

eLGOON®



GH-REVERSE

Grey hair control



First signs of white hair?

Try a product with
breakthrough technology:

GH – REVERSE



GH-REVERSE

All new antigrey system

WHAT IS IT?

- Home treatment system to prevent and delay the appearance of grey hair

HOW DO WE DO IT?

- Proven results with GREYVERSE™ our innovative new formula with a patented ingredient

ALSO...



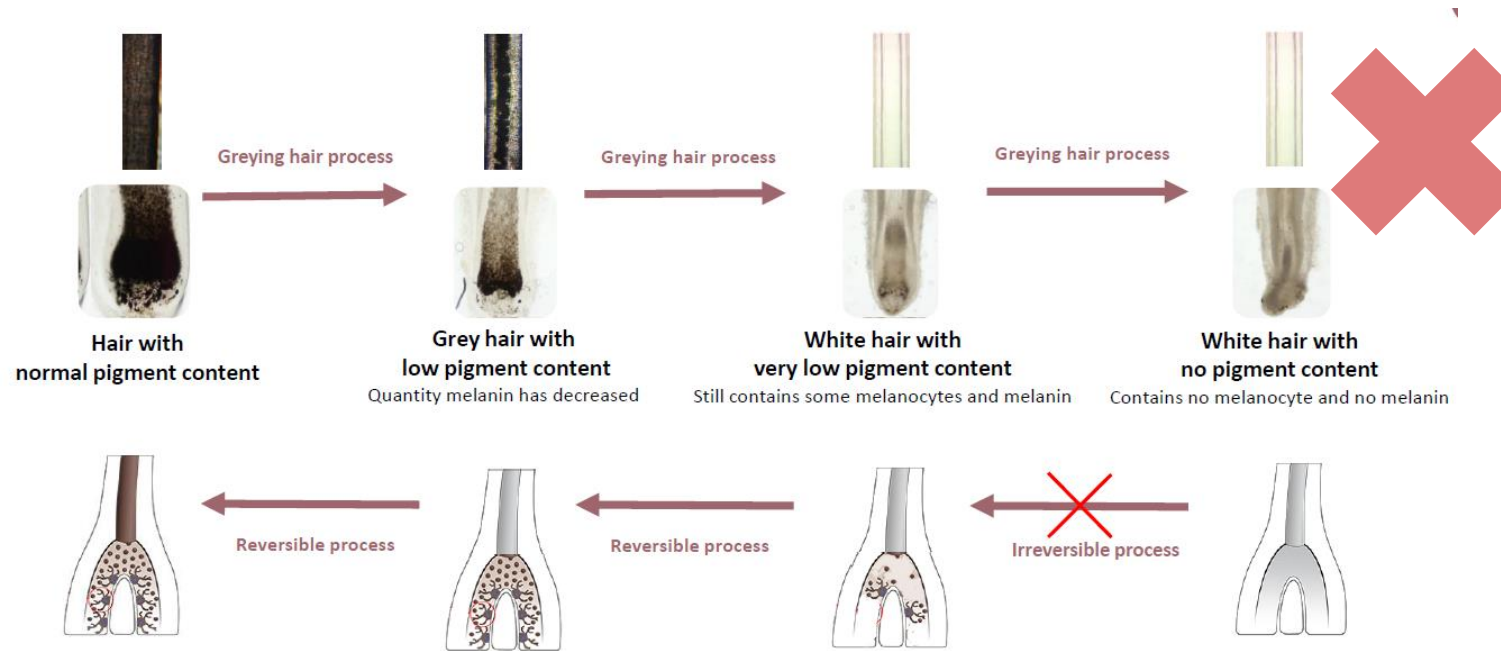
REDOXINA 2.0

with Biotech Hyaluronic Acid
and Plant-Based Keratin

WHAT IS GREY HAIR?



The greying process has several stages, which lead to the progressive loss of melanin. The process is reversible as long as melanocytes and melanin are still present within the follicle. GH-REVERSE works by stimulating the melanocytes to produce melanin, replenishing the hair.



JUST IN CASE...

When the hair is 100% white, GREYVERSE™ can't reanimate the Melanocyte



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PANTHENOL

Provides hair with right level of moisture preventing dehydration and fragility.

GREYVERSE:

An innovative active ingredient that decreases oxidative stress and stimulates melanin production to increase pigment in the hair shaft.



Phase one of the Antigrey care system

Usage



Technology

- GREYVERSE™
- REDOXINA 2.0
- Charcoal
- Panthenol

Benefits

- Stimulate the melanocytes
- Purifies the scalp
- Corrects moisture balance on hair and scalp
- Also perfect on sensitive scalp

USP' s

- Unique new system
- Proven results
- Sulfate Free formula

Phase one of the Antigrey care system

Usage

- **Cleanse with GH-Reverse Shampoo**
- Apply on dry or towel-dried hair
- Don't rinse!
- Intense treatment: **daily for 8 weeks**
- Maintenance: **twice a week.**

Benefits

- **Stimulate the melanocytes**
- **Corrects moisture balance on hair and scalp**
- **Easy to apply at home**

Technology

- **GREYVERSE™**
- **REDOXINA 2.0**
- **Panthenol**
- **Glycerin**

USP's

- **Unique new system**
- **Proven results**
- **52% repigmenting in 7 days**



BEFORE



Treated with
AFTER



GREYVERSE™

Tested and proven

IN VITRO TESTING

- Test illustrates the reanimation of the melanocyte in the hair bulb.
- Result is over a 90 day period
- Intense treatment and maintenance treatment had been used to achieve this result

- Same test with Elgon formula using Full Treatment Shampoo and Lotion
- Result is over a 90 day period
- Intense treatment and maintenance treatment had been used to achieve this result
- Results are MORE evident vs suppliers test





Breakthrough technology to prevent, delay or reverse the appearance of grey hair.

1. Is Greyverse a kind of plant ingredients? If not what is it??

Greyverse™ is a patented Palmitoyl Tetrapeptide (4 amino acids grafted on palmitic acid). The active sequence is derived from the α -MSH structure, known to be the main molecule able to stimulate melanogenesis. It's synthetic

- Hyaluronic acid (biotech origin, biotech origin means a vegetable raw material obtained through biotechnology, this definition is used to differentiate it from the hyaluronic acid of animal origin that is usually used) makes the cuticles smoother, this allows the hair to reflect light better, and be brighter. Hyaluronic acid has also a strong moisturizing action, both for the hair and for the scalp.
- Vegetable Keratin: it is the vegetable alternative to animal keratin, it consists of a pool of specific amino acids that reproduce its activity. Vegetable keratin repairs hair damage, increases the strength and elasticity of the hair, also improving combability.

Hyaluronic acid and vegetable keratin create Redoxina 2.0, these two active ingredients act on the hair making it stronger, young and healthy, time control effect.

2. Will anti-grey lotion induce skin sensitive problem? No, but it does contains alcohol. However it contains panthenol which is hydrating on sensitive skin. It is 84% natural.

3. Is Greyverse ok for long term use? any harmful impacts to health? Yes, it is ok. The Shampoo is 95% natural and the Lotion 84%

4. Customer are asking why Gh-Reverse do not have conditioner ? GH Reverse acts on the hair bulb whereas conditioners act on the lengths of the hair. Hair that turns white belongs to many different hair types that require different conditioners, customer should use appropriate conditioner from Elgon's assortment.

5. If shampoo aims in cleansing functions, how can anti-grey shampoo help delay the appearance of grey hair? Is yes, how to educate the customers the importance of using both shampoo and lotion? Anti-grey shampoo contains Greyverse that provide an anti-grey activity, but the lotion is much more concentrated and it stays on the hair. The shampoo has a purifying action that helps the penetration of the active to enhance the activity of the lotion.

6. Some customer are facing the hair loss problem for a while, and they are already using the hair loss shampoo for a bit of time. However, they also purchased the new GH-Reverse Control Lotion and the GH-Reverse Shampoo, please advise how they can use both products to solve both problem at the same time ?

It is a question of priority; which problem is more urgent for the customer?

We propose 2 alternatives approaches to combining both treatments

1. Use Hair loss in autumn and in spring as follows:

Intense treatment 1 vials/ day for 1 month – do not use GH Reverse during this period

Maintenance treatment once a week for 2 month. Use GH Reverse 6 the rest of the week but not on the same day as Hair loss.

2. For customers who want to use Hair loss throughout the year:

Use Hair loss and GH Reverse on alternate days. NB the coloring process will be longer

Always remember that for both products, the shampoo is not sufficient you need to apply the lotion.

7. If you sell anti-hair loss essence and greyreverse at the same time, it is recommended to use greyreverse lotion first? OR use anti-hair loss essence first? Same answer as number , do not use both products on the same day.

8. Can anti-grey lotion helps on the problem of hair loss? No, it can't. It Stimulates hair pigmentation and reverses the grey hair process.

- 9. Does it mean that if the customers keep using grey reverse shampoo and lotion, there is no need for applying hair color to cover grey hair ?** It will decrease the quantity of white hair when there are still melanocytes in the hair.
- 10. If you start with a white hair reversal, can you not use hair dye in the meantime, because the recommendation starts with 2 to 3 months?** Use of hair dye is possible. Don't forget that Grey Reverse acts on the hair bulb (the part that is alive) whereas Hair dye works on the hair shaft (the part that is not alive)
- 11. Can they use the GH-Reverse after Hair Coloring ?** GH Reverse contains alcohol, so for this reason it is not advisable to use the same day as a color. The treatment can be started on the following day.

12. Customer using GH-Reverse Lotion and GH-Reverse Shampoo, however, since they also using the Colour Fix shampoo after colouring the hair. What are the best way to use both GH- Reverse Shampoo and Colour Fix shampoo ?

On the day of hair colouring, the customer should do the complete Colorcare ritual (Scalp Cleanser, Reanimation Shampoo, Reanimation Pack). After that, to maintain color and use GH Reverse we suggest:

- Grey Reverse Shampoo
- Color Care Re-animation pack to care for the lengths
- GH Reverse lotion on scalp on dry or towel dried hair, massage, leave-in.

13. Some customers reflect the hair becomes very dry and hard, the hair stick together after the GH lotion dry and leave for one night on hair? Why is it??

Probably too much product is being applied, 7 or 8 pumps is sufficient.

Always remember: It is not the QUANTITY that will provide success but the REGULARITY

Also product must be applied on the scalp, avoiding the lengths.

14. When will I see first result of greyverse? We propose a full 90 day treatment. 2 months intense and 1 month maintenance which corresponds to 1 bottle.