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<http://www.shaklee.net/mimc/>

Introducing Shakleebaby™ and Shakleekids™



**Introducing Shakleebaby™ - Always Safe. Always Gentle. Always Healthy.  
Open Order 5/1**

**Babies are the most precious gifts in the world. Keep yours happy and healthy with Shakleebaby. Safe, pure, and natural, our pediatrician tested baby care products are formulated to keep your little one's bottoms soft, itty-bitty toes clean, and growing body healthy.**



### Gentle Wash

Clean, fresh baby. This extra gentle wash is made with organic chamomile and lavender, pH balanced and sensitivity tested to shower even the most tender skin with love. 99% Natural; 76% Organic.

#30108 <http://www.shaklee.net/mimc/>



### Soothing Lotion

So soft. Organic sunflower seed oil and shea butter moisturize, and organic chamomile and lavender soothe. 99% Natural; 87% Organic.

#30106 <http://www.shaklee.net/mimc/>



### Diaper Rash Cream

Naturally soothing. Zinc Oxide protects baby's delicate skin from wetness, keeping skin healthy and dry, and helps heal diaper rash. Organic and natural oils keep skin hydrated and smooth while chamomile, aloe, and calendula extracts soothe. 99% Natural. 78% Organic.

#30109 <http://www.shaklee.net/mimc/>



### Massage Oil

Perfect for massaging baby or moisturizing after a bath. With organic sunflower oil, lavender, and chamomile to moisturize and smooth. 99% Natural, 99% Organic.

#30107 <http://www.shaklee.net/mimc/>



### Multivitamin & Multimineral Powder

One of the most comprehensive infant-toddler supplements available, it contains prebiotics to help promote a healthy immune system and bundles of vitamin D to support strong bones and teeth. Star-K Certified. \*

#20057 <http://www.shaklee.net/mimc/>

\* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



**Introducing Shakleekids™ - Supersmart. Supersafe. Supernutritious.**  
Open Order 5/1

**Behold the powers of Shakleekids Mighty Smart and Incredivites! These dietary supplements are made with supersafe ingredients that bring out the best in kids, like rad vision, smart noggins, and a rockin immune system. \***



### Incredivites™

Shakleekids Incredivites is the first kids chewable multivitamin in the U.S. with lactoferrin, a protein that helps busy bodies' immune systems stay supercharged. Packed with 23 essential nutrients, it's one of the most comprehensive supplements available - with 600IU of vitamin D to support strong bones and teeth, and 100% of the daily value for vitamins C and E per serving. \*

#20002 <http://www.shaklee.net/mimc/>

Note: Vita-Lea® Ocean Wonders™ will continue to be available.



## Mighty Smart™

Shakleekids Mighty Smart is scientifically formulated with a power-packed blast of ultra-pure DHA. Essential for early brain development, this omega-3 fatty acid has been shown to support mighty memory, mad concentration, and fierce mind skills. Star-K Certified.

#20058 <http://www.shaklee.net/mimc/>

Shaklee

# product brief

Nourishing Scalp Treatment

personal care

## ProSanté

For Healthy, Gorgeous Hair

### Nourishing Scalp Treatment

As young children, we pay no attention to our hair, except perhaps to register annoyance when it needs to be washed or the snarls combed out. As teenagers we take our hair for granted, and to express our emerging personalities, we recklessly cut, color, treat and style it without worrying about long-term damage.

As adults, just when we've finally figured out what we really want from our hair, we look in the mirror and discover it's changed again, but this time against our will. We see more scalp through our hair than we used to. There are more hairs in the sink and on the comb than there should be. More broken hairs, more split ends. Less color, bounce and shine.

**The Problem:** 50% of men will experience hair damage and related thinning in their lifetime. Less well known is the fact that 40% of women by the age of 35 will also experience similar hair damage and thinning.

**The Core Solution:** ProSanté Nourishing Scalp Treatment is a nature-based serum for daily use that normalizes the scalp to provide the optimal environment for thick, healthy hair. The exclusive cornerstone of the ProSanté hair care system, Nourishing Scalp Treatment helps you restore and retain the vibrant and healthy appearance of thick, lustrous, bouncy and manageable hair.

**Independent clinical studies have shown the following results with consistent use of the ProSanté system of products.**

	30 Days	60 Days	90 Days
Reduction of hair loss during combing	11%	54%	65%
Decrease in the number of broken hairs	37%	61%	73%
Percentage of subjects that noted an increase in the thickness of their hair	46%	52%	61%

Featuring **exclusive Scalp Health Complex**, a unique combination of 10 derma-available vitamins, minerals and herbs that nourishes and revitalizes scalp and hair.



### Nourishing Scalp Treatment #31696 2 fl oz 59 ml

- Proven to reduce hair loss during combing and naturally thicken and strengthen hair when used as part of the ProSanté system
- Contains an exclusive, highly derma-available complex in an intense treatment form to foster healthy-looking hair as it grows
- pH balanced and safe for all hair types, even permed or color-treated hair
- No-rinse formula is gentle enough to use every day for immediate and increasing results
- Absorbs instantly and is never greasy
- Clean, botanical scent; no added fragrance

### The Scalp's Role in Damaged Hair and Related Thinning

Like the skin on the rest of your body, the skin on your head (your scalp) is made up of multiple layers, with new cells forming below the surface and rising as surface cells die and fall away. Your hair grows from living bulbs that are

rooted in openings in the skin, or follicles. Glands produce sweat and sebum to keep the scalp moist and comfortable, as well as naturally lubricating hair shafts to keep hair smooth and glossy. This natural oil/moisture balance is also slightly acidic, which helps to discourage the growth of harmful bacteria.

Each hair on your head—the average person has about 100,000—alternates between active periods of growth, and resting periods during which the follicle shrinks and the hair root shortens. Because this process is continually occurring, the loss of about 50 to 100 hairs a day is normal.

### **An unhealthy scalp can lead to hair damage and related thinning in a variety of ways:**

**Stress-related slow-down.** From the inside, scalp and follicle metabolism can be depressed by poor diet, as well as lack of sleep. External stresses are even more numerous and damaging. Heat, humidity, or excessive dryness (indoors or outdoors) can disrupt the scalp's normal oil/moisture balance. Chemicals from hair processing and heat from styling tools such as rollers, irons used to curl or straighten, and blow-dryers also disrupt the scalp environment and can severely damage hair. Pollutants in the air and water can combine with UV light (from sunlight or artificial lighting) to multiply the damaging effects of free radical attacks on the surface of the scalp and in the skin's natural oils, or sebum.

As follicle activity is depressed, less new, undamaged hair is produced. The hair that is present accumulates additional damage to become thinner, more fragile, lose its color-richness and luster, and become more unpredictable and difficult to manage.

**Blocked follicles.** Physical and environmental stresses can also cause hair follicles to produce too much sebum, which can trigger a cascade of negative results, starting with an excessively oily hair and scalp.

Worse, however, is the damage caused when excess sebum supports overgrowth of the microorganisms that normally live on the surface of the scalp. As the microflora break down the oils, chemical byproducts can irritate hair follicles, triggering excess shedding of skin cells which can clog hair follicles. Blocked follicles can produce depression or deactivation of the hair bulb. One potential consequence of blocked follicles is increased hair loss during combing.

**Dry, itchy scalp.** Some people have naturally drier scalps; an excessively dry environment (indoors or outdoors) may also contribute to a dry, itchy, flaky scalp. Itchiness often leads to scratching, which can open the door for follicle and hair damage.

The truth is, nearly everyone is vulnerable to the negative effects of physical and environmental stress on the scalp.

### **How does ProSanté Nourishing Scalp Treatment work?**

For generations, Shaklee has led the scientific world in nutrition and skin care, and clinical studies have repeatedly demonstrated that the same nutrients which protect your health also play a vital role in the healthy appearance of your skin. Now this same scientific expertise has been applied to the skin on your head – your scalp. The result is a comprehensive hair care system that provides nourishing and stimulating ingredients to the scalp to comprehensively reduce the visible signs of hair damage and related thin and thinning hair.

Many hair care products on the market today claim to nourish and protect the scalp and inhibit hair loss with one or more antioxidant or herbal ingredients. Unfortunately, these ingredients only address certain parts of the complex equation of free radical and microbial activity that can damage and depress hair follicles.

**At the heart of the ProSanté hair care system is Scalp Health Complex, an exclusive blend of 10 vitamins, minerals and herbs in a complete complex designed to comprehensively counterbalance the potential stressors which can interfere with normal, healthy hair follicles. This unique complex features:**

- |  |                              |
|--|------------------------------|
| • Vitamin B6   | • Tea Tree Leaf Oil          |
| • Ginseng Extract  | • Panthenol                  |
| • Green Tea Extract<br>(Camellia Sinensis Leaf Extract)      | • Superoxide Dismutase (SOD) |
| • Saw Palmetto Extract<br>(Sereinoa Serrulata Fruit Extract) | • Dipotassium Glycyrrhizate  |
| • Swertia Extract  | • Zinc PCA                   |

Shaklee's exclusive Scalp Health Complex and the other signature ingredients in Nourishing Scalp Treatment have been formulated for maximum derma-availability of vital nutrients:

- **Vitamin A** – Scavenges free radicals, increases the skin's ability to retain moisture, and naturally minimizes hair damage from UV rays.
- **Vitamin B<sub>6</sub>** – Helps prevent excess sebum production.
- **Vitamin E** – The front line of your skin's natural antioxidant self-defense system.
- **Ginseng Extract** – Provides essential energy to the hair bulb.

- **Green Tea Extract (Camellia Sinensis Leaf Extract)** – Powerful free radical scavenger. Soothes scalp irritation.
- **Saw Palmetto Extract (Serenoa Serrulata Fruit Extract)** – Helps prevent excess sebum production.
- **Swertia Extract** – Promotes blood circulation.
- **Ginger Root Extract** – Promotes blood circulation to the scalp and energizes the cells of the hair follicle.
- **Tea Tree Leaf Oil** – Supports microbial balance and helps prevent flaking.
- **Panthenol** – Strengthens hair against breakage; boosts softness and shine.
- **Menthol** – Energizes the hair follicle. Soothes scalp irritation.
- **Minerals (Copper, Zinc, Manganese)** – Nourishment for healthy skin.
- **Superoxide Dismutase (SOD)** – Neutralizes free radicals.
- **Zinc PCA** – Helps prevent excess sebum production.
- **CoQ10** – Powerful antioxidant and important source of energy for hair follicle cells.
- **Dipotassium Glycyrrhizate** – Soothes scalp irritation.

### **How to Use Nourishing Scalp Treatment**

Ideal for all hair types and designed to be used daily, Nourishing Scalp Treatment should be massaged onto your clean, wet or dry scalp, focusing on areas where hair may be stressed, fragile or falling out. You may feel a relaxing warmth and/or pleasant tingling sensation as energizing nutrients go to work. Non-greasy and with no added fragrance, Nourishing Scalp Treatment is absorbed instantly, so you may proceed with styling immediately.

With regular use, Nourishing Scalp Treatment supports the scalp's healthy, normal pH and microfloral balance to maintain healthy-looking hair. The exclusive botanicals and antioxidants in Nourishing Scalp Treatment directly address free radical reactions which can stress and damage hair follicles. As the scalp is stimulated and protected, Nourishing Scalp Treatment helps reduce the appearance of oiliness and flaking.

With consistent use of the ProSanté system, you'll see visible improvements:

- Significantly less hair fallout during combing.
- Hair becomes stronger; more resilient, more elastic and less prone to damage, with a dramatic decrease in the number of broken hairs.
- Hair becomes significantly thicker – naturally, rather than as a result of coating.
- Hair feels soft and silky; looks shiny and lustrous.

### **ProSanté – Complete Care You Can Personalize for Your Hair Type**

In addition to providing the positive benefits of the most state-of-the-art nourishing and protective hair care ingredients, each ProSanté product has been carefully formulated and repeatedly tested to exclude any ingredients shown to irritate the scalp or otherwise produce negative results. All ProSanté products are:

- No Sodium Lauryl Sulfate (SLS) or Sodium Laureth Sulfate (SLES)
- No Cocamide DEA or Lauramide DEA
- Safe for all hair types, even colored or chemically treated hair
- pH balanced
- Effective in all types of water
- No occlusive oils
- Soap free
- Dye free
- Non-drying, non-stripping
- Non-irritating formulas, free of harsh preservatives and detergents
- Dermatologist tested
- Clinically formulated
- Allergy tested
- Won't clog hair follicles
- Not tested on animals

See the ProSanté Nourishing SHAMPOOS, CONDITIONERS, and FINISHING SPRAY Product Briefs for more detailed information about this scientifically advanced, salon-quality hair care system.