



## Frequently Asked Questions

### What is KeraFactorMD serum?

Based on six years of extensive research to address thinning hair, the patented KeraFactor® formula combines a set of biomimetic (bio-identical) polypeptides for scalp revitalization. The customized KeraFactor® formula provides growth factors typically deficient in the scalp during hair loss or poor hair health. Other topical products include only a few growth factors, and no other commercially available topical consists of the complete set included in the KeraFactor® formula. Our proprietary and patented technology allows the KeraFactor® formula to contain significantly higher concentrations of each growth factor.

### What is the importance of a nanoliposome?

Each of the KeraFactor® growth factors are individually wrapped in its own protective nanoliposome "shell" for increased skin absorption. The "Nano" liposome is a particle size of <200nm to ensure absorption via the hair duct into the epidermis (sebaceous gland & bulge area). Our nanoliposomes contain thousands of each specific growth factors.

### How do we get high concentrations of growth factors?

Most of the growth factors included in the KeraFactorMD serum have been very difficult to synthesize in the past. As a result, available topical formulations do not have these growth factors or have low concentrations of some of them. Our growth factors are synthesized in high concentrations and wrapped in nanoliposomes separately through proprietary and patented manufacturing processes. Currently, KeraFactor® is the only family of products on the market that includes all of these growth factors, each in relatively high concentrations.

### What does biomimetic mean?

Biomimetic means that the compound is made with the same chemical structure as the "real" human version, mimicking the functions of the compounds produced naturally by the human body. The KeraFactorMD serum includes only synthetic compounds. The KeraFactorMD serum does not contain any compounds extracted from plants, animals, or humans (e.g., human cord blood, stem cell media, or bone marrow).

### Who is an ideal candidate?

- Patients with Androgenetic Alopecia, gradual loss over the crown, frontal recession, thinning of their part
- Patients experiencing Telogen Effluvium, sudden hair loss 3-6 months after a stressor
  - Childbirth, COVID, surgery, sudden weight loss, thyroid imbalance that is being managed by a physician
- Patients with poor scalp conditions



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### Who is not a candidate?

- Patients who have or have been diagnosed with skin cancer on the scalp should not use KeraFactor® products without their physician's approval.
- Patients with an active scalp infection should not use KeraFactor® products.
- Any patient who experiences an allergic reaction to KeraFactor® products should stop using KeraFactor® products immediately and be examined by a dermatologist.
- Patients with bald spots that have been persistent for an extended period of time
- Patients experiencing alopecia areata, frontal fibrosing, Lichen Plano Pilaris, Trichotillomania, or scarring alopecia

### What are the contraindications for KeraFactor®?

Not intended for use by people who are pregnant, nursing, or under the age of 18. For any patients with active scalp infections, sunburn, or a history of skin cancer on the scalp

### Advanced science behind KeraFactorMD serum

KeraFactorMD serum contains one new growth factor, Follistatin, and 2 new compounds, PDRN, and Nanofluorosomes™, to accelerate the original serum's effectiveness. Our new and improved serum has DHT-blocking capability amplifying the results already seen with the original formula.

In addition to the inclusion of FST, polydeoxyribonucleotide or PDRN has been added to stabilize the hair follicle on a cellular level. PDRN has been used to improve the consistency of PRP injections. It does this by boosting cellular activity and cell turnover. Combined with the other eight growth factors found in the KeraFactorMD serum, it creates a more stable and effective scalp treatment formula.

PDRN enhances cell regeneration, promoting healing, repairing, and profoundly rejuvenating the scalp from the inside. This compound boosts collagen production, strengthens the scalp, and provides an ideal foundation for growing thicker and healthier hair.

### What is a Nanofluorosome™?

KeraFactorMD serum contains a potent anti-inflammatory and anti-androgenic compound wrapped into our nanoliposome, a new technology called Nanofluorosome™. The fluorescent compound can be activated by using a red light laser, which can significantly increase the proprietary compound's effectiveness, making it the perfect localized and specific 1, 2 punch against poor scalp circulation and DHT.



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### **Why target DHT?**

DHT blocking is a critical part of any hair loss prevention treatment because DHT causes the hair follicles to lose their blood supply, shrink and die. The most effective way to reduce DHT is by taking prescription medicine called a five alpha-reductase inhibitor such as finasteride. This can systemically reduce the levels of DHT in the body, which can reduce the damage caused to hair follicles. While effective when taken orally, the known side effects of the such medication have generated concern among patients.

### **What results should patients expect?**

Most patients start to see improvements in scalp health and increased hair volume around three months into their treatment course, with the maximum results occurring between 6 to 9 months post-treatment series of 6. This assumes the patient has followed the treatment protocol as published.

### **What is the KeraFactor® Scalp Stimulating Solution?**

The KeraFactor® Scalp Stimulating Solution contains 7 Polypeptides with the Nanofluorosome™ technology that include both specifically selected growth factors and skin proteins to help with hair and scalp health. This patented complex helps to "turn on" weak/ resting hair follicles, combats DHT, and improves scalp circulation to produce thicker, longer healthy-looking hair.

### **How does it work?**

Extensive studies revealed that most thinning hair patients lack key growth factors. Delivering these growth factors in the proper concentrations, with the appropriate bioavailability profile like KFP™, can result in dramatic improvement. The KeraFactor® Scalp Stimulating Solution provides vital growth factors and proteins to the scalp that promote significant scalp health and vascularization - leading to hair revitalization.

### **How do you use the KeraFactor® Scalp Stimulating Solution?**

The solution is an excellent way for patients to "maintain the gain" achieved from in-office treatments. Apply 1 full dropper of the solution to the areas of concern on the scalp once daily. For optimal results, place the dropper tip directly in contact with the scalp skin and massage the solution into the scalp vigorously. Massaging the solution onto the scalp can be done with a dry/wet scalp-stimulating brush or fingertips. Patients' hair can be wet or dry for the treatments. Apply 1 full dropper of the solution to the areas of concern on the scalp once daily. For optimal results, place the dropper tip directly in contact with the scalp skin and massage the solution into the scalp vigorously. Massaging the solution onto the scalp can be done with a dry/ wet scalp-stimulating brush or





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### What are other key factors in KeraFactor® Solution?

Copper Tripeptide-1 increases circulation, regenerates new hair growth, stimulates current hair follicles, and reduces follicle cell death. This compound is vital in producing melanin, which leads to darker hair color.

### What is KeraFactor® Scalp Stimulating Shampoo and Conditioner?

The KeraFactor® Shampoo and Conditioner exfoliates and stimulates the scalp and hair. Using a unique combination of conditioners and growth factors designed to reinvigorate and enhance scalp circulation leads to hair that appears fuller, thicker, and healthier.

### How do you use the KeraFactor® Shampoo and Conditioner?

For patients with short hair, it is great as a 2-in-1 product. Foam the KeraFactor® Shampoo and Conditioner in your hands, only a dime size amount is needed, and then massage it onto your scalp with the scalp stimulating brush or your fingers. Leave in for 1-2 mins, then rinse well with warm water.

For patients with long hair or patients who do not wash their hair often, we suggest using this more like a scalp treatment. Use your normal shampoo for your first wash and rinse. Then use a dime size amount of KeraFactor® for the second wash, lather the KeraFactor® Shampoo and Conditioner in your hands, and then massage it onto your scalp with the scalp stimulating brush or your fingers. Leave in for 1-2 mins, and rinse well with warm water. We suggest adding normal conditioner to your ends.

### How often should a patient use the Scalp Stimulating Shampoo and Conditioner?

Use KeraFactor® Scalp Stimulating Shampoo and Conditioner every time you usually wash your hair.



KeraFactorMD In-Office Serum



Scalp Stimulating Shampoo & Conditioner



Scalp Stimulating Solution



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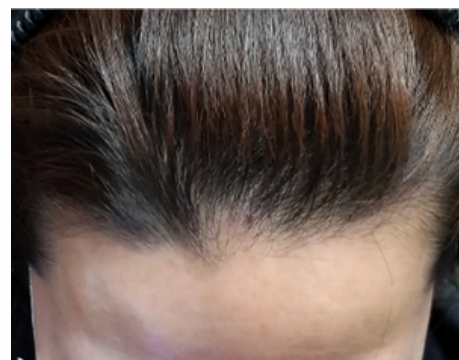
### Before & After



BEFORE



3 MONTHS AFTER 6 TX



6 MONTHS AFTER 6 TX



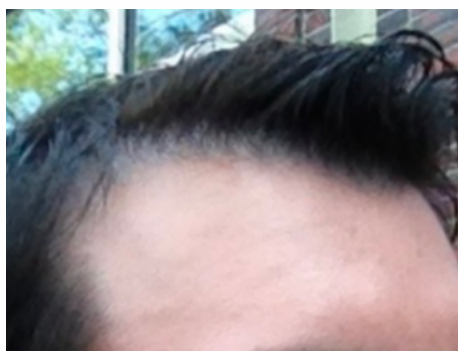
BEFORE



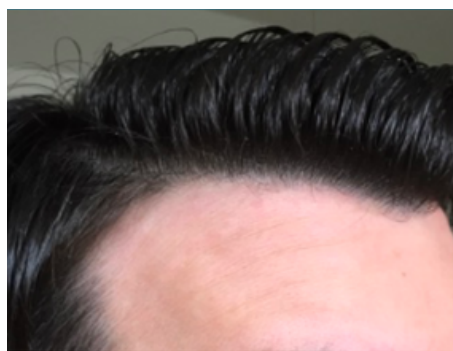
6 WEEKS AFTER 3 TX



6 MONTHS AFTER 3 TX



BEFORE



AFTER 18 MONTHS