

VIRTUE®
FLOURISH



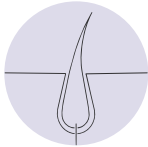
Women lose their hair.
In fact, 40% will experience
hair loss by the time they're 40.
And with all due respect to men,
it's different for us.

Hi, We're Flourish.

We're on a mission to lift the
taboo, change the conversation,
and give you better hair
growth products.

THE HAIR GROWTH CYCLE

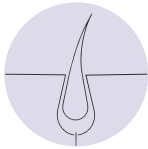
Hair grows from a follicle within the scalp, where it receives the nourishment it needs to grow. Each hair goes through three distinct phases during its life cycle, so at any given time, you have thousands of hairs passing through each phase.



Anagen

GROWTH PHASE

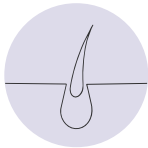
This phase lasts an average of 3-5 years, with hair growing about half an inch per month



Catagen

REGRESSION PHASE

A short, transitional phase that lasts about 10 days, when the follicle begins to contract



Telogen

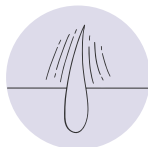
RESTING PHASE

Strands remain in their follicles, but are not actively growing. After about 3 months, the hair is released and falls out.



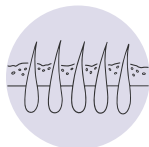
The Flourish Approach

Our scalp is the starting point for every hair we grow, so we start there too. Flourish products cleanse, purify, and enrich the scalp, creating fertile ground for hair to grow. As each new hair emerges, it's nourished and strengthened so that it can survive and thrive.



SCALP FERTILITY

Our Alpha Keratin 60ku Clinical™ supports hair growth by nourishing the microbiome, clearing the follicles and strengthening the moisture barrier.



FIBER SURVIVAL

New hair can only survive if it's nurtured and cared for. Our products nourish new, fragile hair as it emerges, increasing the strength and thickness of new fibers.

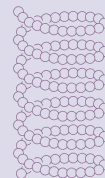


BEAUTY NOW

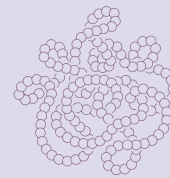
Hair growth takes time. Our formulas are designed to repair and rejuvenate the hair you have, so it looks amazing while you're growing more. Treatments can be used overnight which means daytime hair is at its best.

Alpha Keratin 60ku CLINICAL™

Born from regenerative medicine, the two ground-breaking keratin proteins that power our Flourish products are like nothing the world has seen before.



ALPHA
KERATIN



GAMMA
KERATIN

Alpha Keratins are large, spring-shaped proteins that reinforce the strength of your hair. **Gamma Keratins** are small globular keratins that provide flexibility. Together, they form a complex molecule with the ability to repair and nourish the scalp, providing fragile hair with the strength, elasticity, and flexibility that it needs to survive.



This is hair growth like you've
never seen before.

We tested our Flourish products through an independent testing lab on
real women under real conditions*. Here's what they said:

97% SCALP FEELS HEALTHIER

93% HAIR IS EASIER TO STYLE

90% HAIR LOOKS HEALTHIER

90% HAVE MORE VOLUME

83% SEE LESS SHEDDING

*Consumer perception results after 6 months of Nightly Intensive Hair Rejuvenation Treatment regimen use

THE FLOURISH REGIMENS



NIGHTLY INTENSIVE HAIR REJUVENATION TREATMENT

100% Drug Free

For mild to moderate hair thinning and those seeking a natural approach, our shampoo, conditioner, and botanical-based Density Booster regimen will nourish the scalp and thicken each hair.

NIGHTLY INTENSIVE HAIR GROWTH TREATMENT

with MINOXIDIL 5%

For moderate to severe hair thinning, our shampoo, conditioner and Minoxidil regimen will nourish the scalp and reactivate hair follicles to stimulate growth.

WHAT TO EXPECT

New hair growth is a natural process that happens gradually over 3–6 months, so it requires commitment and a bit of patience. While the duration and amount of growth will vary from person to person, if you welcome it as part of your daily routine, results will follow. Here is a glimpse at what you can expect with Flourish:

2
WEEKS

It's hard to put your finger on it, but your existing hair will feel healthier and look more vibrant. Cuticles are being repaved and shine is being restored.

4
WEEKS

Each hair strand is now thicker and you should begin to notice more volume and bounce. *Minoxidil users may notice more fall out. Don't panic, this is normal. It means your follicles are pushing out the stagnant, aged hairs to prepare for fresh, active growth.*

8
WEEKS

Your scalp is becoming more fertile as its surface transforms. Clogged follicles have been cleared and your moisture barrier is improved. *Minoxidil users should see shedding decline.*

12-16
WEEKS

As delicate new hairs naturally emerge, they are being nourished and cared for. Your existing hair is healthy and your new hair is quietly claiming its space.

THE FLOURISH PRODUCTS



SHAMPOO FOR THINNING HAIR

Our gentle, stimulating shampoo delicately removes scalp buildup, cleanses the hair shaft and clears debris from follicle openings, creating an environment for healthy growth.



CONDITIONER FOR THINNING HAIR

Our lightweight conditioner is a hair strengthener, hydrator, and detangler all in one. Specifically developed for fine, fragile strands, it nourishes and thickens each hair without weighing it down.



DENSITY BOOSTER

A potent, botanical-based nutrient infusion for the scalp, our Density Booster fuels fatigued follicles and nurtures new, fragile hairs so they thicken and thrive.



MINOXIDIL FOR WOMEN

Used by millions, it's the only single ingredient medically proven to help regrow hair in women. It works while you sleep, to reactivate the hair follicles and stimulate regrowth, with visible results in as little as three months.



VOLUMIZING STYLER

The all-you-need styler for fine, fragile hair, our airy, lightweight formula provides instant body, bounce, and hold, creating the illusion of density even in the thinnest parts.



HEALTHY HAIR BRUSH

Uniquely designed for fragile hair, the revolutionary Manta brush bends and molds to the shape of your hand and scalp, creating less tension on each strand. Its flexible bristles gently massage the scalp and glide seamlessly through the hair, minimizing breakage and restoring a youthful, silky shine.



TIPS & TRICKS



THE WAY TO WASH

Use a small amount of shampoo, just enough to get a nice lather, and be gentle, never scrubbing vigorously. Instead of your fingertips, use your palms to lather soap, focusing only at the roots. Let the suds rinse over the rest as you rinse out. Over-shampooing can deplete hair of moisture. Shampoo every other day if possible.



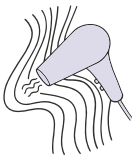
CAREFUL CONDITIONING

The ends of your hair have endured far more damage from the sun, heat tools, and the environment, so that's where we like to focus. Apply conditioner generously from mid-shaft to ends—never on the roots, as you don't want extra products on your scalp or extra moisture that can weigh down roots.



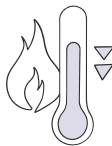
DO'S & DON'TS OF TOWEL DRYING

You may not realize it, but rough drying hair with a towel can pull or break fragile new hairs. Dry hair in sections, lightly squeezing and gently patting out moisture. If you have it, a soft microfiber towel is even better.



BETTER BLOW DRYING

Always use cool to medium heat to blow dry. High temperatures are particularly harsh on fragile new hairs that don't yet have a strong cuticle. Plus, cooler air helps lift from the roots to create the appearance of fullness and volume.



COOL IT ON HEAT STYLING

If you can, avoid heat styling. It depletes hair of moisture and elasticity, making it more prone to breakage. If you do need to use a flat or curling iron on occasion, always protect your hair with a heat protecting spray and keep the temperature on a lower setting. Put moisture back into your hair with a mask or deep conditioner at least once a week.



BRUSHING UP

Be gentle. Always start detangling at the ends of your hair, working your way up to the roots. Use a brush specifically designed for delicate hair, like The Manta or a soft brush with boar bristles. Spend an extra few minutes lightly brushing your scalp to stimulate the follicles, improve circulation, and encourage growth.



COLOR GUARD

Color, when applied properly by a professional, can actually make fine, thinning hair look fuller. Hair color coats the cuticle, making each individual strand appear thicker. It can help disguise thinning and create the appearance of volume and dimension. Low ammonia and/or semi-permanent formulas are gentler. Talk to a professional to see what option works best for you.

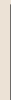


THE TRICK TO TAMING

Believe it or not, a clean toothbrush is the Hollywood secret to calming and controlling flyaways, baby hairs, and new growth. Used alone or with a spritz of hairspray, it keeps hair smooth and ensures your style looks polished all day.



We're in this together



While our end goal is for you to walk away with stronger, thicker, and most of all, *more* hair, we also want you to know you're not alone. We'll be right beside you, educating and empowering women, pushing the boundaries of hair-growth technology, and shattering the stigma around women's hair loss. At Virtue®, everything we do is through the lens of humanity, and to us, there's nothing more human than feeling beautifully empowered.

Still have questions about Flourish?
Reach out anytime at info@virtueflourish.com.
And in the meantime, join the conversation to hear
from other women on a similar journey at

[VIRTUEFLOURISH.COM](https://virtueflourish.com)

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WE CAN'T WAIT
TO SEE YOU
THRIVE

VIRTUE®
FLOURISH



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