



**thicker
fuller
hair**



It's all in the name

The image features a close-up, macro shot of several parallel, cylindrical objects that resemble hair or roots. These objects are a dark, brownish-grey color and have a highly textured, cracked, and pebbled surface, similar to aged leather or weathered wood. They are arranged diagonally across the frame, from the top-left towards the bottom-right. The background is a solid, deep black, which makes the textured objects stand out prominently. The lighting is soft and directional, highlighting the intricate details of the surface texture.

Thin hair is becoming
thinning hair



For both men
and women

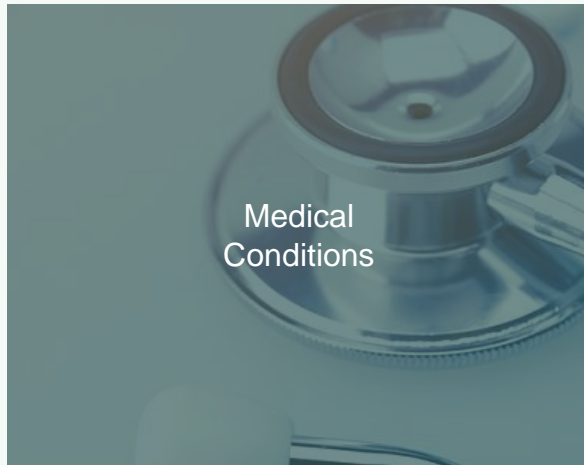
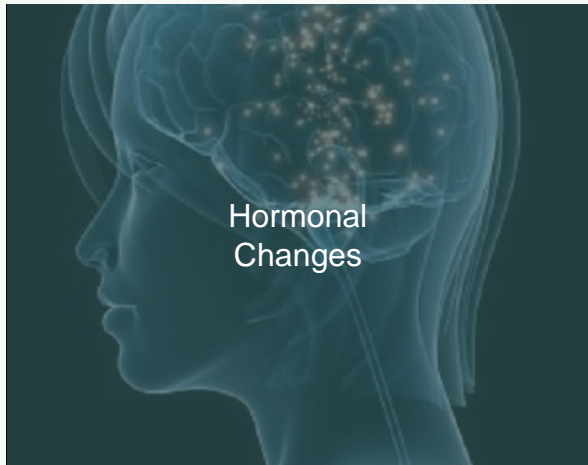
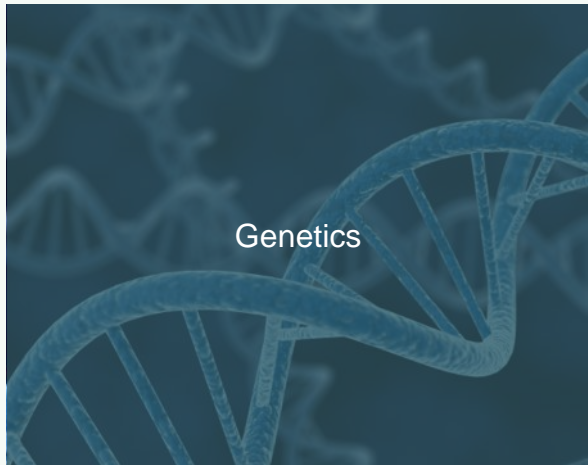




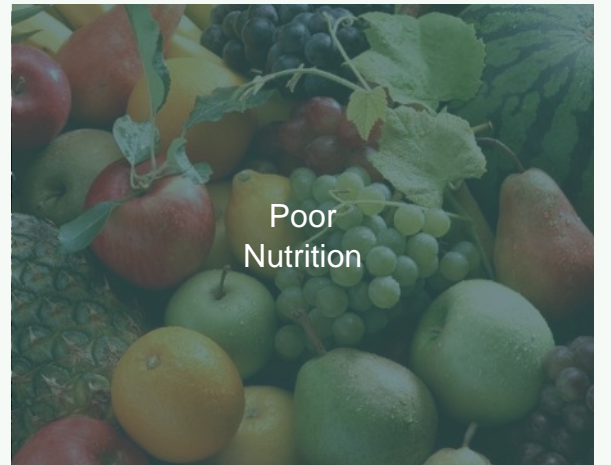
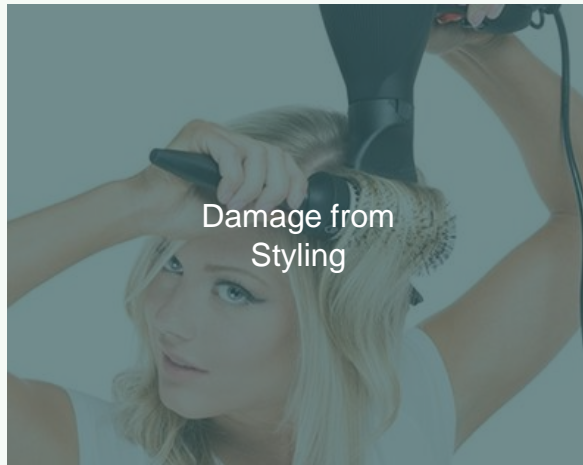
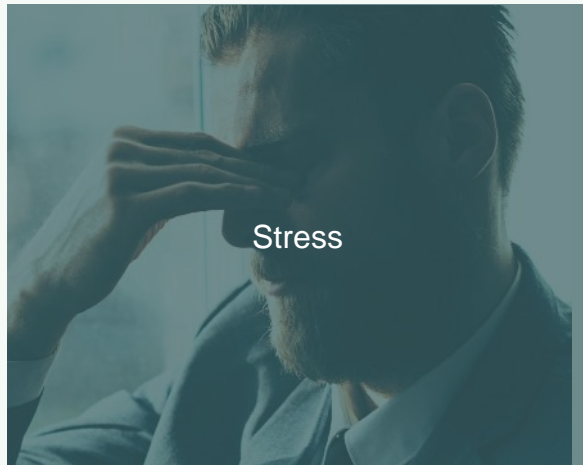
And all ages

Top contributors to hair thinning

Natural Factors



External Factors



How Thinning Hair Happens

3. The Strand

Experiencing fewer hair strands is one of the first signs of hair thinning. Less support from the surrounding hair can result in gaps in the overall silhouette.

2. The Root

Build-up of sebum or products blocks hair follicles and can prevent new hair coming through the skin and maturing. Over time, the lack of new growth will make hair look increasingly thin.

1. The Scalp

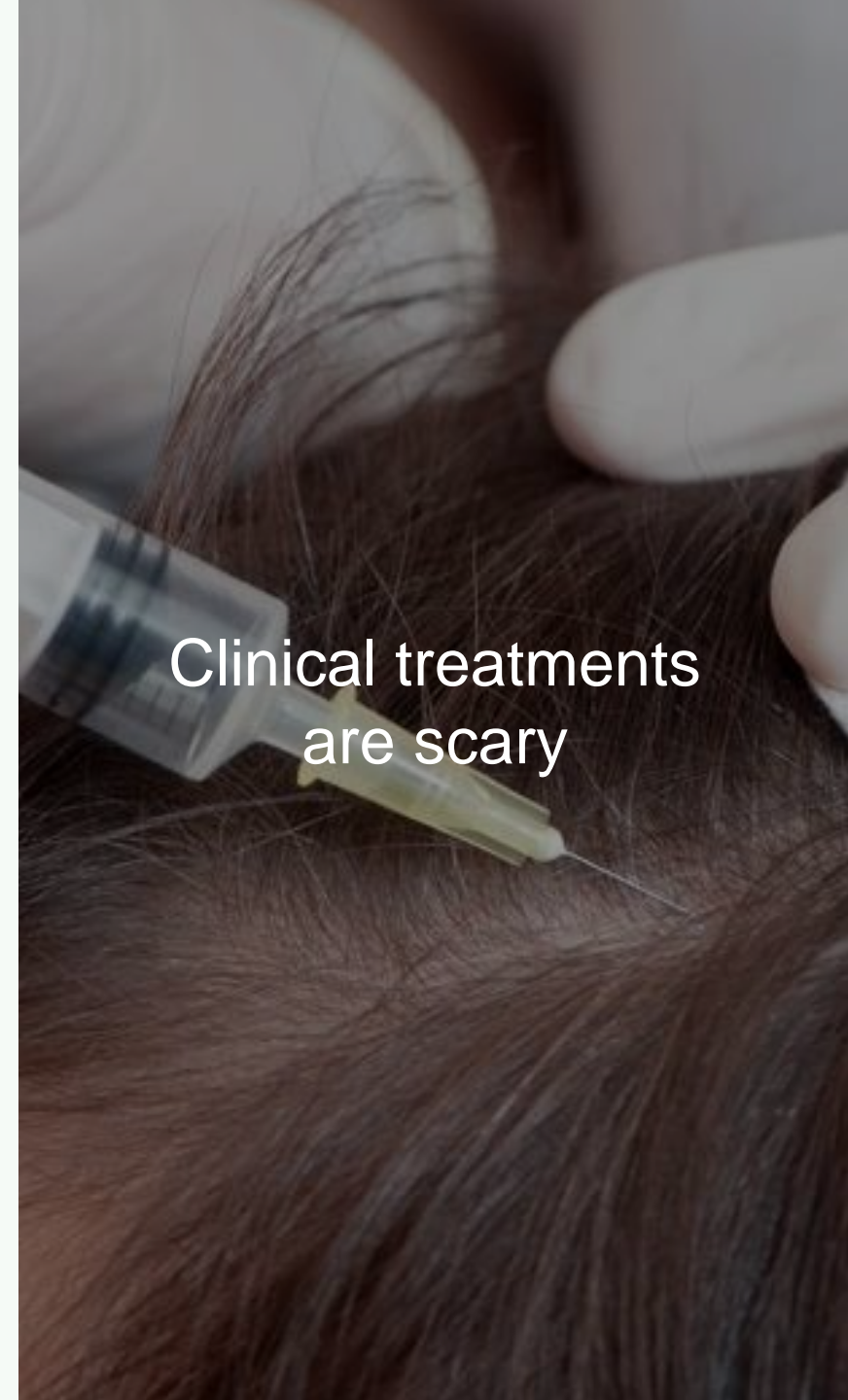
An unhealthy scalp environment is one of the main reasons for thinning hair. A healthy scalp environment supports healthy hair growth.





Shampoo & Conditioners that claim volumizing & thickening benefits provide instant gratification solutions

The thicker fuller hair Opportunity



Clinical treatments are scary

TFH hits the mark with new approach

New study shows women, even more than men, are concerned with hair loss & thinning hair (52% of women who received the survey qualified because of concerns over thin or thinning hair).

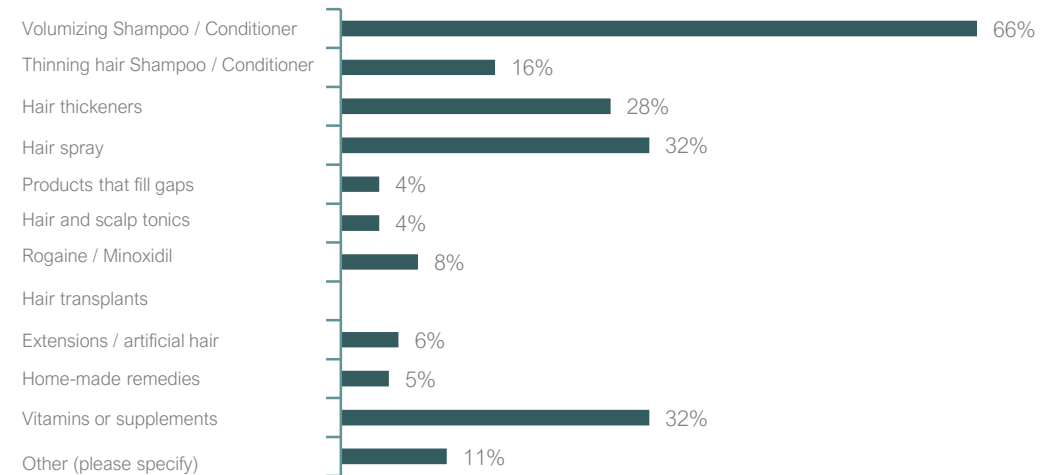
Most women haven't found efficacious solutions or are not ready to use the clinical or medical options (56% favor the natural approach of TFH).

TFH provides a significant trade-up opportunity for consumers not finding the right efficacious solutions.

Our proposition closely aligns with consumer preferences

Consumers are not finding solutions in the market today

Products used in P6M to address lack of volume or thinning hair

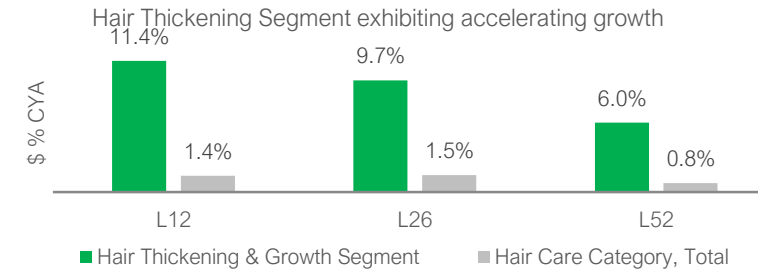


Thinning Hair & Hair Growth segment exhibiting accelerated growth

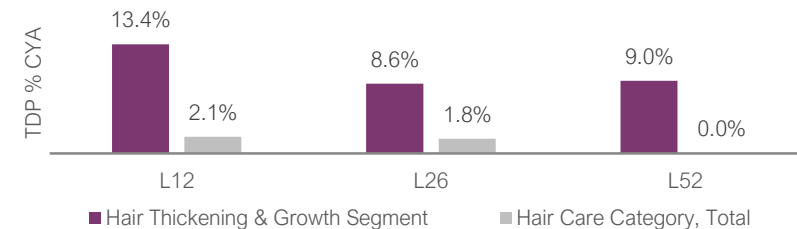
Total US MULO is showing significant growth in the latest 12 weeks.

Total Distribution Points increased +13.4% due to increased SKU count and distribution.

Thinning Hair & Hair Growth segment includes products that claim to thicken, plump, grow hair along with scalp care. Does not include scalp itch and dandruff products.



Hair Thickening Segment authorizations growing—outpacing remaining category



A close-up photograph of a person's hands holding a wooden hairbrush. The brush is heavily clogged with dark hair, indicating significant hair loss. The person is wearing a light-colored, button-down shirt. The background is a plain, light gray wall. The text "What's the solution?" is overlaid in the center of the image.

What's the solution?

Our approach

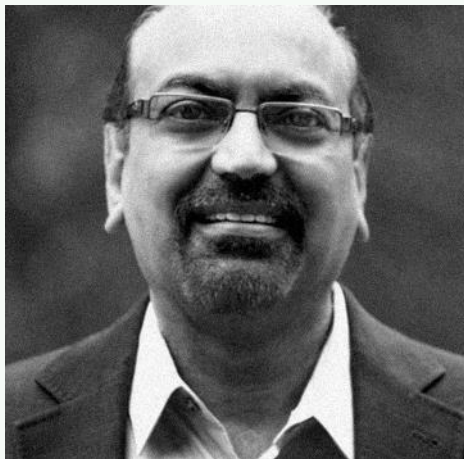
A close-up photograph of a green leaf, showing a detailed network of veins and a cellular pattern. The veins are prominent, with a central midrib and several secondary veins branching off. The leaf's surface is covered in a dense, repeating pattern of small, hexagonal cells, characteristic of plant tissue. The lighting is soft, highlighting the texture and color of the leaf. The overall tone is a vibrant, natural green.

A dedicated, plant-based, trichology-backed solution to thin and thinning hair that gets to the root of healthier strands by starting at the scalp

“7 out of every 10 guests
that sit in my chair are
expressing concerns about
thinning hair...”

David Adams





Naturich Labs & Prakash Purohit

Former Head of Research and Development at
Aveda Corporation and developer of over 400
original products for the brand



Unique Powerful Active Natural Ingredients Target Root, Scalp, and Hair



Quinoa

Benefit:

Non-allergenic, gluten-free, conditioning Quinoa creates a scaffold around the hair shaft for protection from outside elements. It also helps moisturize and increase hair shine. Color-safe. Offers accumulative benefits – the more use increases efficacy.



KeraVeg 18 (Vegan Keratin)

Benefit:

Plant-based alternative to Keratin deeply moisturizes the root of the hair.



Anagain (Pea Sprout Extract)

Benefit:

Stimulates the hair growth cycle.



Sepitonic M3 (Magnesium, Zinc, Copper)

Benefit:

Oxygenates the scalp to promote hair growth.

How our active ingredients work

Damaged hair is like a roof with missing tiles.

Quinoa, key active ingredient:

- Binds the 'tiles' together
- Repairs and fills in the missing 'tiles'
- Strengthens and protects the hair shaft
- Provides a shiny volumized finish



A Four Step Scalp to Strand System for Thicker Fuller Hair



Step 1

Shampoo

Works from Scalp to Strand to purify the scalp and strengthen hair strands

Step 2

Conditioner

Nourishes and repairs Strands without weighing hair down

Step 3

Root Lifting Serum

Lifts Strands at the roots for instant fullness and volume

Step 4

Scalp Tonic

Deeply nourishes the Scalp to promote the optimal conditions for hair growth

National Marketing Plan: Key Investment Areas

National



Search
Display Ads
Retargeting
Social Media Ads
Support Web Properties



Web Properties
Thickerfullerhair.com
Facebook.com



Sampling (Targeted)



Earned Media/PR
Influencers
Reposts, Shares, Mentions
Reviews



Direct Mail/Email (Targeted)

Thicker Fuller Hair SKU Recommendation

\$XXM Opportunity (\$XXM Profit)



Cost: \$

Price: \$

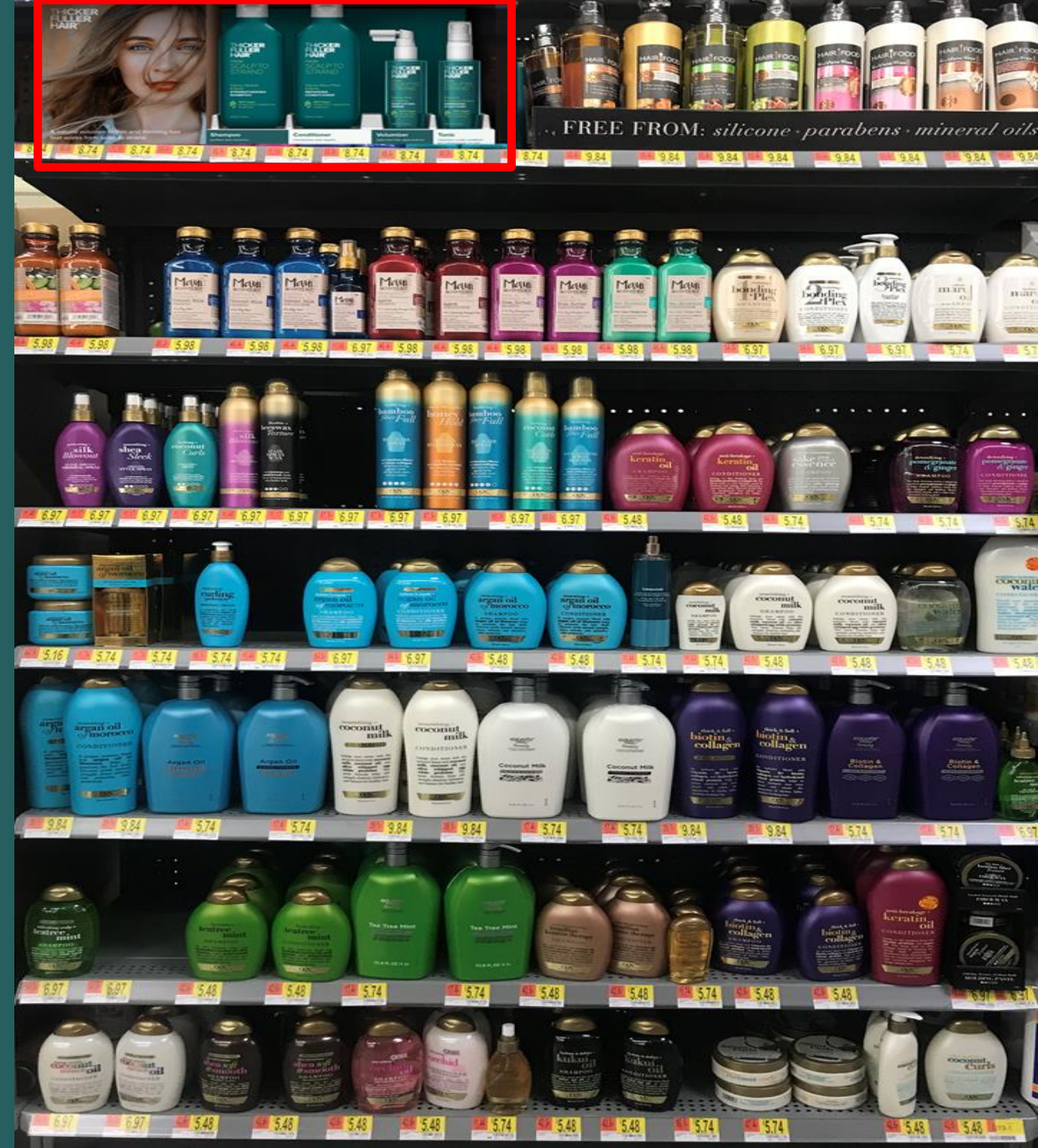
Margin:

Placement

Merchandise Thicker Fuller Hair product line with other premium priced brands with natural ingredient positioning to appeal to consumers seeking natural ingredient solutions for all hair types.

Natural positioning brands include:

- Not Your Mother's Naturals
- Shea Moisture
- Maui Moisture
- Love, Beauty and Planet
- ApotheCARE



APPENDIX

Thicker Fuller Hair

From Scalp to Strand – Strengthening Shampoo

Product Description:

A total reset for thin and thinning hair, this 100% vegan formula harnesses the power of nature's nutrients to free your scalp from follicle-clogging impurities that inhibit hair growth and strengthen each individual strand. Visibly thicker, fuller hair achieved. Hair goals realized.

*100% Vegan. SLS Free. Paraben Free. Phthalate Free.
Gluten Free. Color safe. Not tested on animals.*

Key Benefits:

- Works to repair and protect hair strands. Its benefits accumulate through repeated use.
- Oxygenates the scalp to stimulate cell renewal with a blend of essential minerals.
- Provides intense moisturization and protection.
- Helps promote healthy hair growth.



Thicker Fuller Hair

From Scalp to Strand – Repairing Conditioner

Product Description:

Essential nourishment for thin and thinning hair, this ultra-lightweight, 100% vegan formula contains a potent elixir of super antioxidants to protect and repair damaged strands. Visibly thicker, fuller hair achieved. Hair goals realized.

*100% Vegan. SLS Free. Paraben Free. Phthalate Free.
Gluten Free. Color safe. Not tested on animals.*

Key Benefits:

- Works to repair and protect hair strands. Its benefits accumulate through repeated use.
- A plant-based alternative to animal-derived Keratin deeply moisturizes hair strands.
- Increases hair shine and manageability.
- Helps promote healthy hair growth.



Thicker Fuller Hair

From Scalp to Strand – Root Lifting Serum

Product Description:

Defy gravity for fabulous looking fullness and mega volume. A caffeine fix for thin and thinning hair, this 100% vegan formula contains a triple shot of powerful botanicals to lift hair at the roots and provide all-over protection. Visibly thicker, fuller hair restored. Hair goals realized

100% Vegan. Sulfate Free. Paraben Free. Phthalate Free. Gluten Free. Color safe. Not tested on animals.

Key Benefits:

- Works to repair and protect hair strands. Its benefits accumulate through repeated use.
- A plant-based alternative to animal-derived Keratin deeply moisturizes hair strands.
- Helps boost micro-circulation and build visible hair volume.



Thicker Fuller Hair

From Scalp to Strand – Energizing Scalp Tonic

Product Description:

Feed your scalp a daily super-shot of essential nutrients that create the optimal conditions for hair growth and stimulate the hair growth cycle. Visibly thicker, fuller hair achieved. Hair goals realized.

100% Vegan. Sulfate Free. Paraben Free. Phthalate Free. Gluten Free. Color safe. Not tested on animals.

Key Benefits:

- Works to repair and protect hair strands. Its benefits accumulate through repeated use.
- Oxygenates the scalp to stimulate cell renewal with a blend of essential minerals.
- Stimulates the hair growth cycle.



