

| | Ultra stem Shampoo | Other Products |
|--------------------------------|--|-----------------|
| Product Characteristics | COCOAMIDOPROPHYL HYDROXYSULTAINE | DEA |
| Thickener | Yes | Yes |
| Clear Formula | Yes | Yes |
| Product Form | Liquid | Liquid |
| Skin Irritation | No | Yes |
| Eye Irritation | No | Yes |
| Emulsification | Excellent | None |
| Foaming | Improved Foam Structure | Foam Stabilizer |
| Properties | Mildness, Thickener, Emulsifier, Conditioner | Thickener |

- **No DEA and SLS** were originally **Engine Degreasers** which will strip hair of natural oils
- **It Doesn't Take A Rocket Scientist** DEA & SLS cause irritation of the hair follicles
- **Laser Treatment** - SLS blocks up to 10% of laser light by reflecting laser light when it coats the hair
- **11 DHT Blockers**



Our commitment to creating the finest hair care products is matched only by our concern for our clients. That's why Ultra Stem Shampoo Cleanser is the perfect choice for those who want to create thicker, fuller, great-looking hair, safely and without risk. Unlike almost all other commonly used hair and scalp cleansing products, Ultra Stem Shampoo has been scientifically formulated without DEA and SLS as part of its active ingredients.

Have you been shampooing with gasoline or dishwashing detergent?

98% of over the counter shampoos contain DEA/MEA and/or Sodium or Aluminum Laureth Sulfate (SLS) derivatives. These were designed as Engine Degreasers, they do a great job of stripping dirt and almost all your natural oils your hair needs. They have even been shown to cause irritation in your hair follicle for up to a week in clinical studies. If your hair is having trouble growing in the first place, it doesn't take a rocket scientist to figure out that irritating your hair follicle every day probably is not going to help! Several other clinical studies have also shown that DEA and/or sodium laureth sulfate derivatives reflect away Laser light and lessen the positive effects of Laser light therapy.

In light of recent research regarding the safety of DEA and SLS, we offer this healthy alternative – a blend of mild, non-irritating cleansing agents with water-soluble polymers that provides moisture and added shine to the hair but without harsh and potentially damaging chemical additives.

Because Ultra-Stem Shampoo is a cleanser so gentle, it can be used every day. Its unique formula effectively removes undesirable scalp residue and build-up while simultaneously providing strength, moisture and shine to the hair.



PHYSICIANS AGREE

"My patients have overwhelmingly responded favorably to this product line. These cleansers have virtually eliminated the irritation seen in many other products that I have tried, and leave a beautiful luster and body to the hair." **Dr. Michael Fuhrman**

"Scripts hair care line has really offered my patients a quality product: free of sodium laureth sulfate and gentle on the scalp, yet providing a thorough and effective cleansing that leaves a remarkable radiance to the hair." **Samuel M. Lam, M.D.**

No DEA and SLS – Originally used as Engine Degreasers which strips hair of natural oils.

Q. What is DEA is SLS?

A. DEA is diethanolamine, a chemical that is used as a wetting agent in shampoos, lotions, creams and other cosmetics. DEA is used widely because it provides a rich lather in shampoos and keeps a favorable consistency in lotions and creams. DEA by itself is not harmful but while sitting on the store shelves or in your cabinet at home, DEA can react with other ingredients in the cosmetic formula to form an extremely potent carcinogen called nitrosodiethanolamine (NDEA). NDEA is readily absorbed through the skin and has been linked with stomach, esophagus, liver and bladder cancers.

A. Sodium Lauryl/Laureth Sulfate is used to break down the surface tension in water and is found not only in shampoos but as well in soaps, detergents, hand creams, cleaners, mouthwash and toothpaste. SLS is known to cause skin inflammation and may mimic estrogens, cause hair loss and damage teeth. It is a mutagen and a potential carcinogen. SLS can be stored in the liver, heart, lungs and brain. It can also damage the eyes.

Studies show a possible link between DHE & Cancer; www.preventcancer.org

KEY POINT: 98% of Over the Counter Shampoo has these ingredients.

KEY POINT: Laser Treatment – SLS blocks up to 10% of laser light by reflecting laser light when it coats the hair

It Doesn't Take A Rocket Scientist – to figure out these ingredients cause irritation of the hair follicles. New studies show inflammation SLS irritates hair follicles up to 7 days and that irritation is a factor in hair loss.

11 DHT Blockers – Name each DHT Blocker and discuss the benefits. Allow the class to write down to reinforce. No other company on the market has a more superior product

- Saw Palmetto
- Beta Sitosterol
- Pygeum Bark Extract
- Stinging Nettles Extract
- Alpha Linolenic Acid
- Gamma Linolenic Acid
- Linseed Extract
- Borage Oil
- Green Tea Extract
- Pumpkin Seed Extract
- Evening Primrose Extract



Directions: Thoroughly wet hair and scalp. Apply a small amount of shampoo, massage gently and rinse thoroughly. Repeat if desired.

Other Ingredients: Deionized Water, Cocoamidopropyl, Betaine, Cocodiethanolmide, C-14-16, Sulfonate, Stearamide DIBA Stearate, Polyquatemium 11, Silk Amino Acids, Propylene Glycol, Methylparaben, Propylparaben, Peg-75 Lanolin Citric Acid, Tetrosodium EDTA and Fragrance.

Thank you so much for your purchase. Please leave your valuable feedback on our website - www.DaytonTrichology.com