

Regaine® FOR WOMEN

Why recommend REGAINE®

- Topical Minoxidil is the only treatment clinically proven for Female Pattern Hair Loss¹
- REGAINE® for Women Foam is the only 5% minoxidil foam available to your customer
- 8 out of 10 dermatologists recommend REGAINE®²
- More than 80% of women studied experienced hair regrowth

Customer Conversation

- Empathy, honesty, and a soft approach are essential tools when having a conversation with a female hair loss sufferer
- Highlight that they are suffering from Female Pattern Hair Loss
- Explain they are not alone: an estimated 1 in 4 UK women suffer from hair loss
- Hair regrowth takes time; using once a day every day, users may start seeing results as early as 12 weeks³
- Further hair loss in weeks 2-6 is normal (shedding) – it means the product is working, shedding old hairs to make way for the new ones³
- Long term commitment is required to see the benefits – your customer can download the REGAINE® for Women App to help them through their journey

REGAINE® for Women Once a Day Scalp Foam 5% w/w Cutaneous Foam Product Information:

Presentation: Cutaneous foam containing Minoxidil 50mg/g (5% w/w). **Uses:** Treatment of alopecia androgenetica in women (also known as female pattern hair loss) in women aged between 18 and 65. **Dosage:** 1g once daily to the total affected areas of scalp. Maximum dose 1g in 24 hours. **Contraindications:** Hypersensitivity to ingredients, hypertension, scalp abnormality, shaved scalp, occlusive dressings on scalp or other topical medications. Contraindicated for use in men. **Precautions:** For external use only on normal healthy scalp. Wash hands thoroughly after application. Avoid contact with eyes or sensitive surfaces. Stop use and see doctor if hypotension or other cardiovascular symptoms of systemic absorption develops. Patients with cardiovascular disease or arrhythmia to contact physician before use. **Interactions:** Topical drugs such as tretinoin, dithranol petrolatum, or corticosteroids. **Pregnancy and lactation:** Should not be used. **Side effects:** Headache, dyspnoea, pruritis, hypertrichosis, acneiform rash, dermatitis, inflammatory skin disorder, peripheral oedema, pain, hypotension. **RRP (ex-VAT):** Single Pack- £34.95, Double pack - £49.95. **Legal category:** P **PL holder:** McNeil Products Ltd, Foundation Park, Maidenhead, Berks, SL6 3UG **PL numbers:** Single Pack & Double Pack 15513/0135 **Date of preparation:** 27 November 2015.

NEW FORMAT

REGAINE® FOR WOMEN

ONCE A DAY SCALP FOAM
5% w/w Cutaneous Foam
Contains Minoxidil



Pharmacy Information

Product information can be found on page 4 of this document



(1) Blumeyer A, et al. Evidence-based (S3) guideline for the treatment of androgenetic alopecia in women and in men. Journal of the German Society of Dermatology 2011;9 (Suppl 6):S1-S7
(2) * 40 Dermatologists asked "Which of these treatments have you ever recommended?" Jan 2014, Kantar Health
(3) REGAINE® for Women Once a Day Scalp Foam 5% w/w cutaneous foam Product Information Leaflet

Understanding Women's Hair Loss

REGAINE® for Women Foam

Hair loss in women is surprisingly common, an estimated one in four UK women experience hair loss. While certain lifestyle factors can have an impact on your hair loss, hereditary is usually the most likely cause.

1. Hereditary

Female Pattern Hair Loss, known as Androgenetic Alopecia (AGA), is a genetic condition that shortens the time that hair spends actively growing. AGA causes the hair follicles to become smaller. Gradually, thinner, light-coloured hairs will replace your large, darker hairs. Women with Female Pattern Hair Loss experience a general hair loss, with the most extensive hair loss occurring on the top of the head.

2. Non-hereditary

Temporary hair loss, known as Telogen Effluvium, happens when stress, diet, a hormonal imbalance, or a traumatic event causes hair follicles to remain in the resting state; these result in increased hair shedding and a temporary hair loss across the whole scalp. While the amount of time someone stays in Telogen Effluvium varies, once the root cause has been corrected, hair should return to its previous thickness.

3. After pregnancy

During pregnancy most women find that their hair is thicker and fuller. However, after giving birth it is common for hair to fall out, sometimes in large amounts. As a woman's whole body returns to its pre-pregnancy state, hair will return to normal.

4. Alopecia Areata, an autoimmune disorder, is recognizable by well-defined patches of hair loss that may happen quickly and lead to complete hair loss. If your customer has no history of hair loss in their family and are experiencing this kind of hair loss, they should consult a doctor.

Savin Scale of measuring hair loss

These series of diagrams show how the progression of hair loss typically occurs



Those who are younger or have been losing hair for a short period of time are likely to experience the best results when using REGAINE® for Women.

REGAINE® products are indicated for Androgenetic Alopecia (AGA) only



1 CAN RRP £34.95
(8 weeks supply)

2 CANS RRP £49.95
(16 weeks supply)

BETTER VALUE
for your customer

Before and After using REGAINE® for Women



- Clinically visible results may be seen in as little as 12 weeks
- Pharmacy product only
- Showcased in store on dummy P cards in healthcare/haircare
- Boots exclusive January – June
- Developed in over six years of research and tested in clinical studies across five countries¹
- More than 80% of women studied experienced hair regrowth¹
- Strengthens and revitalises the hair follicle to grow new, thicker hair
- The images are three examples of results from the clinical trial

1. Data on file: MINALO3004, MINALO3005, MINOB-9140-001, MINOB-9140-004