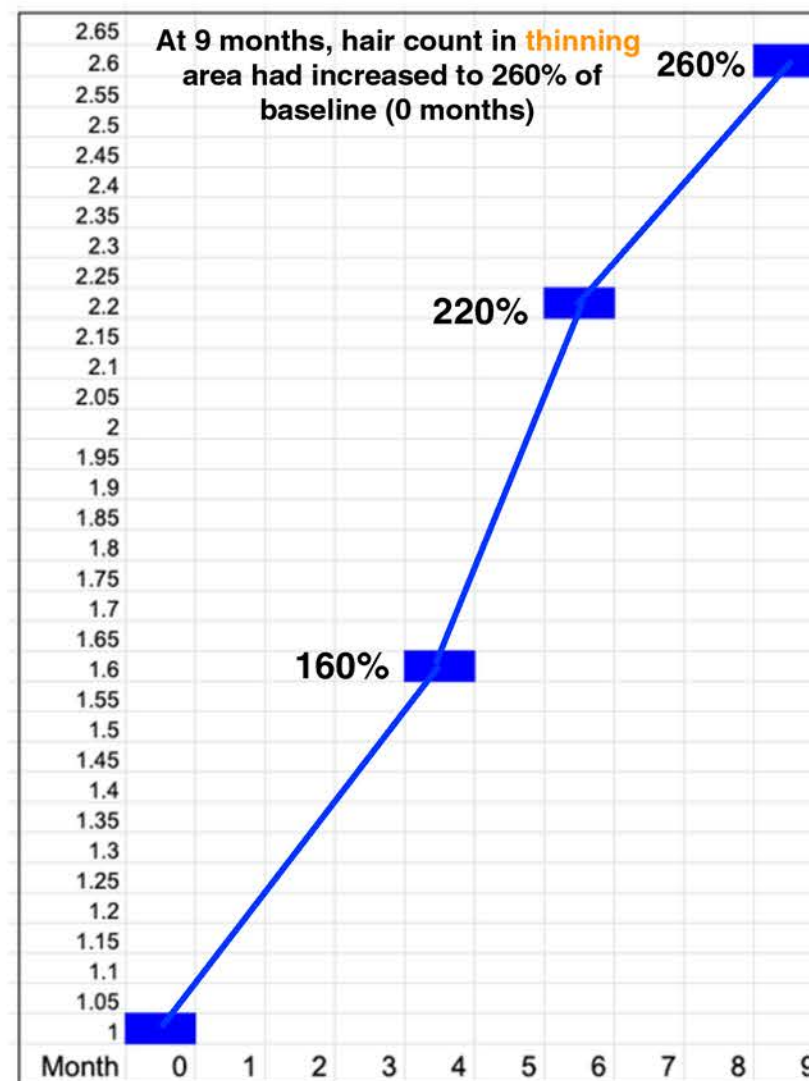
** Hair Mass Index is a direct measurement of the hair mass as determined by the number of hair fibers (count / density) and hair diameter, and is not influenced by the length of the hair. It is the gold standard clinical measurement used by Trichologists to determine whether or not hair is thinning or growing.*

On average, users experienced dramatic increases in hair count after using GROWTH for 4 and 6 months - and by 9 months, hair count increased to 260% of baseline (almost 3x as many hairs) in both thinning and non-thinning areas of the scalp.



Non-Thinning Area

Rate of increase in hair count, relative to baseline

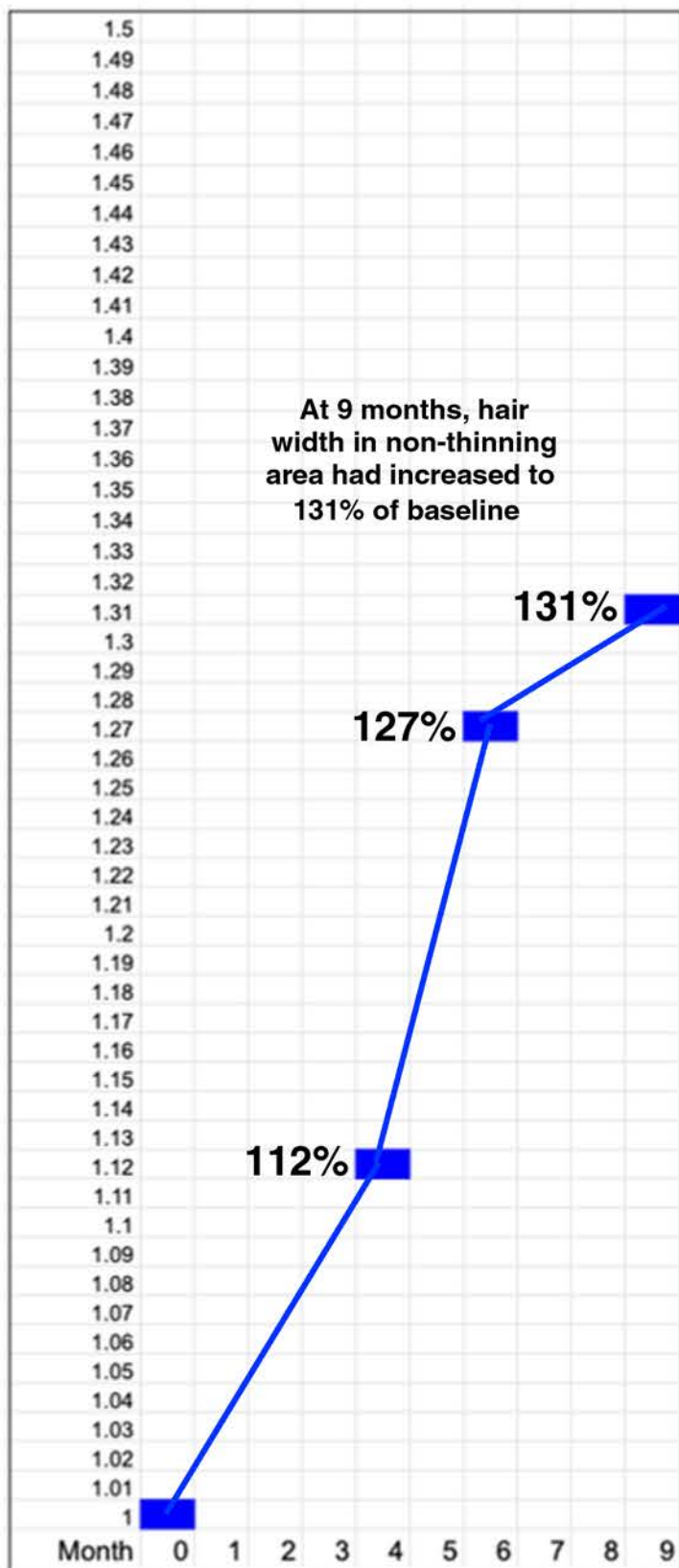


Thinning Area

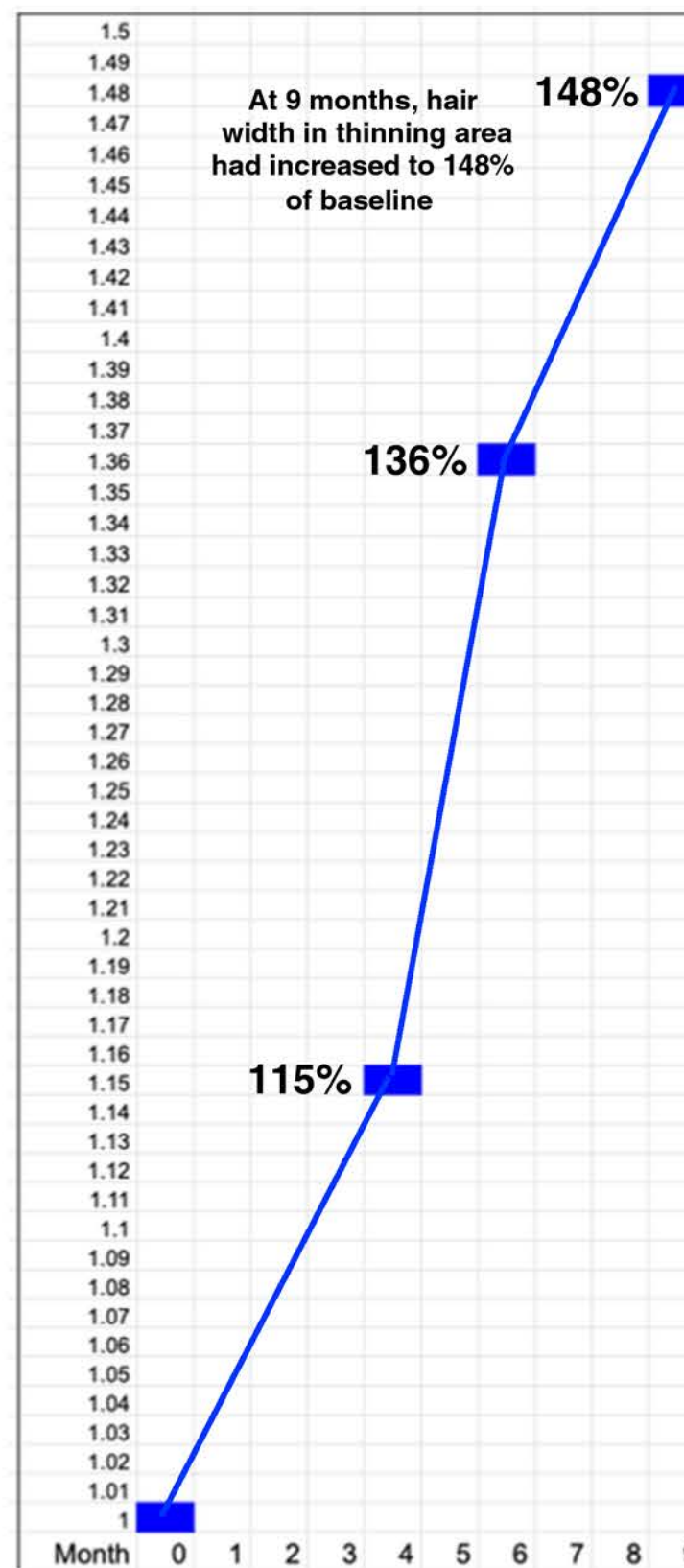
Statistically Significant Findings on the Effect of GROWTH Hair Vitamin on Hair Growth in Women and Men with Thinning Hair: Hair Width

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**On Average,
Hair Width in
Non-Thinning
Area grew by
131%(1.31x) in
9 months**



Rate of increase in hair width, relative to baseline



**On Average,
Hair Width in
Thinning Area
grew by 148%
(1.48x) in 9
months**

Summary of Findings on the Effect of GROWTH Hair Vitamin on Hair Growth in Women and Men with Thinning Hair

- Noticeable **reduction in shedding at 2 months** for majority of users.
- **HMI (hair mass index)** measurement used by trichologists for scalp coverage) improved at 4, 6 and 9 months, to an average **310% increase** in thinning areas of the scalp, **420% increase** in thick areas
- **Hair Count improved by, on average 260%** in 9 months
- **Hair Width** in thinning areas **improved by, on average, 150%** in 9 months.
- Users reported more manageable, **fuller feeling hair within 3 months**.
- ***The hair growth results speak for themselves in participants' before and after photos***



In keeping with scientific standards and comparable to hair growth studies on other nutraceuticals, this independent study included 38 participants, 22 women ages 25 - 55, and 16 men ages 30 - 50.

Its results are statistically significant.