

# SATARA® The Essentials.

## OPTI shampoo

Fragrance: Italian Bergamot Neroli

### What is it?

A gentle shampoo that targets hair thinning and hair loss concerns. Formulated with nature-based active ingredients that are clinically proven to promote healthy hair growth and restore fullness and vitality.

### How is it used?

Wet hair, lather well, and rinse thoroughly. Promotes healthy growth and restores vitality. For best results, follow with OPTI conditioner.

### What's in it?

**Procapil®** – A dihydrotestosterone (DHT) blocking, plant-based alternative to Minoxidil that stimulates hair growth and strengthens hair by providing oxygen and nourishment to hair follicles

**Capixyl™** – A DHT blocking amino acid complex that reduces free radicals that damage hair, promoting natural hair growth. Capixyl™ strengthens hair bulbs, anchoring them firmly in their follicles, and improves the overall health and vitality of hair

**Collagen** – An amino acid used to build keratin that increases strength, elasticity, and moisture, resulting in longer, thicker, and shinier hair

**Caffeine** – A stimulant that minimizes hair thinning by counteracting DHT, leading to thicker hair, a longer hair growth stage, and increased keratin production.

**Hydrolyzed Rice Protein** – A sustainable protein clinically proven to add significant volume while providing nourishing softness and strength

**Green Tea** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth

**Red Clover** – A rich source of isoflavones—plant-based compounds that mimic estrogen—that acts as a natural DHT blocker helping to combat hair thinning and hair loss



# SATARA® The Essentials.

## OPTI conditioner

Fragrance: Italian Bergamot Neroli

### What is it?

A nourishing conditioner that targets hair thinning and hair loss concerns. Formulated with nature-based active ingredients that are clinically proven to promote healthy hair growth and restore fullness and vitality.

### How is it used?

Work a generous amount through clean, wet hair. Rinse thoroughly after 3-5 minutes. Promotes healthy growth and restores vitality.

### What's in it?

**Procapil®** – A dihydrotestosterone (DHT) blocking, plant-based alternative to Minoxidil that stimulates hair growth and strengthens hair by providing oxygen and nourishment to hair follicles

**Capixyl™** – A DHT blocking amino acid complex that reduces free radicals that damage hair, promoting natural hair growth. Capixyl™ strengthens hair bulbs, anchoring them firmly in their follicles, and improves the overall health and vitality of hair

**Collagen** – An amino acid used to build keratin that increases strength, elasticity, and moisture, resulting in longer, thicker, and shinier hair

**Ginseng Root:** An herbal extract that invigorates the scalp and hair follicles to add volume at the root

**Vitamin B3** – A water soluble nutrient that improves blood circulation by bringing oxygen to hair follicles, extending the hair growth phase and reducing hair loss

**Biotin (Vitamin B7)** – B vitamins are key for metabolization, and biotin in particular is vital in processing amino acids, the building blocks of protein which healthy hair and nails depend on



SEVEN®

# SATARA<sup>®</sup> OPTI shampoo & conditioner

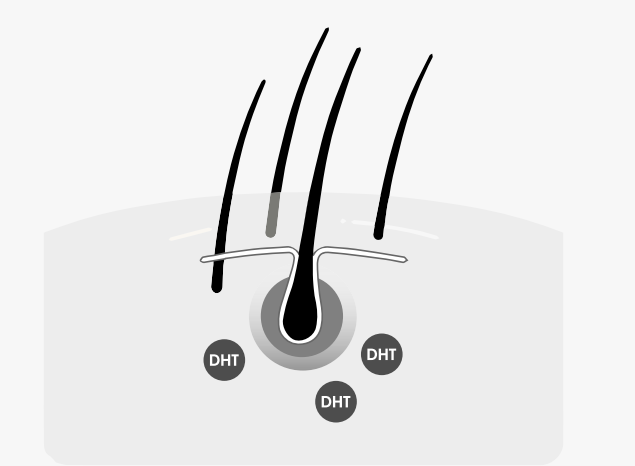
## Science + Nature

Hair loss can be attributed to several factors that affect the health and vitality of our precious locks. One significant cause is poor microcirculation, which hampers the nourishment and oxygen supply to the scalp. OPTI shampoo and conditioner improve scalp circulation, ensuring vital nutrients reach the hair follicles, promoting a healthier environment for growth.

As we age, the follicles undergo changes that can lead to hair loss. Aging follicles exhibit a weakened structure, characterized by a decrease in cell activity. OPTI's innovative formula works to strengthen the follicles, stimulating the production of additional cells. This enhanced structure rejuvenates the follicle, resulting in a more robust and resilient ecosystem for hair growth.

Furthermore, OPTI's remarkable formula addresses another crucial aspect: **hair anchoring**. The active ingredients promote root thickening and strengthening, which allows the hair to secure itself more deeply within the hair bulbs, anchoring them firmly in their follicles. This helps to prevent premature shedding and promotes longevity.

One of the key secrets lies in OPTI's ability to block dihydrotestosterone (DHT), a potent androgen hormone responsible for hair loss and thinning in both men and women. By using two powerful patented ingredient complexes, **Procapil<sup>®</sup>** and **Capixyl<sup>™</sup>**, OPTI safeguards the follicles, extending the anagen phase—or growth phase—of the hair cycle, while minimizing the telogen phase—or resting phase. This elongated growth period enables hair to flourish, resulting in thicker, fuller, and healthier looking strands. OPTI also infuses collagen, an essential protein known for its youthful properties, into the hair, adding body, fullness, and a lustrous shine. This powerful protein amplifies the overall appearance of your hair, adding moisture and enhancing strength and resilience.



### PREVENT LOSS

- Procapil<sup>®</sup> and Capixyl<sup>™</sup> work together to block dihydrotestosterone (DHT), a potent hormone that causes hair loss in men and women
- Extends the anagen (growth) phase of the hair cycle while reducing the telogen (resting) phase, preventing premature shedding and promoting healthy growth
- Procapil<sup>®</sup> is clinically proven to reduce hair loss by 58%. It also provides nourishment to the hair and ensures stronger and healthier hair



### PROMOTE REGROWTH

- Increases blood circulation to the scalp, strengthening and revitalizing hair follicles
- Collagen enhances strength, elasticity, and resilience of hair while adding moisture, body and fullness
- Creates a balanced ecosystem for healthy hair growth
- Prevents premature shedding by promoting root thickening and strengthening, allowing hair to be secured tightly within the follicle



### VOLUMIZE

OPTI shampoo and conditioner also include botanical ingredients that gently cleanse hair, stimulate scalp circulation and add volume - like collagen, which increases strength, elasticity, and moisture, resulting in longer, thicker, and shinier hair. What more could we ask for?



**PROMOTES HEALTHY GROWTH AND RESTORES VITALITY.**

