

# The DS Lifestyle

High-performance biotechnology  
for radiant hair and luminous skin



## Make hair and skin look, feel, be better

MORE RADIANT COLOR, less visible cellulite, more freshness and confidence, fewer lesions and spots, more hair where we want it and less where we don't: In the 21st century, we demand youth and beauty in a bottle, and DS Laboratories delivers.

Today we choose advanced topical treatments because face paint no longer satisfies, but drugs and surgery still frighten. As we live longer, the insults of aging carry ever-greater social impact, but they also inspire a new demand for effective topical solutions.

Science now understands the biochemical basis of aging and damage. We know what to do about free radicals that attack skin cells, enzymes that lead to hair loss, hormones that trigger acne, and other such conditions.

The high-performance products of DS Labs can postpone, reduce, even repair the stigmata of aging because they are based on published clinical science. These elegant biotechnologies mean that skin, scalp, and mucosa are not just masked temporarily with makeup, but treated scientifically to look, feel, and *be* their natural best.

So, for the cost of one night on the town, we can indulge ourselves in long-lasting rejuvenation without costly surgery or drugs that come with side effects.



REVITA / REVITA.LT®

### High-performance hair-stimulating shampoos

REVITA IS THE MOST EFFICIENT hair-stimulating shampoo — the ultimate achievement of DS Labs' cutting-edge research — and now comes also as Revita.LT, specially formulated for blond and other light hair colors.

- Apply known hair-growth stimulants.
- Combine ingredients for scalp vitality.
- Contain no sodium lauryl sulfate or other detergents linked to irritation and hair loss.
- Include only premium ingredients in high concentrations.
- Use a chemical-free extraction process.
- Provide antioxidant benefits.
- Have anti-dihydrotestosterone (DHT) effects.
- Build hair with structural amino acids.



REVITA.COR®

### High-performance hair-stimulating conditioner

REVITA.COR OUTPERFORMS other conditioners by delivering state-of-the-art hair-regrowth technologies that build on the legendary success of Revita shampoo.

- Contains ultrapremium compounds evaluated and proven in clinical trials.
- Employs plant-based stem cells with healing properties.
- Inhibits dihydrotestosterone (DHT), the hormone linked to male pattern baldness.
- Encapsulates compounds in bio-adhesive microspheres, penetrating deeper and persisting longer to work better.
- Adheres even while sweating or swimming.
- Keeps working for 12 hours or longer.

### Loyal users commit to the DS lifestyle

EDUCATED USERS COMMIT to the DS lifestyle because DS Laboratories commits to science over sales talk. Customers look young and healthy through middle age, not by painting over blemishes, but by eliminating the stigmata of skin disease and aging. Hundreds of clinical trials conducted for dozens of key compounds confirm their effectiveness.

Unlike mass-market cosmetics, made to be sold cheaply, the high-performance treatments of DS Labs are made to be most effective, without regard for cost.

Compare the active ingredients. Read the science on acne, hair loss, cellulite, and other skin issues. The DS Laboratories products contain the most effective compounds based on the most current science working through the most active pharmacological pathways.

The DS lifestyle means consistent application every day for continuous exposure to the therapeutic agents. It means coming to understand the science while you witness the products working as advertised.

In the DS lifestyle, loyal customers gain more radiant color, less visible cellulite, more freshness and confidence, fewer lesions and spots, more hair where they want it, and less where they don't.



## SPECTRAL.DNC-S®

### Breakthrough hair-support system

SPECTRAL.DNC-S IS SO ADVANCED that it comes as two separate formulas until users combine them for maximum performance. It delivers hair-recovery effectiveness for both men and women, while leaving a pleasant texture and a healthy scalp.

- Powerful new ion-channel openers allow the free flow of proteins and enzymes.
- Others control dihydrotestosterone (DHT) to stop damage and allow follicles to work.
- Dual-chamber system keeps the potent compounds stable until users apply them.
- Minoxidil-free formula leaves no greasy, sticky, irritating residue.



## SPECTRAL.DNC-N®

### Breakthrough hair-support system

SPECTRAL.DNC-N IS THE FIRST follicle treatment to employ Nanoxidil 5%, a powerful new alternative to minoxidil, with high efficacy, low molecular weight, and no side effects.

- Encourages hair growth both at the vertex and along the hairline.
- Opens ion channels in skin cells to improve cellular function and hair growth.
- Stimulates anagen growth phase.
- Suppresses dihydrotestosterone (DHT), the male hormone associated with thinning.
- Blocks inflammation.
- Treats continuously for 12 hours — much longer than conventional products — due to Nanosome encapsulation.



## SPECTRAL.RS®

### Advanced technology to treat thinning hair

SPECTRAL.RS DEPLOYS multiple compounds to address multiple causes of thinning hair, including perifollicular fibrosis.

- Contains adenosine, a powerful growth agent for results without side effects.
- Opposes perifollicular fibrosis, in which collagen becomes rigid and pushes hair fibers out prematurely.
- Restores normal follicular function to help grow new hair.
- Counters stress, hormonal disturbances, vitamin and mineral deficiencies, and certain medications.
- Treats continuously for 12 hours.



### Revita shampoos ace 2012 efficacy trials

IN THE NEWEST clinical studies of Revita's hair-growth effectiveness, conducted for a government health agency by independent researchers using human volunteers, several benefits were found:

- 90% reported less hair loss,
- 85% reported better appearance,
- 75% reported feeling cleaner,
- 70% reported faster hair growth,
- 55% reported good "brushability."



### New large and travel sizes

DS LABS INTRODUCES Revita shampoo and Revita.COR conditioner in new 500 ml large sizes and 100 ml travel sizes.



## SPECTRAL.F7®

**Efficacy booster agent with astressin-B**

SPECTRAL.F7 IS FIRST to incorporate astressin-B, a complex new peptide (protein fragment), for human use in a topical booster.

- Maximizes effectiveness when combined with other Spectral products for best results.
- Performs well as a single-line therapy to treat stress-induced cases.
- Blocks receptors for corticotropin-releasing factor, involved in the stress response.
- Influences hair follicles when stress hormones are over-expressed.

Astressin-B in Spectral.F7 offers promising new activity to treat atrophic follicles.



## REVITA.EPS®

**Eyelash growth stimulator**

LONG, LUXURIOUS EYELASHES proclaim youth and attractiveness for both women and men. They transform anyone's face beautifully. Revita.EPS restores full, natural eyelashes safely and effectively by employing a breakthrough peptide complex — not by using a repurposed glaucoma drug like bimatoprost.

- Grows eyelashes 25 percent longer in just four weeks.
- Increases thickness and density.
- Works by stimulating keratin genes.
- Enhances bioavailability through the use of lipooligopeptides.
- Shows clearly visible effects in four weeks.
- Avoids the side effects of competitive products, such as color changes.



## RADIA®

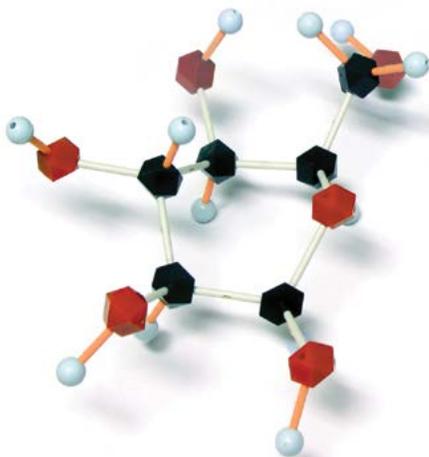
**Clarifying and softening shampoo and conditioner**

RADIA SHAMPOO removes chemical buildup and detoxifies hair as it softens.

- Enhances the wetting of hair fibers.
- Does not strip hair of natural moisture.
- Leaves no chemical buildup.
- Repels foreign agents like calcium, copper, and silicone.

RADIA CONDITIONER reveals natural shine without residue by repairing hair strands.

- Repels buildup of ions and styling products.
- Seals hair to retain cortical moisture.
- Shields strands from environmental assault.
- Leaves no greasy residue.
- Counters dullness and roughness.



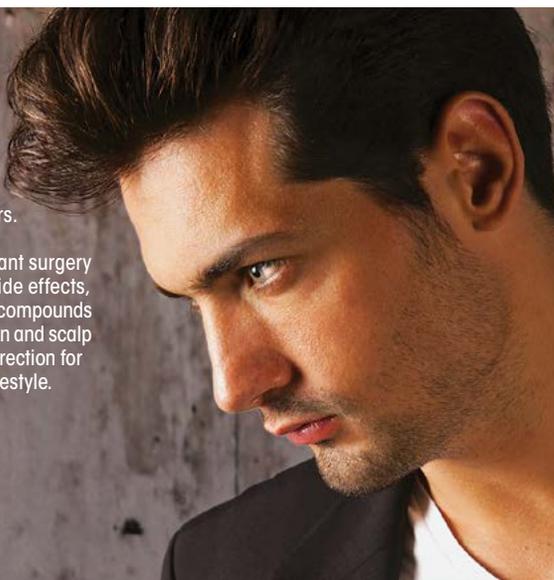
### Cutaneous care not just for women

MEN ADOPT the skin and scalp treatments of DS Laboratories because they are not makeup. Men don't paint over problems. Men fix problems.

Hair loss, for instance: Hair plays a huge role in a man's self image, and balding can precipitate a steep decline in self confidence.

Safe, effective, easy-to-use topical treatments include custom peptides, Nanoxidil®, Aminexil®, procyanidin B-2, and 5α-reductase inhibitors.

Short of costly transplant surgery or strong drugs with side effects, the high-performance compounds in DS Laboratories' skin and scalp treatments mean resurrection for a man's hair — and lifestyle.





## NIA

### Helio hydrating shampoo and conditioner

SUPER-PREMIUM NIA shampoo and conditioner treat dull, frizzy, colorless hair more aggressively and effectively, for the most radiant color and the softest texture ever.

- Improve both treated and untreated hair.
- Increase gloss and sheen.
- Reverse damage done to stressed hair.
- Rebuild and revitalize hair fibers.
- Shield hair from radiation and pollutants.
- Moisturize the cortex and reseal the cuticle.
- Repel environmental odors.

Regular use means maximum body, control, gloss, and radiance. So hair rinses and dries faster, tangles and splits less, styles easier, and smells fresher.



## DANDRENE®

### High-performance antidandruff shampoo

DANDRENE RELIEVES PEOPLE embarrassed by greasy dandruff on hair and clothing, irritated by an itchy red scalp, plagued by oiliness, or concerned about odor, because it deploys today's most effective antifungal agents.

- Inhibits the infectious *Malassezia* fungi that generate scales.
- Controls the sebum that feeds these fungi and makes the scalp feel greasy.
- Features zinc pyrithione, pale sulfonated shale oil, and botanical extracts.
- Deploys amino acids to build hair and scalp.

This multilateral attack on dandruff means optimum effectiveness. So users eliminate scaling, scratching, redness, grease, and odor.



## KERAMÉNE®

### Body hair minimizer

KERAMÉNE SUPPRESSES hair growth to reduce shaving, waxing, and other depilatory chores, while it softens any remaining hair. Applied like moisturizer, the formula works by inducing follicles into the catagen state and by suppressing keratinocyte proliferation.

- Combines plant hormones, natural palmitate, and nordihydroguaiaretic acid.
- Reduces pilosity by inducing follicles into the catagen state.
- Regulates proliferation of skin cells.

Regular application means depilating less often and suffering fewer shaving scars, less embarrassing stubble, fewer ingrown hairs, and less inflammation.

## DS Laboratories pioneers new segment of biotechnology

AN ELEGANTLY FORMULATED biotechnology can grant that age-old wish for younger-looking skin and hair without surgery or drugs. Pioneering DS Laboratories occupies this new intersection of beauty and medicine and is committed to educating consumers on the evolving clinical science packed into each bottle.

DS Laboratories has grown quickly, and as often happens in technology, the science marches ahead of the government. Today most regulatory agencies still recognize only two categories, cosmetics and drugs, not the new reality of advanced topical biotechnology, as formulated into the products of DS Laboratories.

Researchers and users understand that natural botanicals and other key compounds, when incorporated into cosmetics, can do more than

just make hair and skin *look* better. They can make the hair and skin *actually be* better.

The Revita brand is one example. It is a cosmetic because it cleans hair. But it also has properties similar to a pharmaceutical because it contains compounds known to inhibit dihydrotestosterone (DHT), the hormone most associated with hair loss, and other compounds demonstrated to stimulate hair growth, deliver antioxidants, and rebuild fibers.





## VITEROL.A®

### Face and eye lotions for signs of aging

TWO TARGETED SOLUTIONS, Viterol.A Face and Viterol.A Eyes, reverse the signs of aging — lines, bags, and shadows — around the eyes and face. In clinical studies, tissues display dramatic increases in moisture and firmness.

- Incorporate the finest, purest extracts.
- Deploy advanced peptide complexes.
- Vector active compounds deeper into the skin, where lines and wrinkles form, via Nanosome encapsulation technology.
- Smooth expression lines around the eyes.
- Improve skin's firmness.

Eyes and face look brighter and more alive after just the first few applications.



## OLIGO.DX®

### Cellulite reducing gel

OLIGO.DX IS INDICATED for women who suffer the unsightly orange-peel texture of cellulite.

- Spreads easily and absorbs rapidly.
- Gives the skin a smoother, firmer, healthier appearance.
- Facilitates the dissolution of fat.
- Eliminates retained liquids.
- Uses micropatch caffeine for bioavailability.
- Includes *Nelumbo nucifera* and *Hedera helix* extracts.
- Reaches deep lobules of adipose tissue.
- Persists for 12–15 hours due to Nanosomes.
- Works for 89 percent of women tested.

With regular use, women can optimize the appearance of thighs, buttocks, and hips.



## VEXUM.SL®

### Double-chin reducer

FOR MEN AND WOMEN, Vexum.SL offers a fast, affordable alternative to thick, flabby tissue hanging from the jaw, as seen in clinical trials.

- Reduces thickness, volume, and appearance of a double chin.
- Restores normal contour to the upper neck.
- Includes polymannuronate and prolamins to tighten skin on contact.
- Deploys botanical glucaine to stimulate lipolysis, inhibit new adipocytes, and reduce lipid storage.

In vitro, contractile properties of adipocytes are observed as fat tissue is replaced. In vivo, 88 percent of volunteers drop a measurable thickness of double-chin fat.

## Nanosomes go deep

DS LABORATORIES CAN DELIVER ingredients deeper into the scalp to persist longer and work more effectively due to proprietary Nanosome technology.

Active ingredients come encapsulated in liposomal microspheres made of phospholipid bilayers. Smaller than human skin cells, these Nanosomes burrow into the deepest layers of epidermal tissues to release their valuable ingredients slower — over 14 hours — for continuous action and maximum therapeutic benefit.





## NIRENÄ®

### Cleanser for optimum feminine hygiene

PH-BALANCED NIRENÄ, an intimate cleanser, is formulated for women who value health and choose premium products to preserve it.

- Reduces infections to promote health.
- Deploys natural antimicrobial, antibacterial, and anti-candidal agents.
- Inhibits fungi with *Schinus molle* extract.
- Supports beneficial bacteria by incorporating xylitol and lactitol.
- Repairs the cutaneous barrier function.
- Prevents inflammation with rose and chamomile oils.

The unique formula means healthy vaginal pH, freedom from infections, and calming effects. So women can live in optimal comfort.



## HYDROVITON.CR®

### Skin-perfecting cleanser

HYDROVITON.CR is used to improve skin that looks red or gray; feels oily, dry, or itchy; or suffers from blemishes or gaping pores.

- Increases healthy exfoliation.
- Decreases excess sebum.
- Evacuates pores and reduces pore size.
- Contains *Pueraria lobata* extract to reduce inflammation.
- Has Nanosome-encapsulated azelaic acid to dissolve acneiform lesions.
- Deploys alpha-hydroxy, beta-hydroxy, and alpha-acetoxy acids for desquamation.

Regular use means that skin becomes thin, supple, moist, and radiant, with less grease and redness, fewer blemishes, and finer pores.



## TRIOXIL.PM®

### Antiacne gel

NIGHT-PERFORMING TRIOXIL.PM corrects facial skin afflicted with acneiform lesions, caused by bacterial inflammation, greasy seborrhea, and keratin buildup.

- Features pale sulfonated shale oil, which treats skin conditions naturally.
- Calms inflammation as effectively as some cortisone products.
- Incorporates anti-inflammatory agents including *Pueraria lobata* extract, sodium polyacrylate, sebacic acid, and emollients.

By employing Trioxil.PM each evening, the complexion regains its normal color, brilliant radiance, smooth texture, and cool feeling.



### Nanosomes go long

COMPARED WITH OTHER shampoos and conditioners, Nia's unique Nanosome delivery system attaches 180 percent more active compounds, which persist longer. In a clinical study, two samples were tested: Nia with ingredients encapsulated in Nanosomes and a regular shampoo with free-form ingredients.

A fluorescent phospholipid marked the Nanosomes. Hair was placed in the solutions for five hours, then washed and left to dry. At right, the persistence of Nia's Nanosomes is seen by confocal microscopy.



Nia with Nanosomes Free compounds

## 100% Effectiveness guarantee

DS LABORATORIES is the new leader in breakthrough technologies for hair and skin care, so you only pay for results. If it doesn't work, it's free. We will be with you every step of the way to make sure you achieve the best results. Just send back the empty bottles and receipt for a formula exchange or refund.

### Guarantee 1-2-3

**1. Guarantee.** DS Laboratories' salon customers are entitled to our 100% Effectiveness guarantee. If there are no results after the correct application of a 90-day treatment, guests are eligible for a formula exchange at no additional cost. Refund of the original purchase price will be issued for an unsuccessful formula exchange.

**2. Regulations.** Valid for purchases made in salons only. Requires the original purchase receipt (not a credit card receipt). Used bottles must be returned with our prepaid label. The guarantee covers the amount of each product returned as listed on the receipt. The eligible guest will receive the applicable formula exchange or a check from DS Laboratories in 10 to 15 business days from the return-delivery date.

**3. How to redeem.** Instruct your guest to email [contact@dslaboratories.com](mailto:contact@dslaboratories.com) or call 1.516.684.9842 to redeem. DS Laboratories will provide a prepaid shipping label and instructions.

Contact DS Laboratories to learn more about the complete line of high-performance hair and skin care solutions or to arrange a consultation.



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