



CONTINUITÉ

HEALTH · REGENERATION · CAPILLARY GROWTH

FOR MORE INFORMATION

By **ROSS**

INDEX

- 3 Between us (introduction)
- 4 It is normal to lose hair, but not too much; a simple test
- 5 The life cycle of a hair
- 5 An ounce of prevention
- 6 Non-hereditary hair loss in one word
- 7 Hereditary hair loss: male alopecia
- 8 Hereditary hair loss: female alopecia
- 9 Established method to regenerate existing hair and stimulate regrowth
- 10 The 4 basic kits
- 12 A personal approach
- 13 Macrophotography and hair bulb analysis
- 14 Discover the active base
- 15 A revolution in capillary health
- 16 Laser comb
- 16 Lotion dispensing comb
- 17 Regeneration and Pre & Post Chemotherapy kits for men and women
- 18 3 generations

BETWEEN US

Welcome to ROSS, the only family business working in the capillary health field since 1942.

With over 60 years of experience, ROSS has become a master in the art of hair root examination. Using a thorough method and sophisticated equipment, our hygienists are capable of developing the best treatment for you.

Benefiting from 40 years of research, our CONTINUITÉ line includes 20 specialized products and 6 kits for capillary health. Such a large selection enables our specialists to develop the solution that corresponds perfectly to your needs.

Our shampoo actions and active bases (tonic and serum actions), developed from a mix of a plant complex and natural products, produce little foam (so as not to deprive the skin from essential oils), have very little perfume and do not contain any sulfate.

Lastly, after 3 generations of expertise hair care, Ross counts thousands of satisfied clients by helping them regenerating their image. Trust our experts who have a single goal: to bring out the best in you.



IT IS NORMAL TO LOSE HAIR...

Adult women, just like men, lose an average about **100 hairs** every day. No one needs to worry about a few hairs found on a brush or lost in the shower, since these are immediately replaced.

But sometimes, hair loss can be the result of a general ailment or a scalp disorder. There are two specific categories of alopecia. Hair loss, gradual and scattered affecting the contour and top of the head, is usually caused by what is called female alopecia, while hair loss and a decrease in the density limited to the top of the head is called male alopecia.

...BUT NOT TOO MUCH!

A SIMPLE TEST

Place your hand, fingers spread out over your head, pull your hand away and shake it over a white surface. Repeat the same process in five different areas of your scalp. You should not be able to count more than ten or so hairs.



THE LIFE CYCLE OF A HAIR

Each hair has its own life cycle: **growth, regression and death**. Most of our hair is in the growth stage, which lasts on average from two to five years. The hair is formed and grows from the cell division of a hair follicle, at the rate of approximately one centimetre per month. During the regression period (two to three weeks), the follicle shrinks and is pushed towards the epidermis, the hair ceases to grow at this point. Then, **for approximately three months, the dead hair** is expelled by the growth of the new one as it is growing.

When the cycle is disrupted for hormonal, genetic or physiological reasons, hair loss can be more abundant.

AN OUNCE OF PREVENTION

Certain basic precautions will help you preserve your hair longer. Such practices as permanent hair colouring, straightening and the constant use of a hair dryer can make the hair brittle at the scalp. It is better to alter your hair styles and avoid braids that are too tight, high hair styles and hair tying elastics.

NON-HEREDITARY HAIR LOSS

Hair loss can be caused not only by aggravating capillary products but also by the use of certain medications.

Therefore, certain women who use the contraceptive pill or hormone treatments can experience hair loss.

Moreover, hair loss is more frequent during hormonal changes such as puberty and menopause.

Other factors, not related to medication, can also cause hair loss. Therefore, after an accident, a prolonged fever, a stressful event, surgery, pregnancy or a thyroid imbalance, hair loss can last a few weeks or even a few months.

This can also be prolonged in cases of depression, anorexia or dietary deficiencies.

Lastly, hair loss can be caused by dermatological scalp disorders such as alopecia areata and psoriasis. The specific case of chemotherapy will later be addressed.

If you still have unanswered questions, do not hesitate to consult your doctor.

IN ONE WORD...

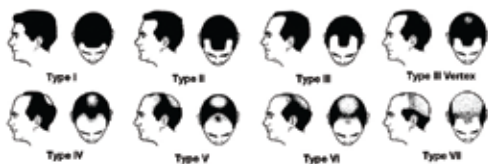
The world is evolving. Men and women are facing stressful situations. A capillary analysis from a certified hair hygienist is always recommended, and hope is warranted, because hair can grow back... depending on the origin of the loss.

HEREDITARY HAIR LOSS: MALE ALOPECIA

Menopausal women and men are affected by alopecia, often referred to as baldness. For men, there are 7 stages of baldness according to the **Hamilton-Norwood classification**. In the last stage, all that is left is a small crown of hair.

Alopecia is said to be androgen-genetic when there is interaction between genetic and hormonal factors. Hair loss is linked to the presence of androgens (male sexual hormones) that affect the hair follicle.

At the scalp level, the male hormone (testosterone) is transformed into DHT (dihydrotestosterone) under the action of an enzyme called 5 alpha-reductase type II. This DHT, when elevated, acts on the roots (hair follicles). The hair falls and is replaced by finer hair (down). Eventually, the hair does't grow anymore.



The Hamilton-Norwood classification illustrates hair 7 stages of male alopecia.



HEREDITARY HAIR LOSS: FEMALE ALOPECIA

Estrogens (female sexual hormones) play an important role in counteracting the adverse effects of androgens.

During menopause, a drop in estrogen levels increases the risk of alopecia in women who are genetically predisposed. Female alopecia is more scattered and with time, hair becomes both lesser and finer.

The **Ludwig chart** is used to classify female alopecia.



The Ludwig chart classifies the various possible degrees of female alopecia.

ESTABLISHED METHOD TO REGENERATE EXISTING HAIR AND STIMULATE REGROWTH

The Ross method, the result of more than **60 years of experience and 40 years of research**, relies on knowledge acquired over the years, hair root laboratory tests, the knowledge of our hygienists and the interactive properties of CONTINUITÉ products.

Our hygienists possess knowledge in capillary physiology as well as specialized training enabling them to develop an approach perfectly customized to the aesthetic needs of each individual.

An easy way to discover the Ross method and to testify its efficiency is to acquire one of the 4 kits designed to meet the most common needs.

The Ross CONTINUITÉ line has 20 products: 13 shampoos or conditioners actions and 7 active bases. The in-depth work of CONTINUITÉ active bases stimulates capillary growth and contributes to the regeneration and health of the scalp.

The active bases are the fundamental components of the Ross method because scalp health is just as important, if not more so, than the health of the hair.

The active bases are applied directly onto the scalp using a vaporizer, by massaging, with your finger tips or ideally with the lotion dispensing comb (page 16). A daily routine that can make a world of difference.

Our lightly scented shampoos, without perfumes and sulphates, foam very little in order to preserve all of their essential active properties. They have also been designed to act in synergy with our active bases in order to optimize their efficiency.



CONTINUITÉ PRODUCT LINE

DHT Anti-loss treatment

This kit aims to stop hair loss. The concerted action of the shampoos with antiseptic, anti-oxidant and anti-seborrheic properties (effective against rashes and itching) and its active base, combat hereditary baldness and androgenetic hair loss caused by male hormones. It is also effective against seborrhea and prevents the sebogenous effect of DHT.

It contains:

Eucalyptus shampoo action · Shale oil shampoo action
The active base, tonic action Antioleum

Active treatment

This kit promotes hair growth thanks to an association of substances with protein features. Helps cells formation and prevents inflammation.

It contains:

Eucalyptus shampoo action · Cade oil shampoo action
The active base, tonic action Protocap



Anti-loss treatment *For women*

This kit prevents early hair loss. It protects against functional disorders of the scalp and follicle hair cells by revitalizing them. It rebalances the density and thickness of the hair, stimulates cellular division and favors protein synthesis of scalp cells. The anti-loss treatment also stops the progression of androgenetic alopecia caused by a hormonal imbalance in women.

It contains:

Oleo shampoo action · Conditioner action
The active base, serum action Tonitamine

Proactif treatment *For men and women*

This kit targets the main causes of alopecia: Microcirculation, follicular atrophy and premature aging of follicles.

It contains:

Shampoo action · Conditioner action
The active base, serum action Biotinyl-GHK

The Proactive treatment with highly concentrated serum is often used by men and women in addition to a first treatment.



A PERSONAL APPROACH

Although the 4 kits we have just described are usually sufficient to meet the needs of most, we must highlight the importance of hair root clinical examinations, in order to help select the most appropriate treatment for your hair and keep track of its results.

With the results of your examination in hand, hygienists with the knowledge of interactions and synergies among the 20 products from the CONTINUITÉ line can personalize the method by suggesting an action customized to your needs. The personal approaches with examinations and consultations contribute to an **80 % success rate**, an extraordinary result in this field where the margin of error is often high.



MACROPHOTOGRAPHY AND HAIR BULB ANALYSIS

The examination of the hair bulb makes it possible to reveal the health profile of the hair and determine the percentage of healthy hair in order to develop a personalized treatment.

Hygienists use the latest technologies to collect the information required and use the most modern methods to deliver and analyze it.

After sampling hairs in its clinics, Ross can proceed with the macrophotography of these and send the photos to its laboratory via email, for analysis and recommendations.



The natural foundation of capillary health

ACTIVE BASE

BIOTINYL-GHK (SERUM ACTION)

PREVENTS LOSS
AND PROMOTES GROWTH

Clinical study results:

Increase in blood flow

Decreases the formation of DHT

Strengthens anchorage into the scalp

Increases the number of anagen bulbs (living)

www.ross-hair.com



CONTINUITÉ

By **ROSS**

A REVOLUTION IN CAPILLARY HEALTH

Proven efficiency:

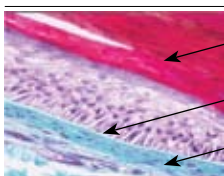
Prevents hair loss and stimulates its regrowth.

The active base, exclusive to Ross, can be used on its own, with any preventive treatment or in combination with laser therapy. For optimal activity, it is applied with the Pro Hair Power lotion diffusing comb.

Stimulation of hair bulb cell metabolism

An optimal capillary root structure ensures excellent anchorage for the scalp.

Before

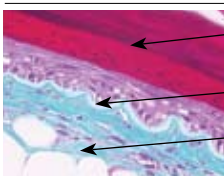


Hair

Dermis/epithelium
sheath junction

Dermis

After



Hair

Dermis/epithelium
sheath junction

Dermis



LASER COMB

Laser comb therapy

The low intensity laser comb increases the scalp's blood flow, which favours the production of regenerative cells and hair growth. It also kills bacteria and eliminates dead cells for better scalp health.

The laser comb can be used on its own, with a preventative treatment, with the basic CONTINUITÉ kits or with one of Ross's 29 solutions that can be included in your personal kit by your hygienist. In accordance with international safety standards, the laser comb is easy to use at home or while travelling.

LOTION DIFFUSING COMB

Pro Hair Power

Ideal for use with serums and lotions. During a massage, the comb stimulates the scalp and dilates the hair follicles, enabling the solutions to penetrate more deeply for a more efficient treatment.

During each 10 minute use, introduce approximately 3 ml of serum or lotion into the comb, for even and automatic dispensing.

REGENERATION AND PRE & POST CHEMOTHERAPY KITS FOR MEN AND WOMEN

Since in humans 85 % of capillary follicles are constantly in the active reproduction stage and the chemo attacks reproductive cells, hair loss is a side effect. Your oncologist is the best person with whom to broach this subject. Ask your hygienist to discuss the CONTINUITÉ Pre & Post Chemotherapy kit with you.



CONTINUITÉ kit Pre & Post Chemotherapy

The kit contains:

Lacto shampoo action

The active base, Protocap tonic action

The active base, tonic action Lotion #1

3 GENERATIONS

Louis-Marie Ross, founder of Ross Hair Hygienist inc., has a diploma in aesthetic biochemistry (Paris, 1963). Since his beginning in this field, he has never ceased to be passionate about his profession. Christine represents the third generation of a family that has worked in the capillary field since 1942, always researching technological developments.

Ross offers a complete line of capillary products. Its research has led to the development of a method and treatments against hair loss. This method and products are exported worldwide.



Adrien

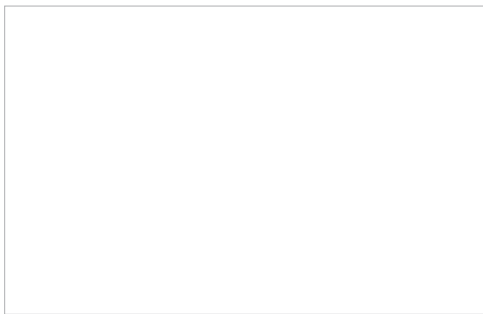


Louis-Marie



Christine

Available only:



ROSS

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