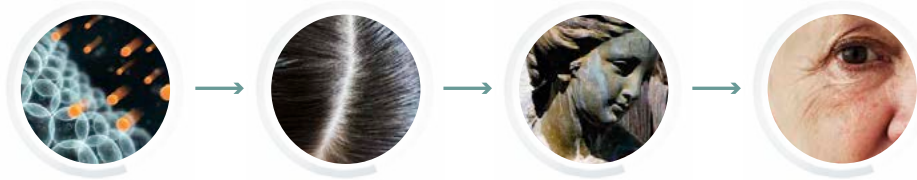


NIOXIN DAY & NIGHT

DID YOU KNOW THAT FREE RADICALS IN THE ENVIRONMENT CAN TRIGGER HAIR LOSS?

WHAT ARE FREE RADICALS?



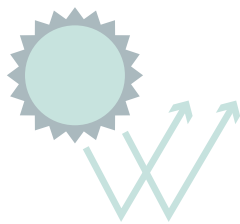
Free radicals are reaction starters. They transform food into energy for the body.

However, they can also trigger other undesired reactions, such as skin and scalp oxidation.

A similar process occurs in metals during corrosion; they go rusty.

On your skin this corrosion is shown by wrinkles and dark spots.

THE CAUSES OF OXIDATIVE DAMAGE



UV EXPOSURE



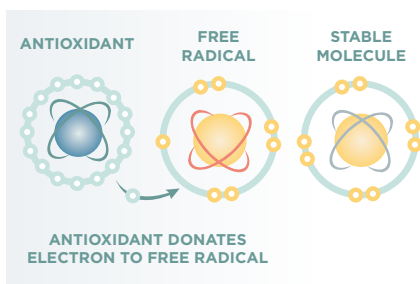
POLLUTION



ENVIRONMENTAL FACTORS

THE ROLE OF ANTIOXIDANTS

Antioxidants help fight oxidation by stabilizing and neutralizing free radicals.



Antioxidants in the body fight free radicals, however this is not always enough to repair damage. **Products or solutions that contain additional powerful antioxidants can aid the body's natural ability to neutralize free radicals and prevent further damage.**

THE 24 HOUR CYCLE AND ITS EFFECTS



During the day, the body is exposed to more toxins, the scalp has a higher production rate of sebum compared to at night and it is more susceptible to environmental factors.



At night, the body's natural repair function is stronger as the body is resting and cells regenerate. The night provides a great opportunity for the body to repair against damage that has occurred during the day.

71%

of people use night time products for skin but not for the scalp

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FOR THICKER, FULLER-LOOKING HAIR*

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*Value Data Kline & Company