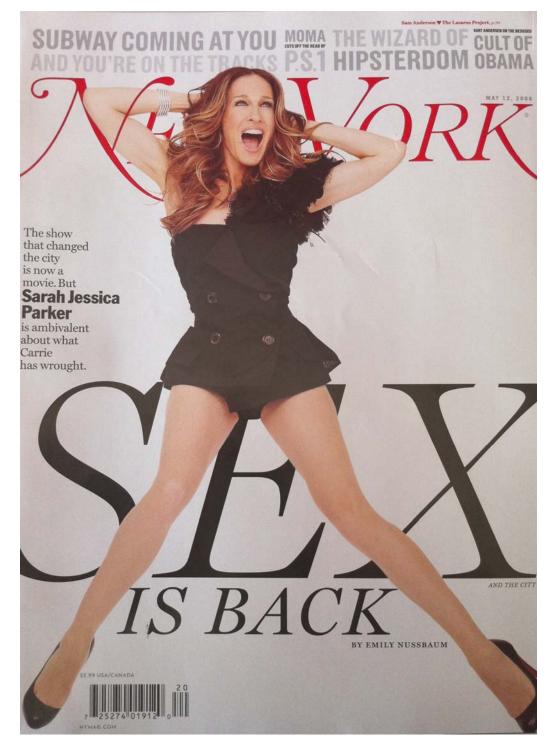


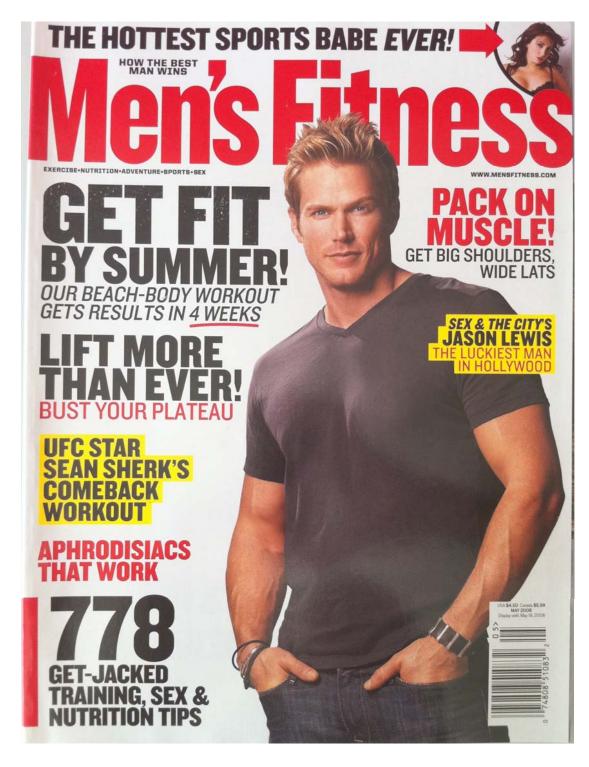
MEDIA KIT

# **New York Magazine May 2008**





# Men's Fitness Magazine May 2008





# **RIVIERA MAGAZINE JUNE 2009**



High Performance Solutions for healthier, longer hair







Grow / Re-Grow / Repair / Strengthen



## **RIVIERA MAGAZINE AUGUST 2009**



# **EMBARRASSING ISSUES**



#### Introducing: Performance.™

by DS Laboratories

#### Revita™

High Performance hair growth stimulating shampoo

#### Spectral DNC™

High Performance hair loss treatment



#### Oligo.DX

This new innovation in body sculpting can actually eliminate cellulite if used daily and combined with a healthy diet and habitual exercise. It uses a breakthrough delivery system called Nanosomes, this allows for deep penetration of active ingredients and quick absorption of the gel.

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# **RIVIERA MAGAZINE SEPTEMBER 2009**





Anti-inflammatory

Adds body and shine

Instantly detangles hair

Permanent conditioning

Revives natural hair color

Longest lasting vibrant color

Easier to style and straighten hair

Blocks UV rays, dust, and pollution

Instantly removes residue from hair

Anti-aging and protective properties

Powerful hair-strengthening

Improves radiance, silkiness, and shine

Protects against photo-aging of hair fiber

Re-structures cuticle to eliminate split ends

Helio Hydrating Technology binds keratin to hair

Penetrates the cortex and moisturizes from within

Forms biological and multifunctional protective file

High molecular weight compounds reinforce the cutic

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## **NEW BEAUTY MAGAZINE – WINTER-SPRING 2010**





## **NEW BEAUTY MAGAZINE – SPRING-SUMMER 2010**





## **AMERICAN SALON MAGAZINE – JANUARY 2010**





DS Laboratories is the only company that is engaged in the cutting-edge research and development of hair-loss treatments, not just solutions for thinning hair. Our treatments couple Nanosome technology with clinically proven ingredients to prevent, arrest, and reverse balding — a top priority for every man and

Please take some time to visit our website. You'll find that we are a technology-based company focused primarily on innovation, a commitment that has made us the leading developer in this segment and led to breakthrough solutions within the category.

# Latest Technology for Hair Regrowth



# Topical Treatment for Advanced Stages of Hair Loss

- Maintains the vitality of scalp with a combination of anti-inflammatory, antifungal, antioxidant, and anti-DHT agents that act together against follicular dysfunction.

# World's Most Effective Topical Hair-Loss Treatment

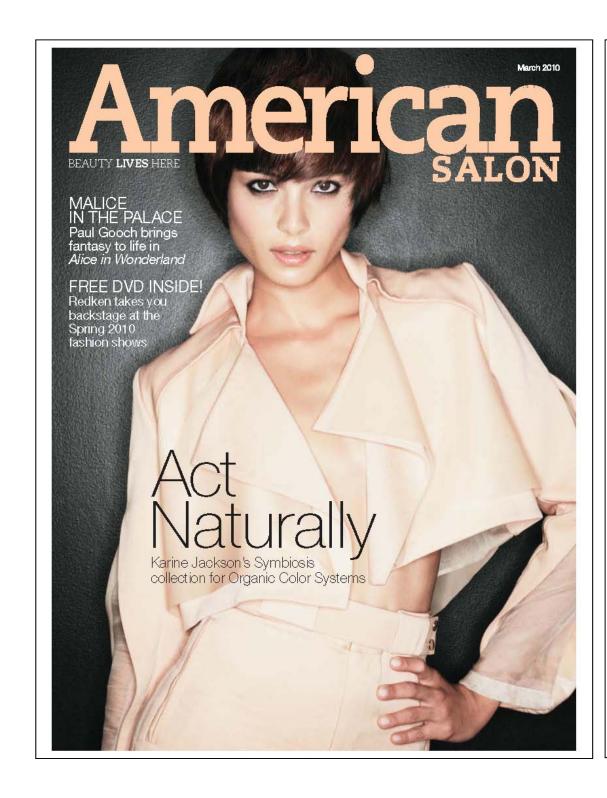
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# **AMERICAN SALON MAGAZINE – FEBRUARY 2010**





### **AMERICAN SALON MAGAZINE – MARCH 2010**



#### **IN**STUDIO

# Growth Plan

Offering products and services that address hair loss helps restore clients' confidence and boost salon business.



Created to light temporary, nongenetic hair thinning, Phyto Phytocyane Revitalizing Serum contains viburnum and ginkgo billoba to stimulate growth. grapeseed procyanidns to combat free radicals, soybean to restructure the hair liber and vitamin B6 to encourage keratir production. phyto-usa.com



The Trichdogy Hair Recovery System from American Crew consists of the Hair Recovery Shampoo, Patch and Concentrate, which are formulated with hoos. rosemary, swerta japonica and slica to promote fuller, thicker, stronger hair and prolong its life, american crew.com



XFusion Keratin Hair Fibers are an affordable and convenient solution for dients with thinning hair who are looking for immediate results. Available in eight colors, XFusion bonds instantly to existing hair and won't come off in wind or rain but can be easily removed with any shampoo. xfusionhair.com keune.com



DNC is formulated with Minoxidil, Aminexil. Adenosine, Procyanidin (B-2 &.C-1), T-Ravanone, Retinol, copper peptides, and a vitamin and mineral complex to light hair loss and grow healthy hair on the entire scalp, divineskin.com



Bosley Professional Strength Healthy Hair Folide Energizer leave-in chops repair the hair folicle while supporting healthy hair function in areas of low cansity. Keyingredients include the LifeXtend complex, a blend of marine, plant and biogenic ingredients, and Biotinyl-GHK bosleypvo.com



Part of Keune's Care Line Ivian collection, Fortify Lotion stimulates the growth of healthy hair from root to end with rediginseng, which activates the cells to encourage promotes blood circulation and extends the hair growth cycle.

growth, and caffeine, which

Industry studies show that millions of men and women nationwide are affected by hair loss and thinning hair, the causes of which include genetic factors, stress, diet and medical issues. Fortunately, there are a number of products and services salons can offer their clients to address the problem.

"There's no cure for hair loss, but we can control it," says Daniel Khesin, CEO of DS Laboratories, which manufactures topical products that combat hair loss and conducts extensive clinical studies on the condition in-house. "What DS Laboratories does is that we essentially develop treatments that attack the problem from a very broad perspective."

DS Laboratories' Spectral DNC, for example, is formulated to combat various causes of hair loss and grow healthy hair on the entire scalp, including the frontal area. The key ingredient is high-grade Minoxidil, but additional hair regrowth agents including Aminexil, Adenosine and Retinol boost the product's effectiveness.

For salons, retailing at-home treatments like Spectral DNC that address hair loss can attract new clients and also increase revenue. "One of the advantages for the salon owners is that these products require continuous use," Khesin says. "A person twho starts using the products will need to come back regularly to buy them, which has the effect of boosting foot traffic."

In addition to retail products that tackle hair loss, salons can also add special services that address the issue. Gavert Atelier in Beverly Hills, CA, for example, now offers the Nagomi Hair Spa Anti-Aging Hair and Scalp Treatment, which incorporates René Furterer Triphasic (for hereditary hair loss) or RF 80 (for reactionary hair loss), depending on individual hair needs. Intended to provide a relaxing experience for clients while restoring vitality to the hair and scalp, the treatment is provided in the salon's luxurious reclining Takara Belmont Yume chairs using a Balinese massage technique to open the follicle and increase blood flow to the hair root.

For a more immediate solution to hair loss, Virtual Reality and Virtuésse (a division of HairUWear) offer men and women nonsurgical permanent hair solutions that last up to four weeks. The process, which takes about an hour and is performed by trained salon professionals, involves the application onto the scalp of an invisible, nondegradable synthetic "layer of skin" called Dermalens, into which human hair that is compatible in appearance to the wearer's own hair is inserted. The results are remarkably natural looking, and clients can wash, condition and style their hair as usual.

"Topical and oral treatments work best in the beginning stages of hair loss, when we want to cut back or eliminate DHT deposits that strangle the hair bulb," says Lance Centofanti, innovator of Virtual Reality and Virtuésse. "In more advanced stages of hair loss, these options are not as effective. Virtual Reality and Virtuésse are the perfect solution."

These are just a few of the options available to salons for addressing clients with hair loss and thinning hair. Here are some additional solutions you can share with your clients. > -Lotus Abrams

60 American Salon March 2010

# LIFE & STYLE MEXICO – SPECIAL EDITION: "BEST OF THE BEST"





# DC MAGAZINE – JULY/AUGUST 2010





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deeper; it's a real treat to offer and educate men on products backed by serious research, the smartest people, and an unwavering commitment to quality. Whether their hair, skin, or body products, we use em' ourselves and don't hesitate to tell others to do the same."

GroomingLounge.com

- Mike & Pirooz, "The Grooming Guys"

## LOOK FANTASTIC UK – LOOK MANTASTIC HAIR & GROOMING AWARDS 2010

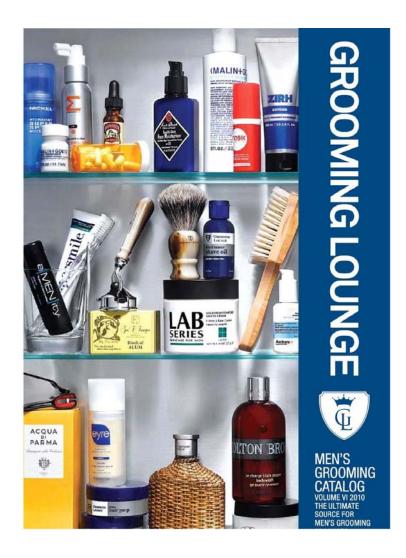


# **SKINSTORE CATALOG – SPRING 2010**





# **GROOMING LOUNGE CATALOG – SUMMER 2010**





# "TOP" QUESTIONS



# **TRADE SHOWS & EVENTS 2010**









# Performance.