

This document is designed to provide information about Keralase™ Hair & Scalp Revitalization, its benefits, potential risks, and alternative procedures. It is important that you read this information carefully and have all of your questions answered before signing the consent form.

Proprietary Formulation | No Injections! | Quick & Painless Treatments | No Downtime | Effective Progressive Results

**The Procedure:** Keralase™ is a revolutionary new non-surgical procedure for hair and scalp revitalization. The Keralase™ procedure implements the following unique two-step system:

**Step 1)** Treatment with the highly esteemed LaseMD Ultra by Lutronic, a gentle non-ablative fractional laser, prepares the skin for maximum absorption of the KeraFactor Serum.

**Step 2)** Topical application of KeraFactor™ Serum. KeraFactor™ is a proprietary formula containing highly concentrated bio-identical growth factors and skin proteins customized for people with thinning hair.

Together, this unique two-step system delivers maximum efficacy to stimulate weakened or resting hair follicles, improve blood circulation, increase strand diameter, and bolster the number of new hairs per area. Unlike Platelet Therapy hair restoration procedures, there is no need for a blood draw or any needle injections. Keralase™ is considered minimally invasive, can be performed without any anesthetic, and has no downtime or restrictions following treatment. Individual results may vary and are difficult to predict. However, ideal candidates will experience an overall improvement in scalp health along with noticeably thicker healthier hair within the first few months following a recommended course of treatment. Results are progressive and will continue to improve over the following 12-18 months. Clinical studies have shown around a 40% increase in overall hair growth and a 64%-113% increase in individual hair diameter.

**Indications:** If you struggle with hair loss, thinning hair, adult-pattern baldness, or certain forms of alopecia, Keralase™ may be the right treatment for you. Hair transplant patients appreciate that a course of Keralase™ treatments help transplanted follicles flourish, improves blood circulation and vascularization to existing follicles, and further revitalizes existing hairs for a more even and natural appearance. Patients with underlying medical conditions such as anemia, thyroid disorders, elevated testosterone or decreased estrogen levels (peri/post-menopause), Cushing's Syndrome, vitamin B12 and/or iron deficiencies, heavy metal toxicity (mercury / arsenic), or are taking certain prescription medications (Zoloft, Prozac, etc) may not be the right candidates for Keralase™.

**Recommended Course of Treatment:** A minimum of 3 - 6 in-office treatments scheduled 3 - 4 weeks apart. Home care products are optional and can significantly enhance Keralase™ treatment results (See Below).

#### **Suggested Home Care:**

- KeraFactor™ Scalp Stimulating Solution: Renew & revitalize your scalp with the proprietary KeraFactor™ Peptide Complex.
- KeraFactor™ Shampoo & Conditioner: Stimulates the scalp for better absorption of KeraFactor™ Scalp Stimulating Solution.
- KeraFactor™ LaserCap (Low-Level Light Therapy): Red and Infrared light have been clinically shown to boost the ATP (energy) levels in the cells and promote hair growth.
- *Minoxidil*: Improves the blood flow to the scalp, thereby improving the nutrient supply to the hair follicles.
- *Nutrafol* or *other hair supplements* containing natural ingredients clinically shown to improve hair growth, thickness, and lessen shedding.

**Contraindications** include, but are not limited to the following:

- Skin cancer
- Suspicious lesions
- Active infection or rash
- Allergic reaction to KeraFactor™ products
- Patients with *scarring alopecia*, *alopecia areata*, *frontal fibrosing alopecia*, *lichen planopilaris*, or *central centrifugal scarring alopecia* should not use KeraFactor™ products, as these forms of hair loss are due to underlying disease processes which may not be amenable to the treatments and have not been clinically tested or evaluated.

**Risks & Possible Side Effects** include, but are not limited to the following:

- Patient failure to follow pre / post care instructions concerning appropriate activity, product use, and sun protection.
- Depending on individual tolerance level, indication, or treatment settings, patients may feel some discomfort during the procedure.
- Common expected skin reactions included erythema (redness), itching, stinging sensation, and slight irritation, discomfort, or sensitivity.
- Any time a skin procedure is performed infection is possible.
- Pigment changes (light or dark spots on the skin) lasting 1-6 months or longer may occur.

Although the majority of patients do not experience any side effects and/or complications, you should discuss each of the above with your practitioner to make sure you understand the limitations, risks, and potential complications of this elective aesthetic procedure.

**Alternative Procedures:** Keralase™ is an elective aesthetic procedure, which is not medically necessary or required.

**Additional Information About Keralase™ Hair/Scalp Revitalization procedure:**

**What is KeraFactor?** After 6 years of extensive research, KeraFactor was designed to address thinning hair with a specific selection of 5 bioidentical growth factors (synthetically created replicas of human growth factors) and 2 skin proteins. This patent-pending proprietary formulation is individually wrapped in a nano-liposome casing for a "skin-friendly" delivery. The skin proteins assist in scalp circulation as well as hair health.

**How does it work?** KeraFactor delivers large quantities of key growth factors and proteins into the scalp that lead to significant improvement in scalp health and vascularization leading to hair rejuvenation. Extensive clinical studies have shown that most patients with thinning hair and baldness lack certain key growth factors. If these growth factors are delivered with the appropriate bioavailability profile like KeraFactor in the right areas, depths and concentrations, dramatic improvement can be accomplished. The [Lutronic LaseMD Ultra](#) laser system prepares the scalp by creating a conduit into the upper dermis in a no downtime, 5-10 minute treatment with minimal discomfort enhancing skin absorption 5 fold.

**What should patients expect?** Individual results may vary and are difficult to predict. However, ideal candidates will experience an overall improvement in scalp health, an increase in hair shaft size, and a reduction of the appearance of thinning hair by the end of the Recommended Course of Treatment. **Hair transplant patients** can benefit tremendously from the KeraFactor program as it helps the transplanted follicles to thrive. In addition, the existing hair will start to thicken, giving a more even, natural appearance.

**How does KeraFactor differ from Platelet Therapy?** Platelet Therapy is a procedure where blood is drawn from the patient, then spun in a centrifuge to separate the patient's platelets, and then applied or injected into the scalp. Results are commonly inconsistent. Only the growth factors available in the patient's own blood will be released therefore if a patient is highly deficient in growth factor(s) needed for hair health, then the Platelet Therapy procedure may not be effective. Additionally, one of the common growth factors found in blood, TGF b1, may block the transition of hair follicles into the anagen (new growth) phase. In contrast to Platelet Therapy, KeraFactor provides high concentrations of bioidentical growth factors and skin proteins specifically customized for people with thinning hair.

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**Pre / Post Care Instructions:** Compliance with the recommended pre / post-care instructions as well as recommended follow-up visits by your practitioner are crucial for the success of your treatments and to prevent unnecessary side effects or complications. It is your responsibility to inform your practitioner of any changes in medical history, medications, and most recent sun exposure before each treatment is performed. **An in-person consultation is required** to assess suitability for Keralase™. Questionable medical conditions and medications will require a clearance from your physician.

**Who Should NOT be Treated**

- Hair and scalp should not have any presence of infection, rash, or any other condition that would be considered abnormal.
- Any prior diagnosis or suspicion of skin cancer on the scalp or near the treated area is exclusionary.
- Patients with scarring alopecia, alopecia areata, frontal fibrosing alopecia, lichen planopilaris, or central centrifugal scarring alopecia. These forms of hair loss have not been tested and have underlying disease processes which may not be amenable to the treatments.

**Before Your Treatment**

- Hair must be freshly washed, clean, and free of hair products.
- You must remain out of the sun or use sun protection (SPF or a hat) for a week before and after each treatment.

**After Your Treatment**

- Patients will experience mild to moderate erythema (redness) or a warm stinging / sunburn-like sensation for several days post-treatment.
- After the treatment, you may notice hairs in the telogen phase (resting phase) may be shed due to the slight trauma from the laser.
- **DO NOT** wash hair for 24 hours after treatment to allow the KeraFactor Serum to fully penetrate the skin & completely absorb.
- Sleep with head elevated to 45° for 3 days. Change your pillowcase daily or lay on a clean towel each night.
- Avoid all strenuous activity for a minimum of 48 hours as sweating increases infection risk.
- **DO NOT** pick, scratch, excessively rub or scrub the treatment area. It is imperative to allow natural healing to minimize post-treatment complications. Treat the skin gently as if you have a sunburn.
- Care should be taken to prevent trauma to the treated area especially for the first few days after.
- Do not have any other treatments for at least 1 - 2 weeks after your treatment or until the skin has completely healed.
- You may take Tylenol for post-treatment discomfort or Benadryl / Zyrtec if you experience excessive itching (histamine reaction).
- Results are progressive. Multiple treatments may be required to achieve individually desired results.

**If you experience any side effects, such as prolonged redness or swelling, histamine reaction, blisters, burns, or signs of infection please contact your practitioner immediately for proper assessment and further care instructions.**