

# **Bio-Fen Plus™**

## Distributorship Opportunities

**Hair Grow Technology Inc.** is a successful supplier of dietary supplements and personal care products for treating male and female pattern baldness, known as hereditary androgenic alopecia (AGA). With the upcoming introduction of its newest product, **Bio-Fen Plus™** we anticipate this product to be a blockbuster since there is no other product on the market like it. As such, we are now accepting applications for exclusive distributorship agreements of the entire Bio-Fen product line in key geographic regions throughout North America and overseas.

### About Hair Grow Technology Inc.

Located in Brooks, Alberta, Canada, HGT is a privately owned company. We have been marketing our original AGA supplement called Bio-Fen throughout Canada since 2000. Due to the success of, and demand for this product it is now being sold in 800 stores across Canada. As of summer, 2004 we complemented this AGA treatment regimen with the introduction of a shampoo & conditioner with some of the same bio-active ingredients. In winter, 2006 we plan to introduce a scientifically improved version of Bio-Fen, called **Bio-Fen Plus™**.

### What is Bio-Fen Plus™?

What makes this new version of the product exciting? **Bio-Fen Plus™** is an oral, naturally-sourced, non-prescription health product. The original formulation contained fenugreek seed extract and carefully selected B vitamins. The new formulation now has saw palmetto berry extract, and flax lignans added for increased efficacy. It is now patent pending so that other companies can not reproduce this product's use.

### What causes AGA?

In order to understand how **Bio-Fen Plus™** works, we must first explore what causes AGA. It is believed that some individuals have a genetic predisposition to a receding hairline (most common in men) or hair/follicle thinning over larger areas of scalp (more common in women). These conditions result from hormonal changes caused by an enzyme (in the dermal papilla of the hair root) called 5-alpha-reductase. This enzyme breaks down the hormone testosterone into dihydrotestosterone (DHT). Over a period of time, an over abundance of DHT causes the hair follicle to degrade and shortens the active phase of the hair, leading to thinning hair and eventual hair loss patterns.

### How does Bio-Fen Plus™ work?

Specific compounds within these herbal extracts inhibit the 5-alpha-reductase (and therefore reduce DHT) to prevent, slow down, or sometimes even reverse the hair loss. This process is the principle by which the prescription drugs Propecia™ (finasteride) and Rogaine™ (minoxidil) work. However, *Bio-Fen Plus™* also contains additional compounds which remove excess cholesterol and testosterone – the building blocks of DHT. **Bio-Fen Plus™** also contains vitamins to increase blood flow to the small capillaries that feed the hair roots, to deliver the active herbal compounds and remove waste. **Therefore, Bio-Fen Plus™ provides a natural, safer\* alternative to these expensive drugs, and/or expensive & painful hair transplants** (not to mention embarrassing hair pieces). As with the prescription alternatives, results vary from person to person, and no one product will work for everyone.

### How long must one use Bio-Fen Plus™?

Bio-Fen Plus™ capsules are usually effective at stopping hair loss within the first two months. However, since healthy hair grows only about 1 cm each month, it may take up to three months before one notices that hair growth is increased or further hair loss is stopped. Anyone experiencing new growth will see it within four to six months. Once results become apparent, some users are able to reduce their **Bio-Fen Plus™** supplement dose to one capsule every second or every third day. Some clients will continue to take Bio-Fen Plus™ daily. Once one stops completely, however, their hair growth pattern will slowly go back to the point where they started.

### What exactly is in Bio-Fen Plus™?

Fenugreek (*Trigonella feonum graecum*) seed extract 4:1 ... 260 mg

Saw palmetto berry extract containing	
45% free fatty acids .....	160 mg
Flax lignans, standardized to 20%	
secoisolariciresinol diglucoside (SDG) .....	100 mg
D-calcium pantothenate (Vitamin B5) .....	10.40 mg
Niacinamide (Vitamin B3) .....	10.25 mg
Pyridoxine HCl (Vitamin B6) .....	2.00 mg
Riboflavin (Vitamin B2) .....	1.58 mg
Folic acid .....	0.095 mg
Biotin .....	400 mcg

Non-medicinal ingredients: inert microcrystalline cellulose and vegetable-based magnesium stearate in a veggie-based capsule.

Recommended adult dose is one capsule per day (30 capsules per tamper-evident bottle)

### **How Safe is Bio-Fen Plus™?**

In 15 years of sales and studies of the original product in Europe and 5 years in Canada (with over 1 million bottles sold), there have been no reported side effects.

### **Why is Bio-Fen Plus™ unique?**

The formulation was scientifically designed so that only one capsule per day is required to achieve therapeutic efficacy. Secondly, we are not aware of any similar product in the North American market, using these three herbal extracts (all of which are protected under their manufacturing patents). HGT has a large volume of scientific literature supporting the use of each ingredient for AGA, its concentration and safety. We believe as of September 2005 it is the only natural health product which has been submitted for review and eventual approval for the treatment of AGA by Health Canada.

### **What is the quality of Bio-Fen Plus™?**

*Bio-Fen Plus™* is manufactured in Western Canada by a Health Canada inspected & approved facility to the quality assurance program called Good Manufacturing Practices (GMP). This ensures that the ingredients are tested for their level of quality, potency & purity, prior to production and again prior to sale.

### **Why you want to be a distributor of products treating AGA**

1. The market for treating hair loss in North America (Propecia, Rogaine, transplants, hair pieces, and other supplements) is estimated to be over 1 billion dollars per year.
2. Since no single treatment works for all people, consumers are always looking for alternatives.
3. You will be provided access to specific technical product information.
4. You will provided training in the product line, and how best to market it.

We are confident that **Bio-Fen Plus™** (as well as the rest of the product line) will quickly occupy its market niche and assume a significant market position in the hair care industry. Our original formula is approved and registered with Health Canada as natural health product, and consumer demand for our product line continues to steadily grow. We feel that our enhanced formula will be embraced by more and more consumers who are seeking a natural and safe treatment for hereditary hair loss.

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\* **Safety Profile of Bio-Fen Plus™ versus prescription alternatives:**

<b>Finasteride (Propecia™)</b>	<b>Minoxidil (Rogaine™)</b>	<b>Bio-Fen Plus™</b>
<p>Is for men only. <sup>1, 2</sup></p> <p>Women who are or may potentially be pregnant should not handle the <u>crushed or broken</u> tablets. If the active ingredient is absorbed after oral use or through the skin by a woman who is pregnant with a male baby, it may cause the male baby to be born with abnormalities of the sex organs. <sup>1, 2</sup></p> <p>Can effect a blood test called PSA (prostate-specific antigen) used for the screening of prostate cancer. <sup>1, 2</sup></p> <p>In a few men it may cause breast lumps, breast enlargement, pain/tenderness or nipple discharge. Hypersensitivity reactions include rash, pruritus, swelling of the lips &amp; face, and testicular pain. <sup>2</sup></p>	<p>Is for men only. <sup>1</sup></p> <p>One must discontinue use and contact their doctor if they have any of the following reactions: <sup>1</sup></p> <ol style="list-style-type: none"> <li>1. rapid heart rate</li> <li>2. unexplained rapid weight gain of 2.5 kg [5.5 pounds] or more</li> <li>3. swelling or puffiness of hands, face, ankles, or stomach</li> <li>4. dizziness, lightheadedness, or fainting</li> <li>5. blurred vision</li> <li>6. new or worsening pain in the chest, arm, or shoulder</li> <li>7. signs of sever indigestion</li> <li>8. sever scalp irritation</li> </ol> <p>Must consult a doctor prior to use if one thinks they have, or have had any heart problems or heart disease. <sup>1</sup></p> <p>Is a topical product that requires two applications per day (whereas Bio-Fen Plus is only one oral capsule per day).</p>	<p>Can be used by men and women alike.</p> <p>Saw palmetto: Do not use if you are pregnant or breastfeeding, or if undergoing hypoglycemic, anticoagulant or hormonal therapy. <sup>3</sup></p> <p>Folic acid: Consult a health care practitioner if you are uncertain whether or not you are taking adequate vitamin B<sub>12</sub>, as folate supplementation can mask a Vitamin B<sub>12</sub> deficiency. <sup>3</sup></p> <p>Vitamin B3: Consult a health care practitioner prior to use if you have impaired liver function. <sup>3</sup></p> <p>Vitamin B6: Consult a health care practitioner prior to use if you are taking levodopa. <sup>3</sup></p>

1. Compendium of Pharmaceuticals and Specialties (CPS, 1999 edition)

2. Merck web page [www.popecia.com/finasteride](http://www.popecia.com/finasteride) (downloaded Sept. 3, 2005)

3. NHPD monographs for saw palmetto, vitamin B3, vitamin B6 and folic acid: [http://www.hc-sc.gc.ca/dhp-mps/prodnatur/applications/licen-prod/monograph/mono\\_list\\_e.html](http://www.hc-sc.gc.ca/dhp-mps/prodnatur/applications/licen-prod/monograph/mono_list_e.html) (downloaded Sept. 3, 2005)