

MD[®]

The doctor's brand
for natural hair restoration

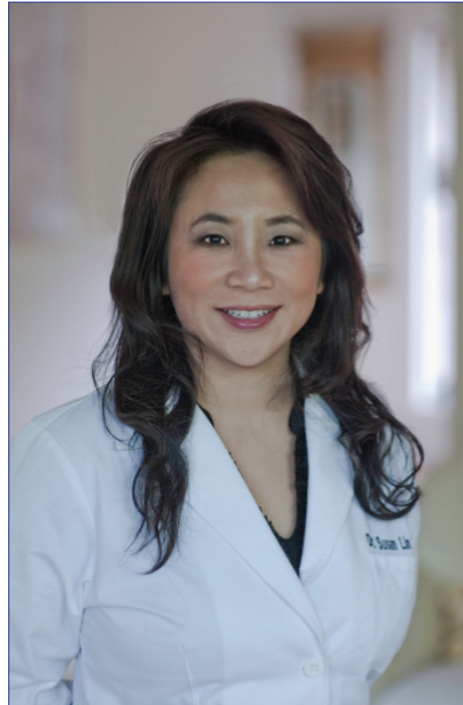


MD[®]Hair

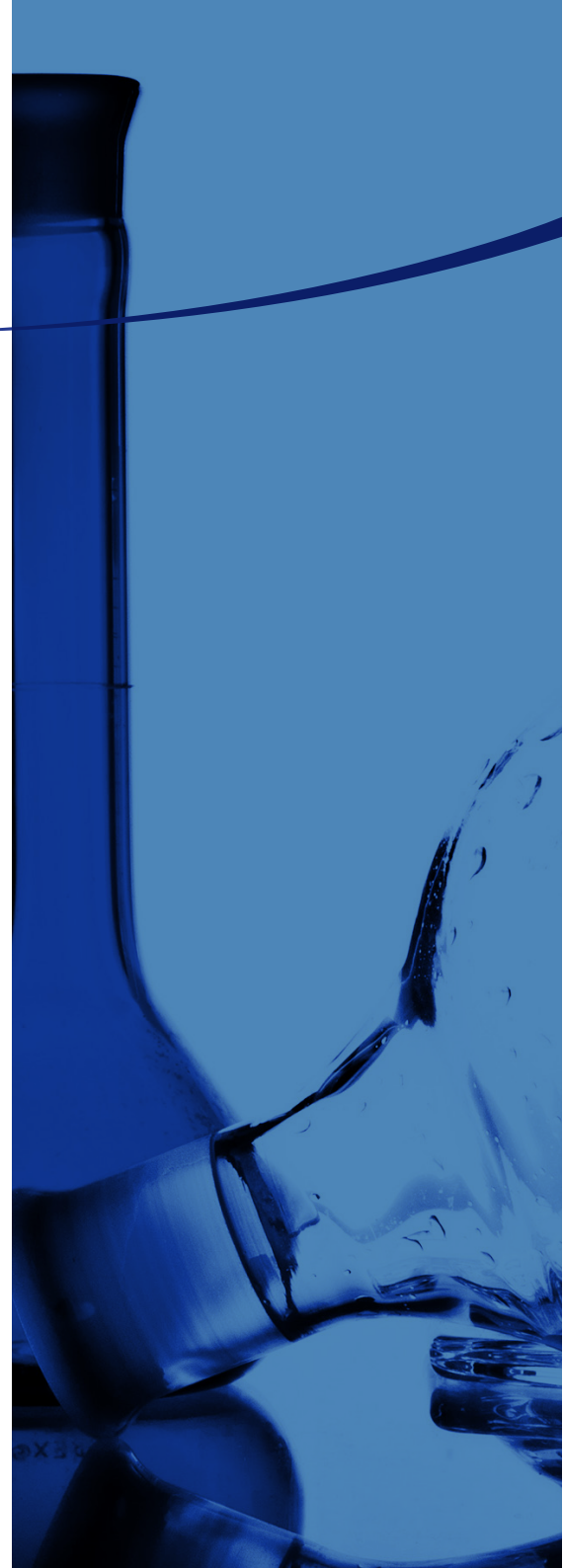
By Susan F. Lin M.D.

The most
complete expert brand
for **hair restoration** By Dr. Susan Lin

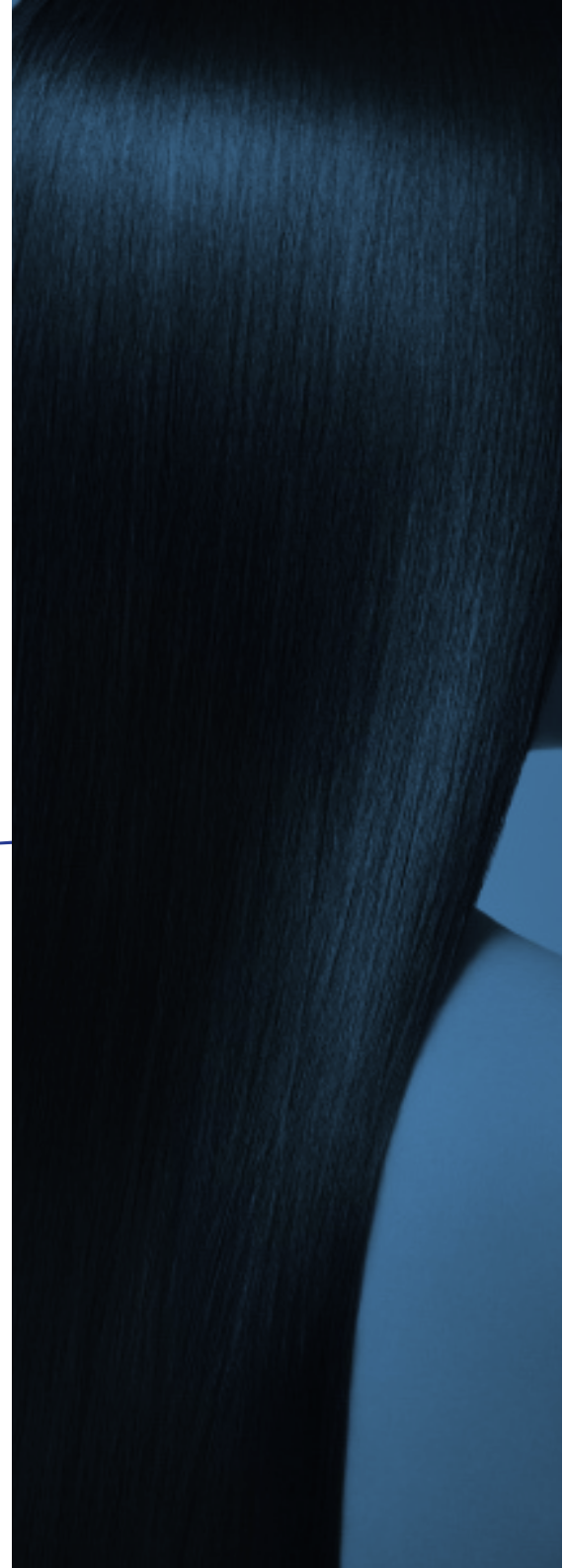
For more than 24 years, patients of Dr. Susan Lin, a physician specializing in women's health, aesthetics and anti-aging medicine, have shared with her their concerns about hair and lash loss. Her passion for her patients' well-being and her own premature hair loss since her 20's led her to research new technologies and to create MD[®].



Dr. Susan Lin created MD[®], an expert brand for **hair and lash aging and loss**, taking into account the specific concerns of **women**. Based on a uniquely complete and **nature-inspired technology**, the MD[®] range is a complete range with complementary products, providing **fast results with no side-effects**.



MD[®]Hair



Hair aging & loss an **enormous** market **potential**

Men

- By the age of 35, 65% of men will experience some degree of visible hair loss¹.
- By the age of 50, approximately 85% of men have significantly thinning hair¹.

Women

- 80% of women over 30 suffer from hair loss².
- 3.5 billion USD are spent every year by Americans for hair loss².



¹Sources: American Hair Loss Association

²Sources: Washington Post

Hair loss is **strongly affecting** the **self-image & well-being**, especially for **women**

While hair loss can be distressing for males, a social acceptance and understanding of this phenomenon generally allows normal psychosocial functioning.

Hair loss in women produces greater psychological distress than in men. In a 1993 Glamour magazine survey, over half of the women stated "if my hair looks good, I look attractive no matter what I'm wearing or how I look otherwise," and "if my hair isn't right, nothing else can make me feel that I look good".

A woman's hair is central to her femininity and beauty.

A study has shown that **52% of women** were **very-to-extremely upset** by their hair loss, compared with **28% of men** (Cash 1992; Cash et al 1993).

Despite these facts, the majority of products currently on the market are targeting men.

hair treatment

The causes of hair loss... **more complex for women**

Men

95 % of male pattern baldness is usually triggered by a combination of hormonal activity and heredity.

Hair loss treatments for men do not consider all causes of women's hair loss.

Women

- Hormones: birth control pills, pregnancy & menopause
- Aging
- Stress
- Pollution
- Overprocessing: chemical treatments, blow dryer, curling and flat iron & strongly pulled hair

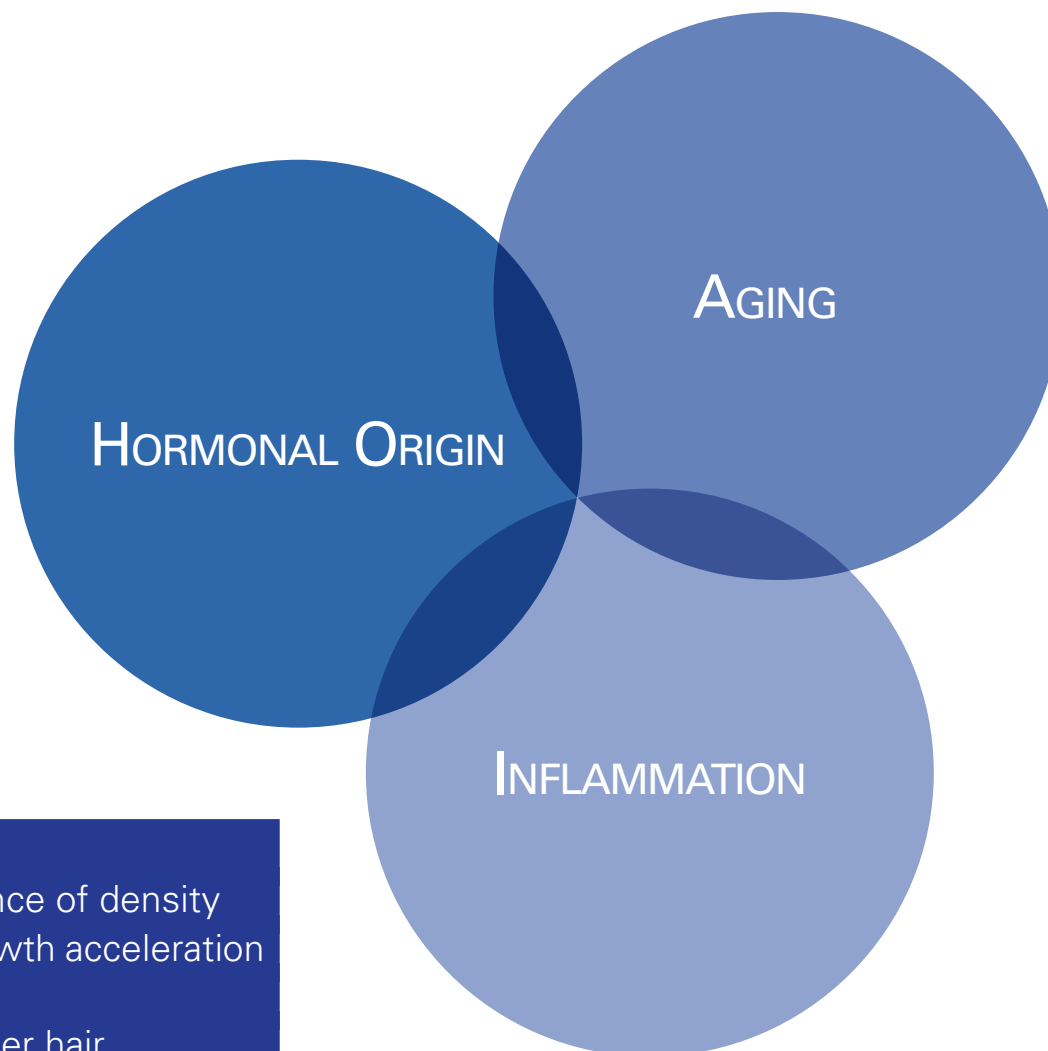
Hair loss treatment specifically designed for women is much more complete and is by consequence also suitable for men.

hair treatment

MD[®]Hair

The doctor's brand
for natural hair restoration

The secret
to hair growth



Fight simultaneously all
three main sources
of hair loss from in & outside

Results

In record time, the appearance of density
is improved and the hair growth acceleration
is supported.

For healthier, thicker and fuller hair.

hair treatment

Fight **simultaneously** all **three main sources** of hair loss

Hormonal origin

The process

The male hormone, testosterone, converts to DHT with the aid of the enzyme 5-alpha reductase, which is found in hair follicle's oil glands.

The consequences

The hair follicles shrink, leading to a shortening of the hair's growing cycle. Hair becomes thinner and shorter, until there is no growth at all.

MD[®]'s answer

Organic lilac stem cell extract is one of the rare active ingredients able to address the two types of DHT-converting enzymes.

Aging

The process

Free radicals are highly reactive molecules that directly damage cellular structural membranes, lipids, proteins, and DNA. With age, the production of free radicals increases, while the natural defence mechanisms decrease. This imbalance leads to the progressive damage.

The consequences

Hair graying, decrease of hair production.

MD[®]'s answer

Powerful plant-derived anti-oxidant complex to boost the hair growth and vitality.

Inflammation

The process

Inflammation destroys the follicle below the skin surface and replace it with scar tissue that is not visible on the scalp.

The consequences

Destruction of the hair follicle.

MD[®]'s answer

Anti-inflammatory ingredients to minimize inflammation and to encourage rejuvenation.

hair treatment

Proven efficiency
backed by **science**

MD[®]Hair
The doctor's brand
for natural hair restoration



Before



After 1 month
of once daily use



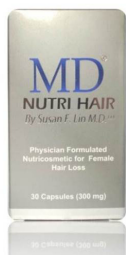
After 2 month
of once daily use

hair treatment

MD[®] Hair

The doctor's brand
for natural hair restoration

Product line-up



MD[®] Nutri Hair
Oral supplement



MD[®] Scalp
Essential



MD[®] Follicle
Energizer



MD[®] Revitalizing
Shampoo



MD[®] Revitalizing
Conditioner

Our recommendation

The 3-step HAIR STARTER KIT including
1 month supply of MD[®] Nutri Hair,
3 months supply of MD[®] Scalp Essential
& 3 months supply of MD[®] Hair Restoration
Follicle Energizer.



For accelerated efficiency stimulate hair growth from in & outside

hair treatment

MD[®] Hair

The doctor's brand
for natural hair restoration

MD[®] Nutri Hair

Combat Hair Loss in 30 Days

Daily supplement, formulated to boost growth and promote stronger, thicker, younger and healthier looking hair.



Key ingredients

- Organic lilac stem cells to address both enzymes converting testosterone into DHT and causing hair loss.
- A powerful plant-derived anti-oxidant complex to protect against environmental causes of aging and to stimulate the hair growth and vitality.
- Anti-inflammatory ingredients to minimize inflammation and to encourage rejuvenation.
- A complete collection of vitamins, minerals and oligo-elements to promote conditions for a healthy scalp to support healthy, natural hair growth.

Customer satisfaction after 4 weeks of use¹

100 % would recommend the product
95 % improvement of hair appearance
75% improvement of hair fullness

How to use

1 capsule per day

¹Independent clinical testing

hair treatment

MD[®] Hair

The doctor's brand
for natural hair restoration

MD[®] Scalp Essential Intense Hair Support

Daily concentrate, formulated for young and healthy looking, thicker and fuller hair.



Key ingredients

- Organic lilac stem cells to address both enzymes converting testosterone into DHT and causing hair loss.
- Mandelic acid to unclog scalp congestion to allow hair to grow and to provide a feeling of freshness.
- A powerful plant-derived anti-oxidant complex combined with caffeine to protect against environmental causes of aging and to boost the hair growth and vitality.
- Anti-inflammatory ingredients to minimize inflammation, calm instantly scalp and encourage rejuvenation.

How to use it

Massage daily one complete dropper on previously cleaned and dried scalp.

Results¹

Immediately, relief of scalp irritation and itching
After 2-3 days, decrease of oil excess and flaking
After 2-4 weeks, perceptive reduction of hair loss
After 1 month, hair growth

¹Source: subjective reports from Dr. Lin's clinical practice

hair treatment

MD[®] Follicle Energizer

Targeted accelerator of hair growth

Daily serum, formulated to boost the natural hair growth and strengthen the hair anchoring in areas with low density.



Customer satisfaction after 4 weeks of use¹

75 % would recommend the product

87 % improvement of fuller, thicker-looking hair

71% improvement of hair growth

¹Independent clinical testing

Key ingredients

- **Cytokines** encourage the follicular cell metabolism to re-boost dormant hair follicles.
- **Peptides** to strengthen and thicken the hair.
- A powerful plant-derived anti-oxidant complex combined with **Thiotaine** and **Folicusan[™]** to protect against environmental causes of aging and boost the hair growth and vitality.
- **Unique marine extract** helps to nourish scalp.

How to use it

One click of the bottom of the easy-to-use and precise brush applicator will release the precise amount of serum to for the entire scalp. Massage every evening on previously cleaned and dried scalp and let the product absorb into the scalp overnight.

hair treatment

MD® Revitalizing Shampoo and Conditioner

A dream team to encourage healthy hair growth

MD® Hair

The doctor's brand
for natural hair restoration

Working synergically, the gentle, sulfate-free shampoo helps to recondition hair and rejuvenate the scalp while the conditioner infuses hair with vitality, volume and shine.



Key ingredients

- **Sacchi oil** extracted from a plant from Amazon rain forest is highly concentrated in Ω 3,6,9 to nourish scalp and help to restore shiny hair.
- **Chamomille extract** helps to increase shine.
- **Powerful plant-derived anti-oxidants** from sesame seed oil and safflower oil help to protect against environmental causes of aging and to stimulate the hair growth and vitality.
- **Peptides** help restore strength and thickness and volume of the hair.
- **Cytokines** help to encourage natural healthy hair growth for vitality, volume and a thicker appearance.

How to use it

Apply and massage the Revitalising Shampoo on your scalp before rinsing it thoroughly. Then apply the Revitalizing Conditioner and leave it at least for 1 minute or for a deep conditioning 3-5 minutes, then rinse thoroughly.

hair treatment

MD[®] Hair

The doctor's brand
for natural hair restoration

And another
innovative product...

No gray hair. And no dyeing?

MD[®] Color Restoration make this dream become reality!

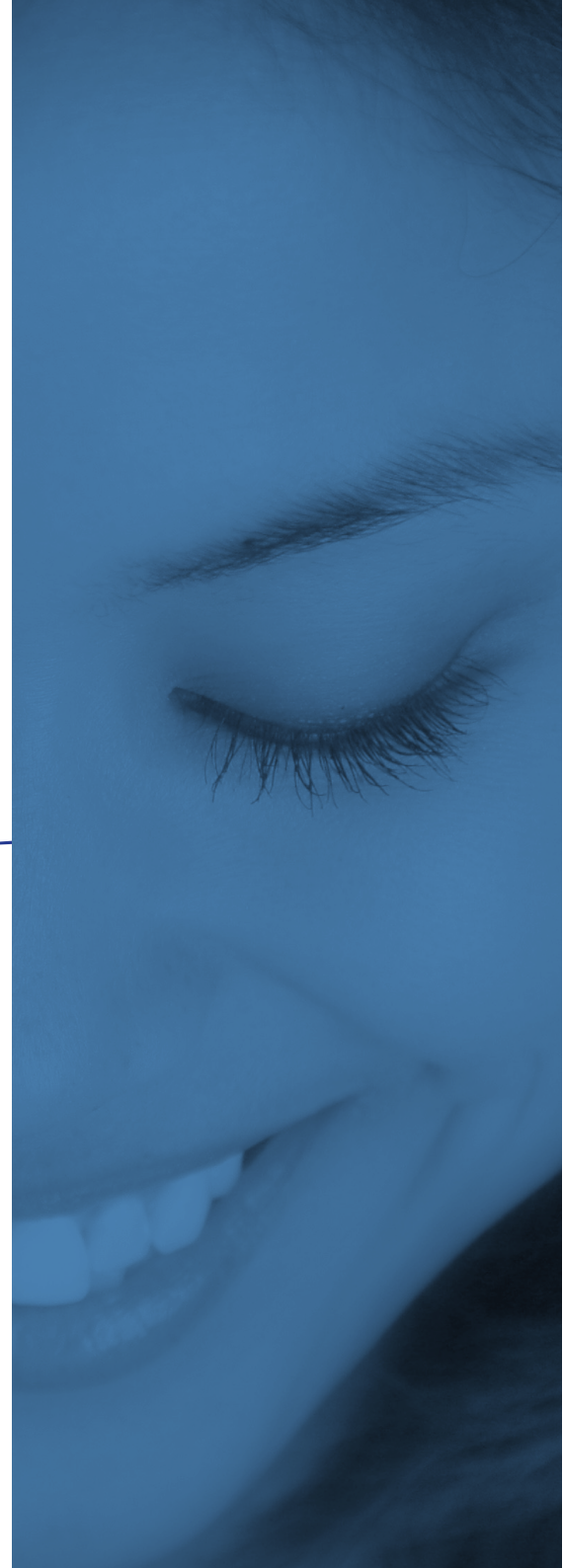
MD[®] Color Restoration stops gray hair growth and restores your original hair color within 1-2 months.



... coming soon

hair treatment

MD[®]
LASH FACTOR
IV



Long lashes The **new beauty trend**

A few years back, voluptuous lips were in the headlines, with Angelina Jolie's famous mouth gracing many magazine covers.

Today's trend is long eyelashes. And everyone from Lady Gaga and Brooke Shields flutters amazingly long lashes.

This trend has been translated in the beauty industry by the launch of more and more lash enhancers of all types including topical prescription medication to make lashes grow longer, thicker and darker..

lash treatment



MD's patented **revolutionary** formula

MD[®]
LASH FACTOR
The doctor's brand
for natural hair restoration

**Thicker, fuller, longer-looking lashes
in as little as 30 days!**

Panthenol

The Provitamin of B. It helps to hydrate, condition and strengthen lashes

Biotin

Also known as Vitamin H. It supports the health of cells. For faster growth of thicker lashes.

Highly efficient AND safe for sensitive eyes
and contact lenses -ophthalmologist-tested
and prostaglandin free

Active cytokines

Milk Protein –one of the most nutrient rich proteins, it helps to restructure, to increase hydration and elasticity while encouraging healthy lash growth

Thiotaine

A powerful mushroom-derived peptide, helps protect and nourish your lashes to allow them to develop to their fullest potential

lash treatment



Proven efficiency
Backed by **science**

MD[®]
LASH FACTOR
The doctor's brand
for natural hair restoration

Before



After 1 month



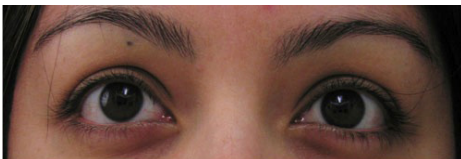
After 2 months



Before



After



lash treatment

The result

Prestigious consumer
& industry awards

MD[®]
LASH FACTOR

The doctor's brand
for natural hair restoration

**OVER 1 MILLION units have been sold worldwide since its launch
in the year 2009!**



ICMAD CITY AWARDS
Cosmetic Innovation of the Year
2008



lash treatment

Product line-up

MD[®]
LASH FACTOR
The doctor's brand
for natural hair restoration



MD[®] Lash Factor
Eyelash Conditioner



MD[®] Lash Factor
Eyelash & Brow Duo



MD[®] Lash Factor
Eyelash Mascara

lash treatment

MD[®] Eyelash Conditioner

Infinitely long, intensely colored and delicately curled eyelashes.



Key ingredients

Patent-pending formula with complex of Panthenol, Biotin, active Cytokines & Thiotaine.

How to use it

Take off contact lenses and apply to the root of makeup-free lashes.

Every night, apply a thin line of the conditioner to the base of the upper lashes. Apply it as you would apply liquid eyeliner. One dip into the tube gives you enough conditioner for both eyelids.

Results¹ after 1 month

+ 48 % of lash length appearance

¹Independent clinical test

lash treatment

MD[®] Eyelash & Brow Duo

The must-have duo to enhance the natural beauty of your eyelashes and brow

Ultima Eyelash Conditioner

For infinitely long, intensely colored and delicately curled eyelashes.

The Eyebrow Conditioner

Naturally reshapes the line of the eyebrows by stimulating their growth, making them thicker and healthier. Exists colorless, blond and brown.



Key ingredients

Patent-pending formula with complex of Panthenol, Biotin, active Cytokines & Thiotaine.

How to use it

For eyebrows, use the specialized brush to apply a light coating of product to the brow; feel free to only apply to the thinning area, or to the whole eyebrow for overall coverage depending on your brow appearance.

Results¹ after 1 month

81% improvement of eyebrow appearance

¹Independent clinical test

lash treatment

MD[®] Eyelash Mascara

Get it all in one!

The instant glam' effect of mascara combined with the long-lasting health boost of our exclusive eyelash growth technology.

Our amazing, **smudge-proof**, weightless MD[®] Ultimate Eyelash Mascara is perfect for everyday wear. Its dual-ended brush is designed to easily handle both longer and shorter lashes. Our **quick-drying** formula has microfiber technology that wraps and protects individual lashes to add **instant length and volume**. Enriched with our unique MD[®] Lash Factor Eyelash Conditioner, your lashes' **healthy natural growth** is supported. The unique formula is smudge-proof even though it is tar-free, allowing an easy and non-aggressive removal. And, to top it all off, our mascara has a deliciously fresh blueberry scent.



How to use it

Apply to previously cleaned lashes and sweep from root to tip until a clean, voluminous look is achieved. Use the curved brush for the upper lashes and the small straight brush for the lower lashes. Apply multiple coats if desired.

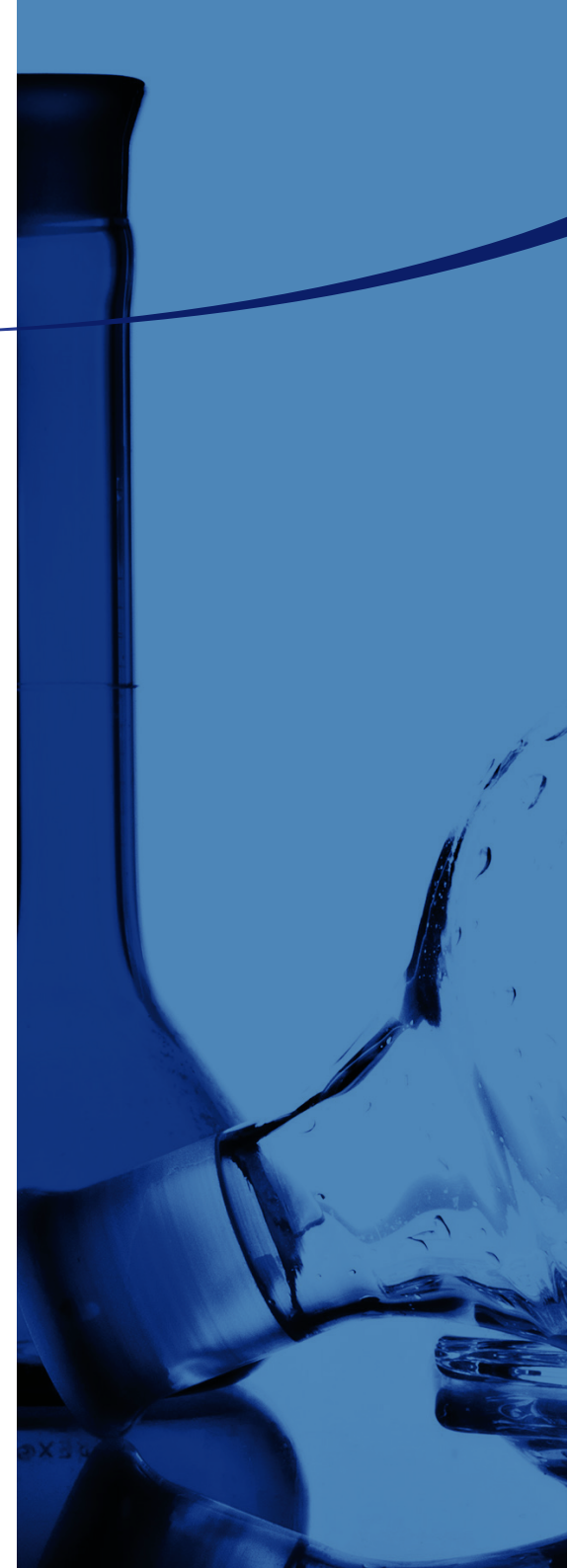
lash treatment

MD[®]Hair

By Susan F. Lin M.D.

Worldwide Distribution

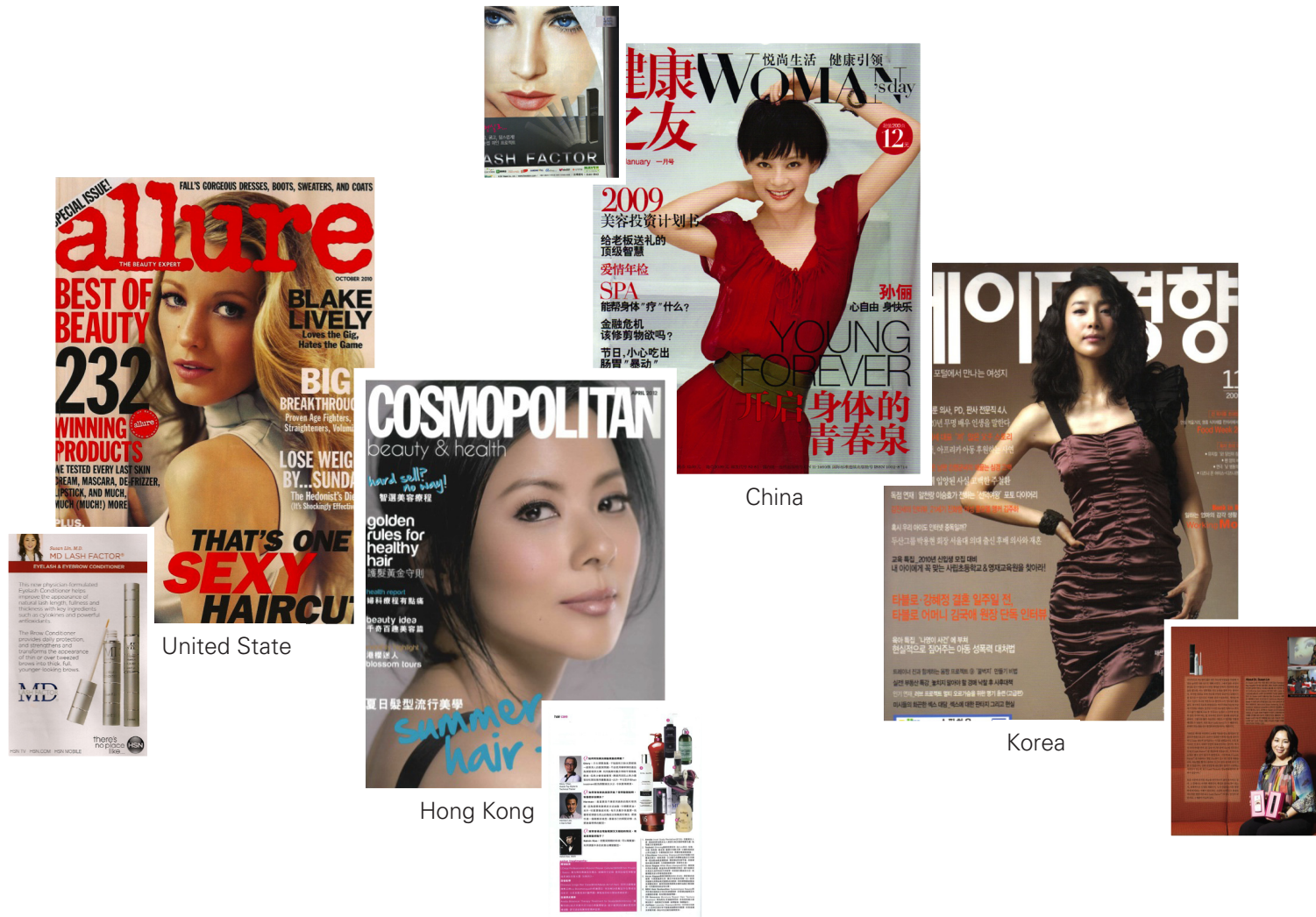
CVS Pharmacy, Medical Spas, Plastic Surgery Centers, Professional Beauty,
Hair Restoration, Television.



MD[®] Hair

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Communication strategy



Professional press

Blogs / Social media

By Susan F. Lin M.D.

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MD
By Susan F. Lin, M.D.

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MD[®] Hair

By Susan F. Lin M.D.

Communication strategy



Time Square New York

MD[®] Hair

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Merchandising



Vietnam



Hong Kong



Shanghai



Beijing

MD[®] Hair

By Susan F. Lin M.D.

MD[®], the passion of a doctor **for excellence**

High market potential

with the arrival of baby-boomers, more and more women and men want to reverse the loss of their hair and lashes due to aging.

Uniquely complete hair growth treatment

Exclusive technology to simultaneously treat the three main sources of hair loss. While it has been specifically designed for women, it is suitable and extra-efficient for men.

Doctor expertise for record-time results

Visible results after only 1 month compared to usually 3-6 months for similar products.

Natural and safe with no side effects

Drug-free , based on organic and bio-engineered ingredients.

Worldwide distribution

Full, thick and shiny hair being a universal beauty criteria, MD is present in more than 20 countries thanks to all formulas being suitable for all ethnies.

An innovation-driven expert brand

Based on DR Susan Lin's passion for R&D and the concern of her patients' well-being.

