



ACT/IVTM



ACT/IVTM



PLANT-BASED FORMULAS FOR OPTIMAL HAIR, SCALP + SKIN

A-MM-CONSUMERGUIDE-24



@ACTIIV



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@ACTIIVBRAND



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CAUSES OF HAIR LOSS

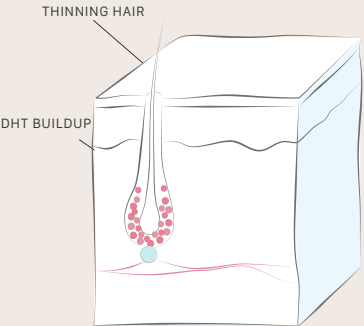
FOR A NEED, WITH A PURPOSE

Our formulas are the result of years of nutraceutical research and product development. ACT/IV creator and founder, **Jared Reynolds**, first began searching for hair loss solutions when, as a medical student, he began to notice his own hair thinning and shedding. Through his medical studies, Jared determined that nutraceutical ingredients and technologies were the key to an untapped natural and convenient hair loss solution.

We believe it is important for our clients and salon partners to know that the ACT/IV success story started with a real, first-hand experience with a frustrating—and all too often, discouraging—hair loss problem. The personal impact of our products on people’s confidence and self-esteem is what launched our company, and is what fuels our ongoing commitment to innovation and results.

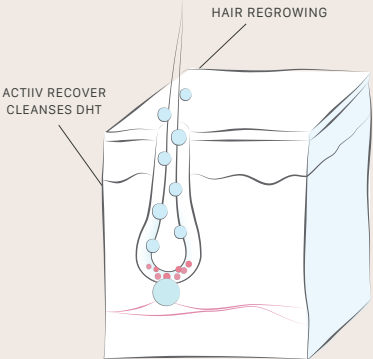
INFLAMED FOLLICLE

The leading cause of hair loss, DHT, builds up in follicles and causes the stem cells that feed the hair strands to become inflamed. Inflamed stem cells cause hair strands to progressively thin with each hair cycle and eventually kills the follicles completely. After the follicle dies, the hair can never be regrown.



ACT/IV. RECOVER

ACT/IV. **RECOVER'S** patented green tea delivery system allows our shampoo to reach the deepest level of the follicle and cleanse DHT buildup. This calms the stem cell inflammation over time, creating a healthy environment for the hair to regrow thicker and fuller.



HEALTHY FOLLICLE

With consistent use, the hair follicle is completely free of inflammation and DHT. ACT/IV. **RECOVER** guards and protects against future DHT buildup and inflammation, allowing the hair to become thicker and fuller.



RECOVER OVERVIEW



RECOVER OVERVIEW

RECOVER THICKENING SHAMPOO + CONDITIONER

Our naturally formulated hair thickening shampoo and conditioner treats thinning and hair loss while rejuvenating hair. ACT/IV. **RECOVER** promotes a healthy scalp externally and healthy follicle internally, allowing optimal hair growth against the leading causes of hair loss including: DHT buildup, thyroid related issues, medication-related hair loss, postpartum shedding, and post chemotherapy.



BEFORE

AFTER 2 MONTHS

HOW TO USE:

Use ACT/IV. **RECOVER SHAMPOO & CONDITIONER EVERY OTHER DAY:**

- Apply the shampoo treatment to the scalp and massage throughout hair
- Leave the shampoo treatment on for 5 full minutes, then rinse thoroughly
- Apply the conditioner and rinse when done (does not need to sit for 5 minutes)

ACT/IV. **RECOVER IS BEST SUITED FOR:**

- Anyone with signs of visible hair loss or thinning
- Women age 40+ even if there is no visible hair loss
- Anyone who has thinning hair due to an illness or medication they are taking
- Those who have tried other hair loss products and had poor results

AVAILABLE IN:

2.7 OZ (LASTS 45 DAYS)* **7 OZ** (LASTS 3 MONTHS)* **16 OZ** (LASTS 7-8 MONTHS)*

*on average

RECOVER FOR WOMEN

RESULTS TIMELINE

1.5 MONTHS

Improved feeling of hair & reduction of shedding

3 MONTHS

Enhanced density of hair with increased thickness & fullness

6 MONTHS

Continued improvement of thickness & fullness of hair

12-18 MONTHS

Peak results with continued use of **RECOVER** System

*Typical timeline. Results may vary



BEFORE AFTER 9 WEEKS

RECOVER FOR MEN

RESULTS TIMELINE

1.5 MONTHS

Improved feeling of hair & reduction of shedding

3 MONTHS

Enhanced density of hair with increased thickness & fullness

6 MONTHS

Continued improvement of thickness & fullness of hair

12-18 MONTHS

Peak results with continued use of **RECOVER** System

*Typical timeline. Results may vary



BEFORE AFTER 4 WEEKS

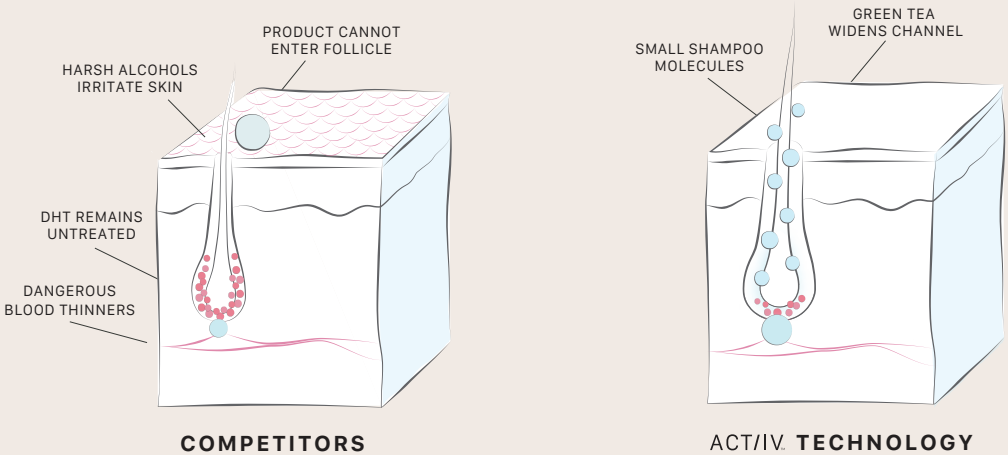
RECOVER TECHNOLOGY

HOW IT WORKS

ACT/IV. **RECOVER** uses a patented green tea delivery system to combat DHT, the hormone responsible for 95% of pattern baldness in men and women. Our natural ingredients, including Brahmi, Red Clover & Saw Palmetto cleanse DHT and guard against future buildup. ACT/IV. **RECOVER CONDITIONER** optimizes the scalp environment by reducing inflammation, and improves results by up to 20%.

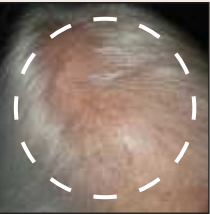
ACT/IV. VS. THE COMPETITION

While competitors use harsh and drying alcohols to enter the skin, our patented, hydrating delivery system widens the follicle channel and allows our ingredients to enter the follicle both naturally and directly. Many competitors stimulate hair growth by using dangerous blood thinners. This is unsafe for clients with pre-existing conditions and results in immediate shedding and loss of all results within 10 days after discontinuing use of these products. This is not the case with ACT/IV. products.



RECOVER RESULTS

Each bottle of ACT/IV. **RECOVER 7oz lasts up to 3 months**, and customers will see visible results after the first purchase with peak results seen between 9 and 24 months. It is important to document results with ACT/IV., especially during the initial phases of growth in the first 3-6 months.



BEFORE



AFTER 1 MONTH



BEFORE



AFTER 2 MONTHS



BEFORE



AFTER 3 MONTHS



BEFORE



AFTER 3 MONTHS

RENEW OVERVIEW



RENEW OVERVIEW

RENEW HEALING SHAMPOO + CONDITIONER

ACT/IV. **RENEW** heals damaged and over-processed hair by naturally closing the cuticle with a powerful amino acid complex. **RENEW** also grows hair faster by reducing the resting and shedding stages of hair, and increasing the time in the growth (anagen) phase.

HOW TO USE:

Use ACT/IV. **RENEW SHAMPOO & CONDITIONER** every other day:

- Apply shampoo treatment to scalp and massage throughout hair
- Leave shampoo treatment on for 5 full minutes, then rinse thoroughly
- Apply conditioner and rinse when done

ACT/IV. **RENEW IS BEST SUITED FOR:**

- Those with heat-damaged hair
- Those wanting to grow hair longer or faster
- Those with colored or chemically treated hair (ACT/IV.is keratin safe)



BEFORE

AFTER 5 MONTHS



BEFORE

AFTER 5 MONTHS

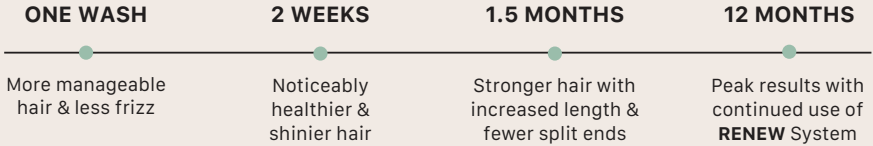
AVAILABLE IN:

2.7 OZ (LASTS 45 DAYS)* **7 OZ** (LASTS 3 MONTHS)*

*on average

RENEW TECHNOLOGY

RESULTS TIMELINE



*Typical timeline. Results may vary

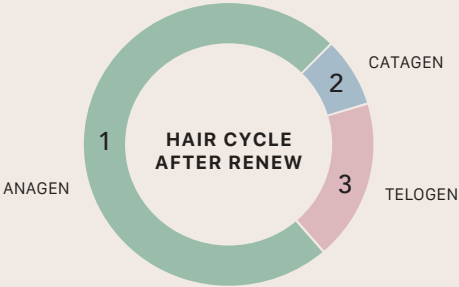
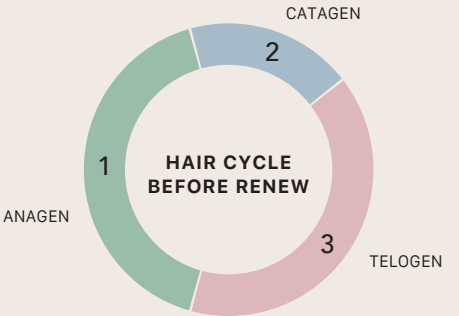
HOW IT WORKS

- + **ALPINE WILLOWHERB** stimulates turnover in the stem cells, which increases the length of the growth stage of the hair while decreasing resting and shedding phases (differences in hair cycles to the right).
- + **ALANINE** is an amino acid that maintains moisture levels for shine while locking out humidity.
- + **HISTIDINE** keeps the hair cuticle closed while shielding against humidity and environmental pollution that could damage the hair.
- + **PCAs** keep both natural and color-treated hair looking vibrant and healthy.

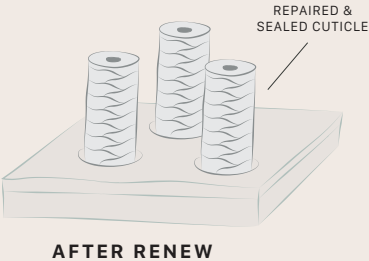
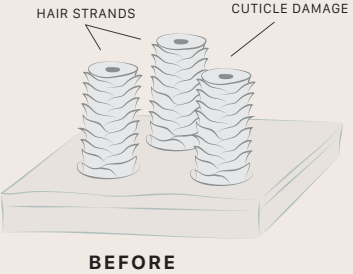


RENEW TECHNOLOGY

LENGTHENING TECHNOLOGY



HEALING TECHNOLOGY



ANAGEN
growth phase



CATAGEN
transition phase



TELOGEN
resting phase



ANAGEN
cycle starts again



PLANT-BASED FORMULAS FOR HAIR LOSS AND RESTORATION



ACT/IV™

• EASY TO USE, TWO-STEP SHAMPOO
AND CONDITIONER SYSTEM; ONE 7 OZ
BOTTLE WILL LAST THREE MONTHS

• USE EVERY OTHER DAY FOR
FIVE MINUTES TO SEE THICKER,
FULLER HAIR

SEA BERRY
VITAMINIZING TREATMENT THAT CONTAINS FOUR
UNIQUE FATTY ACIDS THAT NOURISH AND
REPAIR THE SCALP ENVIRONMENT

SAW PALMETTO
PURE LEAF EXTRACT THAT INHIBITS
DHT PRODUCTION WHILE STIMULATING
THE GROWTH OF HEALTHY HAIR

RED CLOVER
NATURAL ANTIOXIDANT
THAT FIGHTS AGAINST
DHT BUILDUP

BRAMHI
FIGHTS INFLAMMATION NATURALLY
AND CLEANSES DHT WHILE
STRENGTHENING HAIR FOLLICLES

FIRST WASH

• Softer scalp with improved
volume & strength

2-6 WEEKS

• Stronger, healthier follicles +
decrease in shedding

2 MONTHS

• Improved density +
thicker, fuller hair

12-18 MONTHS

• Continued use for optimal volume,
strength and resilience for overall
healthier and faster growing hair

*Results may vary by individual



COLOR SAFE



CRUELTY-FREE



LEARN MORE



GLUTEN-FREE



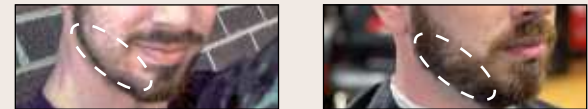
VEGAN

THICKENING BEARD OIL OVERVIEW

ACT/IV THICKENING BEARD OIL

THICKER, HEALTHIER BEARD

- For a lusher, thicker beard
- Nourishing plant-based oil complex
- Rich in omega fatty acids
- Non-comedogenic (won't clog pores)
- Eliminates itchy and dry skin
- Softer, smoother beard hairs
- Calms, soothes, reduces swelling, irritation and inflammation
- Enriched with anti-aging properties
- Available in UNSCENTED + CLASSIC
- Starts working in as little as 6 weeks
- See visible results in 9 months to one year



BEFORE

AFTER 3 MONTHS

CASTOR OIL: Retains moisture

SAFFLOWER OIL: Anti-inflammatory

SWEET ALMOND OIL: Won't clog pores



COLOR SAFE



CRUELTY-FREE



GLUTEN-FREE



UNSCENTED



CLASSIC



BEFORE



AFTER



THICKENING HAIR SERUM OVERVIEW

ACT/IV THICKENING HAIR SERUM

THICKER, FULLER, MORE LUXURIOUS HAIR

- Promotes thicker, fuller hair
- To increase density, thickness & volume
- Strengthens hair shaft and prevents breakage
- Reduces shedding
- Strengthens follicle
- Available in WATER-BASED formula or OIL-BASED for textured hair
- Starts working in as little as 6 weeks
- See visible results in 9 months to one year



WATER-BASED
For all hair types



OIL-BASED
For textured hair

PUMPKIN SEED OIL: Rich in omega3's, magnesium, zinc

ALOE VERA: Soothes scalp, hydrates hair

RED CLOVER: Antioxidant that guards against DHT buildup



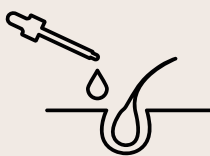
COLOR SAFE



CRUELTY-FREE



GLUTEN-FREE



BEFORE



AFTER



LASH & BROW SERUM OVERVIEW



AMPLIFY'S 4-Month supply is 3 ml, providing **33% more product and retailing** for the same price as competitor's 2ml offering

AMPLIFY'S 6-Month supply is 5 ml, providing **20% more product** with a **26% direct cost savings** over the pricing of competitor's 4ml offering



STEP 1

Amplify your nightly routine! Apply to clean, dry skin after you've washed your face.



STEP 2

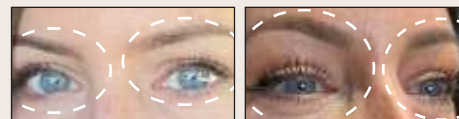
Apply serum to the **base of the eyelid** & let dry for 45 seconds.



STEP 3

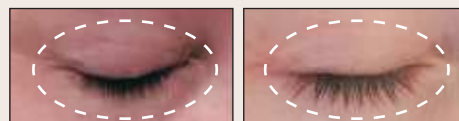
Apply serum to patchy spots on the eyebrow & let dry for 45 seconds

- **CUCURBITS PEPO (PUMPKIN) SEED EXTRACT** Has anti-inflammatory properties encourage cellular renewal for faster growing lashes and eyebrows
- **ARGININE** restores and activates lash and brow follicles
- **PENTAPEPTIDE-17** stimulates eyelash growth
- **AMINO ACIDS** reduce irritation and dryness creating a healthier environment for growth
- **BIOTIN** supports healthy keratin production for stronger, longer lashes
- **NORBIMATOPROST** stimulates hair growth cycle to an active phase
- Clinically and dermatologically tested to be gentle and safe on skin
- Minimal inactive ingredients to protect the skin against dehydration and irritation



BEFORE

AFTER 3 MONTHS



BEFORE

AFTER 2 MONTHS



ANAGEN GROWTH PHASE

Norbimatoprost supports the anagen phase for longer grow



TELOGEN RESTING PHASE

Arginine restores and activates lash and brow follicles



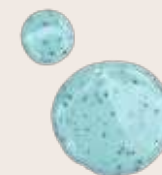
CATAGEN TRANSITION PHASE

Pumpkin Seed Extract's anti-inflammatory properties encourage cellular renewal for faster growing lashes & eyebrows



ANAGEN CYCLE STARTS AGAIN

Pentapeptide-17 Stimulates eyelash growth cycle



COLOR SAFE



CRUELTY-FREE



GLUTEN-FREE



VEGAN



SULFATE-FREE



PARABEN-FREE

REMEDY OVERVIEW

REMEDY DANDRUFF SHAMPOO WITH PYRITHIONE ZINC

CLEANSE • HEAL • SOOTHE

COMBAT DANDRUFF, TREAT YOUR SCALP AND HAIR

REMEDY DANDRUFF helps prevent recurrence of flaking and itching associated with dandruff

- Zinc-based anti-inflammatory properties for scalp health
- Microexfoliation beads with cooling tingle of peppermint
- For best results, use with **ACTIIV RECOVER CONDITIONER**

KEY INGREDIENTS:

- **GREEN TEA:** Soothes and calms an inflamed scalp and promotes cell rejuvenation to inhibit hair fall and boost new hair growth
- **RED CLOVER:** Antioxidant that guards against DHT buildup
- **PEPPERMINT + MENTHOL:** Cooling and soothing for the scalp
- **COCONUT OIL:** Moisturizes + is a natural anti-bacterial

AVAILABLE IN:
7 OZ (LASTS 2 MONTHS)*
*on average

DEFENSE SPF 30 OVERVIEW



ACT/IV™

DEFENSE SPF 30 HAIR, SCALP + SKIN SPRAY



DEFENSE SPF 30 OVERVIEW

DEFENSE SPF 30 UVA/UVB BROAD-SPECTRUM PROTECTION THAT IS SAFE FOR FACE & SCALP

This all-in-one SPF spray shields hair + scalp from uva/uvb rays that cause hair loss, shedding, and scalp inflammation

- Light-weight application that gives the hair natural volume + matte, weightless finish
- Will not weigh down hair or leave the scalp greasy
- Scalp inflammation is a leading cause of hair loss and shedding
- Your scalp is the foundation for stronger, healthier hair. Why not protect it?
- DHT is the leading cause of male and female pattern baldness. This SPF is formulated with our naturally derived DHT blockers to fight DHT on the scalp
- Melanoma often develops in areas with exposure to the sun. Use ACT/IV SPF spray to protect forgotten places
- Excellent for men with balding as leaves a matte, natural, never shiny finish
- Product of choice for moms: easy to apply spray mist is well-suited for children in sun or sports



Safe for face

HOW

Shake well before use. Spray directly on hair, scalp, skin or face before sun exposure. Reapply as often as needed. Water-resistant for 80 minutes.



Light-weight + non greasy

WHY

Give your scalp and hair consistent protection. This weightless spray shields the hair + scalp from uva/uvb rays and free radicals that can cause hair loss, scalp inflammation, hair damage and discoloration.



Zero residue

WHEN

Apply daily whether you're lounging outside on the weekend, or going out for work. It's important to protect your hair, scalp + skin every day!

ACT/IV™ INGREDIENTS



RECOVER FOR WOMEN

- GREEN TEA**
Soothes and calms an inflamed scalp and promotes cell rejuvenation to inhibit hair fall and boost new hair growth.
- ALOE LEAF JUICE**
Aloe leaf juice helps with hair flexibility and moisture balance. ACT/IV. **CONDITIONER** has a higher concentration of aloe than any hair product on the market.
- SAW PALMETTO**
Natural saw palmetto leaf extract inhibits DHT production while stimulating the growth of healthy hair.
- RED CLOVER EXTRACT**
Red clover extract is a natural antioxidant that guards against DHT buildup.
- LAVENDER**
Lavender soothes and rejuvenates the scalp while increasing blood flow and stimulating hair growth.
- BRAHMI**
Brahmi naturally fights inflammation and cleanses DHT while strengthening follicles as well.



RECOVER FOR MEN

- GREEN TEA**
Soothes and calms an inflamed scalp and promotes cell rejuvenation to inhibit hair fall and boost new hair growth.
- ALOE LEAF JUICE**
Aloe leaf juice helps with hair flexibility and moisture balance. ACT/IV. **CONDITIONER** has a higher concentration of aloe than any hair product on the market.
- SAW PALMETTO**
Natural saw palmetto leaf extract inhibits DHT production while stimulating the growth of healthy hair.
- RED CLOVER EXTRACT**
Red clover extract is a natural antioxidant that guards against DHT buildup.
- LAVENDER**
Lavender soothes and rejuvenates the scalp while increasing blood flow and stimulating hair growth.
- BRAHMI**
Brahmi naturally fights inflammation and cleanses DHT while strengthening follicles as well.



RECOVER CONDITIONER

- GREEN TEA**
Soothes and calms an inflamed scalp and promotes cell rejuvenation to inhibit hair fall and boost new hair growth.
- ALOE LEAF JUICE**
Aloe leaf juice helps with hair flexibility and moisture balance. ACT/IV. **CONDITIONER** has a higher concentration of aloe than any hair product on the market.
- GINGER**
Ginger improves circulation of the scalp for natural hair growth.
- SUNFLOWER SEED OIL**
Sunflower oil provides the scalp and strands with nutrients needed for shiny, strong hair.



RENEW SHAMPOO

- ALOE LEAF JUICE**
Aloe leaf juice helps with hair flexibility and moisture balance. ACT/IV. **CONDITIONER** has a higher concentration of aloe than any hair product on the market.
- ALPINE WILLOW HERB**
Botanical that naturally stimulates cellular turnover and increases efficiency in the mitochondria
- RED CLOVER EXTRACT**
Red clover extract is a natural antioxidant that guards against DHT buildup.
- BRAHMI**
Brahmi naturally fights inflammation and cleanses DHT while strengthening follicles as well.



RENEW CONDITIONER

- GREEN TEA**
Soothes and calms an inflamed scalp and promotes cell rejuvenation to inhibit hair fall and boost new hair growth.
- ALOE LEAF JUICE**
Aloe leaf juice helps with hair flexibility and moisture balance. ACT/IV. **CONDITIONER** has a higher concentration of aloe than any hair product on the market.
- BRAHMI**
Brahmi naturally fights inflammation and cleanses DHT while strengthening follicles as well.
- SUNFLOWER SEED OIL**
Sunflower oil provides the scalp and strands with nutrients needed for shiny, strong hair.



REMEDY DANDRUFF SHAMPOO

- PYRITHIONE ZINC**
Regulates yeast growth, reduces inflammation, and controls skin cell shedding, effectively combating dandruff and flakes.
- JOJOBA**
Moisturizes and nourishes the scalp and hair, leaving it soft, smooth, and manageable.
- QUINOA**
Fortifies hair, making it stronger and more resistant to damage.
- SAW PALMETTO**
Supports overall hair health.
- RED CLOVER**
Provides antioxidant protection, promoting a healthier scalp and hair growth.
- GREEN TEA**
Antioxidant properties that rejuvenate and soothe the scalp.

FREQUENTLY ASKED QUESTIONS

Q. How do I use ACT/IV **RECOVER & RENEW** lines?

A. For optimal results, both lines are used in the shower, 3 times a week. Allow the treatment to remain on the hair and scalp for 5 minutes.

Q. What is DHT?

A. The build up of DHT is the most common cause of hair loss in men and women. The 5-Alpha Reductase enzyme converts testosterone to the natural androgen hormone, DHT, also known as dihydrotestosterone.

Q. Can I use ACT/IV. more than 3 times per week?

A. It is safe to use the treatment every day. However, results are not improved by using more than 3 times per week.

Q. Can I use ACT/IV. in conjunction with another hair loss product?

A. Yes, you can use ACT/IV. products with any other product or treatment if you wish, although you should not have to.

Q. Is ACT/IV. color safe?

A. Both lines are completely color safe, and the products do not contain any parabens, SLS, or minoxidil. The ingredients in ACT/IV. products can actually enhance a client's color vibrance.

Q. What happens if a woman uses the men's or vice versa?

A. Both products are completely safe for any gender, but the client is best suited using their appropriate line.

Q. How long does it take to see results?

A. There is a major reduction of shedding and hair loss between 2 and 6 weeks. Density and coverage begin to restore in 3 months. Peak results are usually seen between 9 and 24 months, depending on the severity of hair loss before beginning the system.

Q. How is ACT/IV. different from other brands' hair loss products?

A. ACT/IV. uses natural ingredients to target hair loss and grow hair back thicker and fuller. The patented technology takes only 5 minutes and is used 3 times a week. It is the world's most advanced and convenient solution for hair loss, damage repair, and hair growth.

Q. If I only wash my hair once or twice a week, will the products still work?

A. The **RECOVER** line must be used 3 times a week to obtain desired results. If a person only washes their hair 3 times a week, then they will use ACT/IV. **RECOVER**. The **RENEW** line must be used at least two times a week.

FREQUENTLY ASKED QUESTIONS

Q. Can I wash my hair with another shampoo or conditioner before or after ACT/IV.?

A. Yes, ACT/IV. is still effective even when used in conjunction with other products. This is all a matter of personal preference.

Q. Will ACT/IV. products weigh down my hair?

A. No, ACT/IV. treatment and conditioner were specifically formulated to be very light and not build up on the hair. You will still be able to style your hair as usual.

Q. When is hair loss too late to treat?

A. It is too late to treat when a hair follicle dies, which can take as long as 5-10 hair cycles. The hair follicle matrix is a living organ and it must be alive to produce hair. If a person has been completely bald for years, it is likely that their hair follicles have died making the hair incapable of regrowing.

Q. I am currently using a minoxidil based product & want to make the switch. Is there anything I should know?

A. You should slowly wean off the minoxidil, because the alcohol in minoxidil products can cause rapid shedding after quitting the product. Slowly dose down the minoxidil, while regularly using ACT/IV., over a period of 2-4 months.

Q. What happens if I quit using ACT/IV.?

A. If you stop using the product, you will slowly revert back to your previous state of hair loss. The time it takes for this to happen is the same as the amount of time you have been using the product. If you miss a day or two, it is ok, however, consistent use and prevention is key.