

# ▶Awaken Therapeutic Thinning Hair and Scalp System

Cleanse Stimulate Strengthen Revitalize  
Thinning Hair Healthy Scalp

## Healthy Hair Begins with a Healthy Scalp

It is thought that the blockage of the hair's sebaceous glands, aging of cells, slowed circulation and the hormone DHT (dihydrotestosterone) have a strong correlation to the onset and the progression of hair loss and baldness called androgenic alopecia, or male- and female-pattern baldness. This type of hair loss is typically the greatest at the top of the head or around the temples. An enzyme (5-alpha-reductase) converts the hormone testosterone to DHT. DHT causes the miniaturization of the hair follicle and eventual loss of the hair.

### **Awaken Therapeutic Shampoo, Conditioner and Treatment**

1. Cleanse - Palm and Coconut Oil surfactants deeply cleanse the scalp, sebaceous glands and follicle while gently cleansing the hair. Sulfate free.
2. Stimulate – Mint, Capsicum and Menthol stimulate the scalp and help in the delivery of vital nutrients to the follicle and papilla.
3. Strengthen – Cationic vegan proteins of Amaranth, Keravis and Soy combine with the amino acid complex of Glycine, Alanin, Proline, Serine, Threonine, Arginine and Lysine to strengthen new hair as they emerge.
4. Revitalize – Silica, Magnesium, Copper, Iron, Zinc Ferments and Superoxide Dismutase Antioxidant penetrate the scalp helping to keep the scalp and hair healthy inside and out. These Mineral Ferments and antioxidants aid in stabilizing healthy cell turn over and in development of new cells and promoting hair growth (anti-aging). Botanical Extracts of Saw Palmetto, Camellia, Ginkgo, Hops, Balm Mint, Panex Ginseng, Maranium and Nettle; this complex of Ferments and Extracts nourish, encourage and invigorate growth while helping to decrease DHT.

# Awaken Therapeutic Thinning Hair and Scalp System

## Cleanse Stimulate Strengthen Revitalize

Just as we require essential elements internally to function, so does the largest organ of our body, the skin, of which a portion is our scalp and is responsible for hair growth. Topical application of molecules such as vitamins and enzymes are used throughout the pharmaceutical and cosmetic industries to keep skin and hair healthy, inside and out. A natural addition to this list is minerals.

### MINERALS ARE CRITICAL TO MAINTAIN OPTIMAL HEALTH.

They are essential constituents to the thousands of biochemical reactions that occur within the cells of our bodies. Minerals help support the immune system and facilitate the production of hormones and enzymes. Since minerals take a part in a myriad of metabolic reactions they can be rapidly consumed, disrupting the delicate balance of these vital nutrients. Our bodies cannot synthesize minerals; therefore they must be acquired through external sources.

It is well-known that insufficient levels of certain minerals can lead to deficiency related syndromes. For example, a deficit in the element iodine can result in thyroid-related skin disease. Inadequate levels of the element zinc can be attributed to skin disorders such as eczema and psoriasis. Clearly minerals are as important to our external health as they are to our internal health.

### CLASSIFICATION OF MINERALS

Minerals are not generally classified as essential or non essential as in the case with vitamins and amino acids. Instead they are classified as “macro” (major) and “Micro” (trace) minerals, relative to the quantities which they are required. Macro minerals (such as calcium, phosphorous, sodium, potassium, chlorine, magnesium and sulfur) are needed in relatively large quantities, at least a minimum of 100mg or more in our daily diet. Micro minerals (such as iron, copper, cobalt, iodine, selenium, molybdenum, silicon, manganese, fluorine, and zinc) are needed only in trace amounts. We believe that our glycopeptide mineral complex represents an ideal way to incorporate important elements into **Awaken Conditioner and Treatment** as they are bioavailable and pass readily through cell membranes.

### MINERALS PLAY A ROLE IN NUMEROUS CHEMICAL REACTIONS

Each mineral has a specific role in the biochemical process in which they are involved. Following is a description of some of the minerals mentioned previously.

**Zinc** is an important antioxidant nutrient necessary for healing and development of new cells. Zinc plays an essential role in the turnover of the dermis, including a critical role in the healing process. Zinc maintains the body’s alkaline balance and helps in normal tissue function. Deficiencies may result in prolonged wound healing, stretch marks, white spots on the nails and susceptibility to infections including scalp break outs. Recently there has been tremendous interest in the skin cell’s natural antioxidant defense systems. Zinc plays an important structural role in Superoxide Dismutase, an essential cellular antioxidant, which is part of the cell’s natural defense system.

**Copper**, another trace mineral, is key to the absorption and utilization of iron because of its role as a cofactor in several oxidative enzymes (ex. Superoxide Dismutase). It helps to oxidize Vitamin C and works to form elastin in the skin. Copper is important in the formation of disulfide cross linkages

in keratinization, promoting hair growth. The mineral is important in the production of the enzyme tyrosinase, which is essential for the production of melanin by activation of the melanocytes. Deficiency leads to weakness and skin sores.

**Magnesium** is a major component in the enzymatic reactions of carbohydrates, protein and energy metabolism and the maintenance of function and structural integrity of tissues.

**Iron** is extremely important within the body. It aids in proper oxygenation of tissues to maintain basic life functions. Iron prevents fatigue and promotes good skin tone. It is essential for cell maturation, protein formation and as a carrier of oxygen throughout the body.

**Silica** is a significant mineral in that it plays a role in the synthesis of healthy bones by assisting in the absorption of calcium. Silica plays an important role in the formation of collagen and connective tissue, as well as hair, skin and nails.

**Awaken Therapeutic Treatment and Conditioner** are rich in these mineral ferments and antioxidants which aid in stabilizing healthy cell turn over and in development of new cells and promoting hair growth (anti-aging).

#### SHAMPOO IS THE FIRST STEP IN MAXIMIZING MINERAL BENIFITS

As the cells of the scalp and follicle become 'lazy', oils begin to build and sebaceous glands may become blocked. Awaken Therapeutic Shampoo utilizes Palm and Coconut Oil surfactants to deep cleanse the scalp and follicle while gently cleansing the hair. Awaken is sulfate free. To enhance this process Mint, Capsicum and Menthol are used to stimulate the scalp and hair, encouraging a flow of nutrients and antioxidants to the scalp, follicle and hair.

#### VEGAN PROTEINS AND AMINO ACIDS STRENGTHEN HAIR

As hair begins to grow it needs immediate strength. We have all seen that 'soft, downy' hair that is about ¼ inch long and does not seem to grow. In fact this

weak hair does grow but it wears away or breaks faster than it grows. Cationic vegan proteins of Amaranth, Keravis and Soy combine with the amino acid complex of Glycine, Alanin, Proline, Serine, Threonine, Arginine and Lysine to strengthen new hair as they emerge. This complex closely mirrors hair's structure encouraging immediate strong growth.

#### BOTANICAL EXTRACTS REVITALIZE

**Saw Palmetto**, Camellia, Ginkgo, Hops, Balm Mint, Panax Ginseng, Maranium and Nettle work to nourish, encourage and invigorate growth while helping to deactivate DHT. An enzyme (5-alpha-reductase) converts the hormone testosterone to DHT (dihydrotestosterone). DHT causes the miniaturization of the hair follicle and eventual loss of the hair. It is thought that the higher the level of testosterone, the higher the level of DHT. Although we still don't know exactly how it works, it's believed that Saw Palmetto may help block the enzyme (5-alpha-reductase) from allowing the hormone testosterone from being converted to DHT. Saw Palmetto is a dwarf palm plant native to North America.

#### AWAKEN THERAPEUTIC THINNING HAIR AND HEALTHY SCALP SYSTEM.

Technical mineral and superoxide dismutase information sourced by Surface from ARCH, NJ, USA

