



## H2G Hair Growth Supplement

When Treasured Locks decided to provide a hair growth supplement (hair growth vitamin), we decided that, as with all of our other products, we wouldn't be satisfied until we could deliver the very best product on the market, at an affordable price. We are confident that our Treasured Locks H2G Hair Growth Supplement is the most advanced hair vitamin supplement available. More than just a hair vitamin, our product is a natural blend of high quality time-released vitamins, herbs, minerals, protein and nutritional supplements. Modern living can exact a toll on the body and hair. Stress, poor diet (often caused by eating on the run) and even pollution can leave your hair dry, limp and lifeless. Our Growth Supplement is designed specifically to keep your hair as healthy, strong and shiny as possible.

Hair care supplements are especially important for African hair. Black hair tends to be dry and, if not properly cared for, can be brittle. Hair is weakened by styles that require heat. Pressing and blow-drying are very hard on the hair. Relaxed hair is, almost by definition, weaker hair. Relaxers work by breaking the bonds in the hair. These bonds can never be repaired. That's why it's called a permanent. For hair that is going to be chemically treated (by relaxers or coloring or both), it is extremely important that the hair is strong from the very beginning. The hair must be created strong and that is done before the hair emerges from the body.

We tend to pay a great deal of attention to the appearance of our hair, nails and skin once they have grown outside the body. There is an abundance of products available to hydrate, "strengthen" and generally improve these structures once they have been created. Treasured Locks H2G Growth and Strength Supplements help improve the growth of these structures at the only time it can be done, while they are still in your body being formed.

### Key Ingredients:

- Time Released Vitamin B Complex
- Time Released Vitamin C
- Saw Palmetto
- MSM
- Amino Acids

While each of the ingredients on its own is important, the key to our hair vitamin is the synergy created by the precise blending of the ingredients. Some nutrients, taken alone, can actually block the benefits of others. Many nutrients work better in combination with others. Our supplement has been designed to provide the best balance of nutrients possible.

60 tablet bottle (1 month supply)

Following is a list of our ingredients and the role each plays in returning your hair to its absolute best condition.

**Vitamin A (Beta Carotene)** is essential to hair growth. This is because beta-carotene is converted to vitamin A, as the body needs it. Vitamin A helps maintain normal growth and bone development, protective sheathing around nerve fibers, as well as promoting healthy skin, hair and nails. Vitamin A helps produce healthy sebum in the scalp. A deficiency in Vitamin A will cause dry hair and rough skin.

**Vitamin C** is essential for over 300 metabolic reactions in the body, Vitamin C is one of the most common supplements in the world. And there is a good reason for that. Vitamin C is easily passed through the body by urination. Other factors that can lead to Vitamin C deficiency include poor diet and smoking. Vitamin C deficiency manifests itself in many ways, but one of the most common ways is dry and brittle hair and skin. An important antioxidant, Vitamin C helps maintain good circulation, flushes toxins from the body and improves the immune system; all of which helps with strong, healthy hair. We include a time-released form of Vitamin C to keep your body supplied throughout the day.

**Copper** is an essential component of melanin, the pigment in hair and skin. In cases where gray hair is caused by a copper deficiency, taking copper may restore hair to its natural color. Amino acids are small pieces of proteins. These are the building blocks from which most living tissue is derived. Copper is vital for promoting healthy hair growth and a healthy scalp. Copper can help stimulate dormant hair follicles.

**B Complex Vitamins** The B-Complex vitamins are used to create healthy cells in every part of the human body—especially those involved in metabolic reactions, skin and circulation. Vitamin B Complex is a very large family of nutrients that play many roles in the healthy functioning of your body. In our formula, we have included all of the B complex vitamins you need for healthy hair and skin. The deficiency of B vitamins can lead to hair loss, weak hair and loss of hair color. We include time released formulations to provide you with the proper amounts of Vitamin B during the day and to prevent “flushing” which can happen with large doses of non-time released Vitamin B.

The B Vitamin Complex may strengthen hair, act as a hair and scalp conditioner, and slow down hair loss. Biotin may even stimulate new hair growth if the hair loss can be traced to a biotin deficiency. Another B vitamin, PABA (para-aminobenzoic acid) may protect hair roots and help prevent hair loss. It can also reverse graying in cases where the cause is a deficiency of PABA or other B vitamins.

Folic acid is an essential nutrient, part of the B-vitamin family; that plays a key role

in forming new cells within the body. There have been studies that show that folic acid may aid in the body's ability to absorb Vitamin B12 and zinc. It is easy to see how important folic acid is to the hair growth process.

Vitamin B12 is a naturally occurring essential nutrient that is usually found in milk, red meats, fish, poultry and eggs. Vitamin B12 is essential to the human body's ability to absorb other nutrients as well as maintaining healthy red blood cells.

Biotin has been referred to as Vitamin H. But, Biotin is really a part of the Vitamin B Complex. The primary function of Biotin is to maintain healthy hemoglobin levels, allowing the body to efficiently transport oxygen to all parts of the body, including the tissues and cells responsible for the growth of hair. Biotin is a proven hair growth vitamin and a preventative to excessive hair loss. It appears to metabolize fatty acids. Fatty acids are a valuable growth factor in numerous processes in the body including the hair. Biotin is also seen as an aid in preventing hair turning grey. Biotin deficiency can be diagnosed by thinning hair, brittle nails and other skin disorders.

Folic acid, otherwise known as Vitamin B9, is critical for the body to be able to produce adequate amounts of myelin. Myelin is now known to be critical to the maintenance of healthy nails, skin and hair. While taking B Vitamins will not restore permanently lost hair, proper B vitamin intake may minimize the onset of hair loss in the first place.

Deficiency of PABA, Biotin, Folic Acid and Pantothenic Acid appears to affect hair color. In those cases, hair color can normally be restored by getting the proper amounts of these B vitamins. Even if hair color is not restored, the hair can improve in quality and strength.

Inositol is also a member of the B vitamin group. It is a compound occurring in the brain, muscles, liver, kidney and eyes. In laboratory animals, a diet lacking Inositol produced baldness, but when the vitamin was added to the food of these animals, the hair grew back again. It was also observed that male animals lost hair twice as fast as female animals. The result of this experiment would suggest that males require a higher Inositol intake than females. An Inositol deficient diet can also cause eczema, a form of skin irritation.

One doctor in a series of experiments prescribed Inositol together with other sources of B vitamins to all his balding patients. In almost all cases hair loss was arrested, in some cases hair growth was noticeable in as little as one month. In one case hair recovery was total and not one bald spot remained. Inositol, also appears to reduce the amount of cholesterol in the blood.

Pantothenic Acid also known as Calcium Pantothenate is important to the health of the skin and scalp. Pantothenic acid is necessary for the well being of every body cell and neither carbohydrate nor fat can be changed into energy without it. Megadoses of Vitamin B5 may help with control of acne.

**Choline** is a B vitamin like nutrient that is helpful in countering the effects of stress. Choline supplements prescribed to balding patients produced significant results to prove choline's worth in hair loss. Inositol, a B complex vitamin has a particular affinity with choline, these two vitamins work together well.

**Zinc** Many people with poor diet, or those on a crash diet experience hair loss.

One of the reasons for this hair loss is zinc deficiency in the body. Zinc is an essential mineral, vital for growth and development of all the body's systems. It is a major part of the synthesis of DNA and RNA and aids in the production and processing of at least 42 vital enzymes in the body. Zinc is responsible for cell production, tissue growth and repair, and the maintenance of the oil-secreting glands of the scalp. It also plays a large role in protein synthesis and collagen formation. For this reason, zinc is important for both hair maintenance and dandruff prevention.

Studies show that zinc may protect hair follicles from excess DHT, the main factor in androgenic (male) pattern hair loss. Zinc is often associated with hair regrowth and used to help prevent and treat hair loss. Zinc has been shown to be a potent inhibitor of 5 alpha-reductase activity. Vitamin B6, along with zinc improves this activity. Copper also works along with Zinc.

In laboratory tests animals fed with a zinc supplement showed signs of more hair growth, as opposed to loss of hair in animals that were deprived of zinc in their feed. It was discovered that there was a change in the hair protein structure when zinc was deficient in the diet.

Severe zinc deficiency in humans has been shown to produce baldness and scalp problems that were reversed when zinc was returned to the diet. Zinc is also believed to boost the immune system, a great side effect. As with other essential nutrients, high stress levels as well as a lack of the nutrient in the diet can cause zinc deficiency.

**Silica** (Silicon Dioxide) Studies in the former Soviet Union have shown that silica therapy slowed hair loss.<sup>7</sup> Silicon deficiency has been shown to reduce maintenance of hair, skin and nail cells.

**Protein** is the major ingredient in hair itself. Your hair is at least 90 percent protein. Other hair supplement systems require you to take several amino acid (bits of protein) capsules throughout the day. While it is possible that you could have a protein deficiency, the average American diet provides plenty of protein. When have included the basic amino acids we feel most people will get the most benefit from right in the H2G Growth Supplement. L-Cysteine (amino acid) speeds up hair growth and increases hair shaft diameter resulting in fuller hair. L-Cysteine has been reported to facilitate longer hair growth. We also offer our H2G Hair Strength Supplement. But, we have chosen to not make any separate pills a mandatory part of our hair supplement regimen. By doing this, we are able to accomplish two things. First, we can keep the monthly cost of our regimen low. Treasured Locks H2G Hair Growth Supplement is approximately 1/2 the cost of competing products. Second, because you do not have to take multiple pills during the day, the regimen is easier to stick with. The philosophy of "If a little is good, more is better" does not apply to protein. Even though hair is made of protein, too much protein does not make hair grow even faster. Think of protein as the building block of hair, skin and nails. You need just enough. But, if you have more than your body can use, the excess is just wasted.

**Vitamin E** is a powerful anti-oxidant that helps increase circulation. Vitamin E increases oxygen uptake, which improves circulation to the scalp. It improves overall health. Since hair health is tied to the immune system, vitamin E is believed to stimulate hair growth by enhancing the immune function.

**MSM (Methylsulfonylmethane)** You may have heard about MSM. It has received a lot of attention as a "super nutrient" over the past few years. MSM is an organic sulfur compound. It is contained naturally in food. MSM is found in most fresh (raw) fruits, green vegetables, milk, meat, seafood and some grains. In its pure form, it is a white, odorless, tasteless powder. However, MSM is volatile. In foods, MSM is often destroyed by over processing. Unless you eat a lot of raw food, it is quite possible that you will not get sufficient quantities of MSM to contribute to your sulfur requirement.

The vitamins and amino acids included in our H2G Hair Growth Supplement work with MSM to repair and create healthy cells. MSM is rapidly absorbed into the body (the good news). But, it is rapidly turned over in the body, also (the not so good news). Therefore, it is important to get the right amounts on a very regular basis. Any excess MSM is rapidly eliminated from the body and numerous studies (including long term studies) show no known side effects. MSM has been widely used as a dietary supplement for a long time. The first patents issued for MSM as a dietary supplement were in 1985 and 1986.

**Saw Palmetto** extract is the most popular herbal supplement for the promotion of prostate health in Europe. The prostate drug finasteride (sold under the brand name of Propecia™) has been shown to regrow hair on men with male pattern balding. Propecia is one of the very few drugs actually FDA approved to make the claim of growing hair. Finasteride was initially developed and used to treat prostate disease. Research has shown that the herb Saw Palmetto has the same effects as finasteride in treating patients with benign prostate enlargement. Studies have shown that saw palmetto is an effective anti-androgen. It acts in a way similar to Propecia. Saw Palmetto lowers levels of DHT in the body by blocking 5 alpha-reductase. Saw Palmetto also blocks receptor sites on cell membranes required for cells to absorb DHT. Although no studies have been carried out on saw palmetto and its relation to hair growth, studies have been performed on the use of Saw Palmetto in the treatment of benign prostatic disease which is similar to Androgenetic Alopecia (male pattern baldness) also depends on the production of dihydrotestosterone (DHT). It is reasonable to assume that since Saw Palmetto is an effective antiandrogen, it may be effective in the treatment of Androgenetic alopecia. DHT is a derivative of testosterone but is many times more potent. Hair follicles that are sensitive to DHT tend to stop growing hair when exposed to this powerful hormone.

Finasteride is a powerful drug that is available by prescription only. Finasteride is not available for use by women. The broken pills should not even be handled by women who may become pregnant. So, women who are suffering from androgenic alopecia do not have this treatment available to them. If women are exposed to finasteride, it can cause birth defects in unborn male babies. It can cause sexual problems in men on the medication. So, if a safe, herbal alternative could be found, this would be a great find.

**Pygeum africanum** a herb derived from the bark of the African evergreen, which inhibits the enzyme 5-alpha-reductase reaction that is widely believed to lead to a common type of hair loss. Pygeum Africanum is widely used in Europe to prevent and treat prostate problems and to prevent and treat male pattern baldness. While saw palmetto extract is the far better known herbal medication, Pygeum Africanum may in fact, in many cases, be superior for the treatment of the condition. The effects of Pygeum Africanum are similar to the effects of Saw

Palmetto detailed elsewhere in this paper.

**Grape Seed Extract** contains flavonoids OPCs, which offer powerful antioxidant protection. The flavonoids in Grape Seed Extract quench free radicals and potentiate other antioxidants like Vitamin E and Vitamin C. One in vitro study showed that the flavonoids in Grape Seed Extract prolonged the life span of Vitamin C by 400 percent. Another in vitro study showed that exposing blood vessel linings to pine bark OPCs (similar to Grape Seed Extracts) boosted their vitamin E content by 15 percent.<sup>3</sup> Grape seed has also shown recycling and potentiating effects.

**Green Tea** helps influence serum concentrations of hormones. It has been associated with higher levels of sex hormone binding globulin (SHBG), which binds with high affinity to testosterone. When testosterone binds to SHBG, it is made inactive and cannot bind to androgen receptors or be converted into DHT. Again, DHT is one of the major causes of a very common type of hair loss (alopecia).

***This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.***