



Discover the Natural  
Treatment for Hair Loss

Hair<sup>™</sup>  
First

The Natural Hair Growth  
Formula for Men

## HAIR FIRST IS A UNIQUE WITH TWO-FOLD APPROACH

- ✓ INHIBITS FORMATION OF DHT NATURALLY AND SAFELY
- ✓ HAIR FIRST PROVIDES ESSENTIAL MINERALS AND VITAMINS HELPFUL FOR HAIR FOLLICLE, SUPPORTS AND PROMOTES RE-HAIR GROWTH

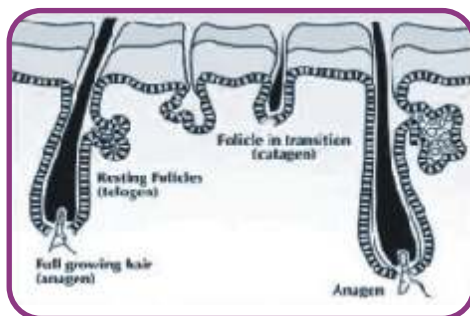
### Signs and Symptoms of Hair loss

- Male pattern baldness. Thinning or absence of hair at the hairline and top of the head.
- Broken hairs or hairs easily removed.
- One or more round or oval bald patches.

### The life cycle of normal hair growth

Normally, hair has three phases of growth:

- **Anagen** The growth phase, lasts for two to six years. Usually 90% of the hair is in growth phase.
- **Catagen** A transient phase lasting a few weeks. The hair becomes thinner and the follicle starts shrinking.
- **Telogen** The thinned hairs fall off to make way for new hair. This lasts for two to four months.



In a normal scalp, 90% of the hair are in anagen phase while 10% are either in catagen or telogen phase at any given point of time. The normal human scalp has about 100,000. Normally 100 hairs are shed everyday.

### What Causes It?

DHT is the hormone involved in Mens Hair loss



### Male Pattern Baldness

Androgenic alopecia, or male-pattern baldness (MBP) accounts for 95 % of all hair loss and starts when an enzyme called **5-alpha reductase** in a hair follicle combines with **testosterone**. The enzyme changes testosterone into a hormone called **dihydrotestosterone (DHT)**.

Hair Root exposed to DHT enter the resting phase and begin to shrink. Eventually the root becomes so weak and shallow, the scalp can no longer sustain hair growth.

DHT (dihydrotestosterone) is derived from androgen, a male hormone. As the androgen circulates through the bloodstream, it is converted to DHT by the enzyme, 5-alpha reductase. DHT tends to bind to hair follicle receptors, causing the follicles to sprout thinner and thinner hairs until nothing re grows, and the follicles eventually wither away.

### HAIR FIRST Naturally Inhibits DHT the Main Culprit.

*In conclusion, by inhibiting the breakdown of testosterone to DHT, hair loss can be prevented or at least kept to a minimum*

### Natural Alternative Therapy Hair First

Hair First offers the DHT blocking ingredients to combat male pattern baldness.

### Treatment for Androgenetic Alopecia Naturally 'with ...

Hair First <sup>™</sup>	Saw Palmetto	Zinc
	Stinging Nettle	Copper
	Beta Sitosterol	Vitamin B12
	Biotin	Selenium

Nutritional Supplement	Improves the blood flow to the hair scalp & roots	Improves in anti androgenic activity	Improves nourishment
Serenoa repens Saw Palmetto	Yes	Yes	Yes
Stinging Nettle	Yes	Yes	Yes
Beta Sitosterol	-	Yes	Yes
Biotin	Yes	-	Yes
Zinc	Yes	Yes	Yes
PABA	-	-	Yes
Copper	Yes	-	Yes
Selenium	Yes	-	Yes

## How does Saw Palmetto work?

Saw Palmetto blocks 5 Alpha Reductase Enzyme to Prevent Conversion of Testosterone to Dihydrotestosterone (DHT) this action may help reduce the level of DHT in the Blood.

Hair follicles in men especially in the frontal area are sensitive to DHT. Reducing DHT will provide support for healthy hair.



### Saw Palmetto Berries

- Increasing the Flow Blood to the Hair Scalp and Roots Sufficient blood flow stimulates, as well as strengthens the roots for the growth of new healthy hair
- Stimulating and Nourishing the Follicles of the Hair
- Saw palmetto baldness treatments are low in toxicity and now widely used in North America for the treatment hair loss.

### Beta Sitosterol

Studies seem to indicate that it works by stopping the enzyme 5 alpha reductase dead in it's tracks (J Altern Complement Med. 2002 Apr;8(2):143-52.). This Beta Sitosterol converts testosterone into another hormone called DHT. So if Beta Sitosterol can stamp out the action of 5 alpha reductase then a major cause of male pattern hair loss can be fended off.

Natural Treatment for Male Pattern Baldness 7/3/02 - Healthnotes Newswire Those with male pattern baldness may increase hair growth by taking a preparation containing Saw Palmetto (*Serenoa repens*) and Beta Sitosterol (a compound found in many edible plants), according to a new study in

### *The Journal of Alternative and Complementary Medicine*(2002;8:14352)

In the new study, 19 men between the ages of 23 and 64 years with mild to moderate hair loss were given either a placebo or a supplement containing 320 mg of a standardized extract of saw palmetto and 100 mg of beta-sitosterol per day. After about five months, hair growth in 60% of the men taking the herbal combination had improved compared with their initial evaluation.

In contrast, only 11% of those receiving the placebo improved.



### Stinging nettle (*Urtica dioica*)

Another herb with a long-standing reputation for improving hair growth and quality. Stinging nettle supposedly stimulates new hair growth and brings back natural hair color. A nettle root extract reportedly prevents testosterone from being converted to DHT, the hormone responsible for male pattern baldness. Studies carried out in Germany have shown that nettle root extract not only interferes with the conversion of testosterone to DHT but also blocks the process by which DHT is transported to the hair follicles.

### Promotes Hair Growth with Targeted Nutrients HAIR FIRST provides essential minerals and vitamins helpful for hair follicle support,

- HAIR FIRST provides essential minerals and vitamins helpful for hair follicle support, such as Zinc, Biotin and Vitamin B12, PABA... which are also essential for immune function, skin and nail health, protein, digestion and healthy red blood cells.

### Conclusion

Normal healthy hair grows about ½ inch per month. It may take several months before any effects are noticed. Where the area is completely bald, hair may not grow, if the follicles are dead. It takes years for the hair to thin, so one must assume that it will take time to also reverse the process. Keeping the hair from further thinning is success in itself.

Because of possible hormonal activity, it is not recommended for women who are pregnant or breastfeeding

### Supplement Facts

Ingredients	Dosage (mg/Cap)
Saw Palmetto (85% - 95% liposteric content)	160 mg
Beta sitosterol	50 mg
Biotin	150 mcg
Zinc	15 mg
Stinging Nettle	120 mg
Vitamin B12	150 mcg
Copper	1 mg
PABA	50 mcg
Selenium	50 mcg

## References

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