

Growing beyond conventional science.



Thinning hair has *multiple root causes*.

Research shows that several underlying factors that affect overall health can profoundly impact your hair and everyone's combination of causes is different. Nutrafol targets key factors that can shorten the growth phase, delay new growth, and cause new hair to grow thinner.

• *Hormones*

DHT sensitivity can be caused by genetics, stress, meds, poor diet, and toxins.

• *Stress*

Short-term or chronic, physical or emotional stress like a surgery or demanding job.

• *Lifestyle*

Refers to your surroundings, the products you use, and foods that you eat.

01 Growth



• *Metabolism*

Influenced by inflammatory processes, high glycemic diet, and thyroid issues.

• *Nutrition*

Nutrient deficiencies result from poor diet or a compromised gut microbiome.

• *Aging*

The scalp loses collagen and elastin as you age, meaning it's not strong enough to hold onto hair strands.

- *Hormones*

DHT sensitivity can be caused by genetics, stress, meds, poor diet, and toxins.

- *Stress*

Short-term or chronic, physical or emotional stress like a surgery or demanding job.

- *Lifestyle*

Refers to your surroundings, the products you use, and foods that you eat.

02 Transition



- *Metabolism*

Influenced by inflammatory processes, high glycemic diet, and thyroid issues.

- *Nutrition*

Nutrient deficiencies result from poor diet or a compromised gut microbiome.

- *Aging*

The scalp loses collagen and elastin as you age, meaning it's not strong enough to hold onto hair strands.

- *Hormones*

DHT sensitivity can be caused by genetics, stress, meds, poor diet, and toxins.

- *Stress*

Short-term or chronic, physical or emotional stress like a surgery or demanding job.

- *Lifestyle*

Refers to your surroundings, the products you use, and foods that you eat.

03 Rest



- *Metabolism*

Influenced by inflammatory processes, high glycemic diet, and thyroid issues.

- *Nutrition*

Nutrient deficiencies result from poor diet or a compromised gut microbiome.

- *Aging*

The scalp loses collagen and elastin as you age, meaning it's not strong enough to hold onto hair strands.

Identifying and targeting your *hair growth obstacles*.

01 Stress

02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



75% of Americans report increased feelings of stress in the past year (2019).¹

Signs of stress ▲

Excessive shedding or all-over thinning hair, not just at the hairline or part. You also may feel stressed or anxious, have trouble sleeping or waking up, or feel tired or wired throughout the day.

How it affects your hair ▼

How we target it ▼

01 Stress

02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



75% of Americans report increased feelings of stress in the past year (2019).¹

Signs of stress

How it affects your hair

The stress hormone cortisol signals hair follicles to prematurely shift from growth to rest where the hair can no longer grow. Over time, stress can also disrupt our hormones and increase nutrient deficiencies needed for hair growth. Chronic stress can result from a demanding job, caretaking, toxic relationships, or poor sleep habits. Acute stress can be caused by events like a big move, a breakup, illness, or surgery.

How we target it

01 Stress

02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



75% of Americans report increased feelings of stress in the past year (2019).¹

Signs of stress



How it affects your hair



How we target it



Sensoril® Ashwagandha. Nutrafol is the only hair supplement made with this innovative and clinically proven adaptogen that helps you build resistance to stress by balancing elevated cortisol.

[Learn more about these ingredients](#)

01 Stress

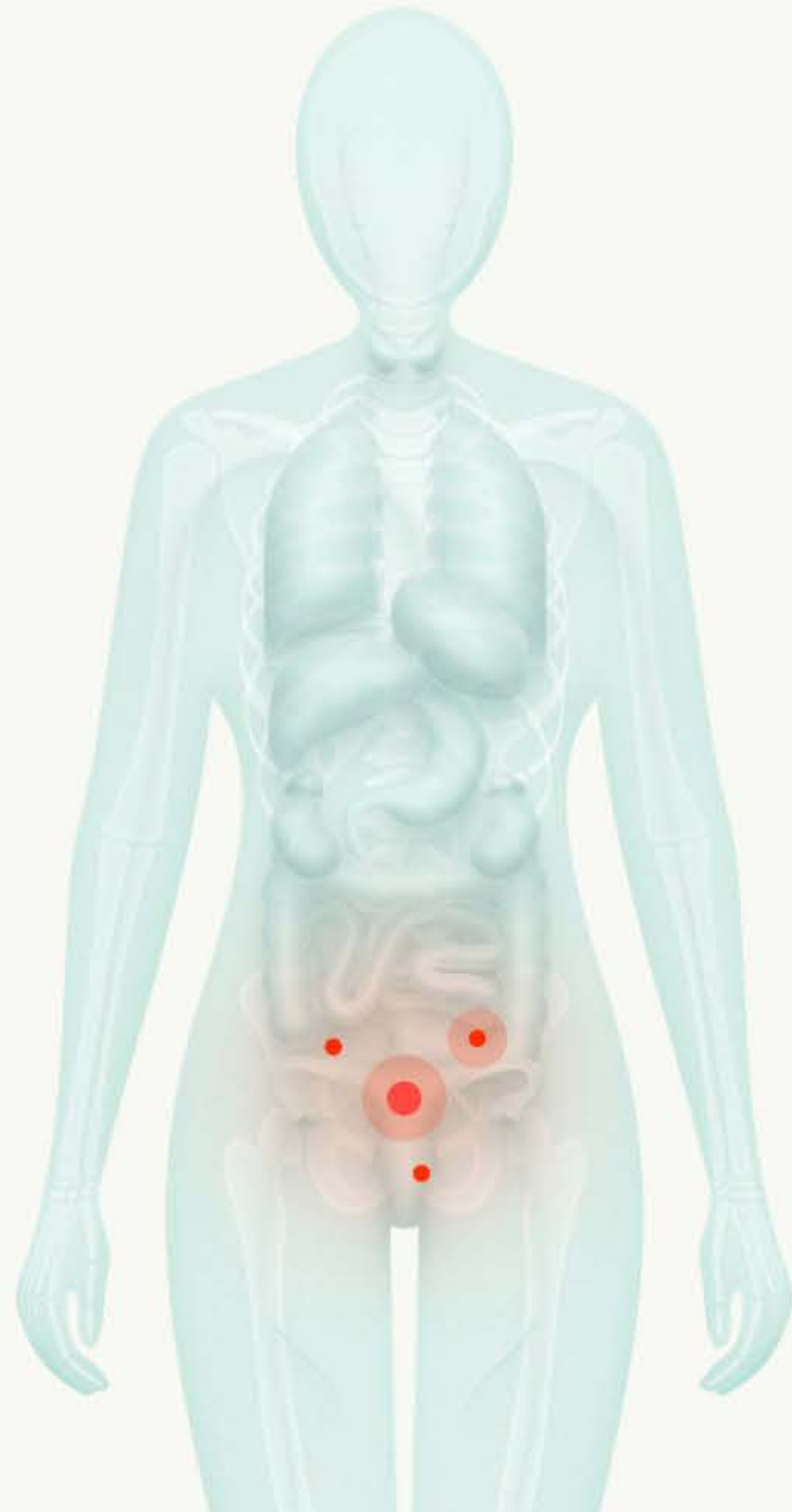
02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



Men have **40% more androgen receptors** than women do, which is why male and female hair loss patterns tend to be different.

Signs of hormonal effects ▲

In men, a receding hairline and thinning at the crown is common while women often see hairline changes or a widening part. Women may also experience acne, unwanted facial hair growth, and irregular periods.

How it affects your hair ▼

How we target it ▼

01 Stress

02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



Men have **40% more androgen receptors** than women do, which is why male and female hair loss patterns tend to be different.

Signs of hormonal effects

How it affects your hair

Genetics, lifestyle, and age all increase the likelihood that DHT will affect hair follicles and cause thinning hair. DHT (Dihydrotestosterone) is an androgen hormone that's responsible for the development of male traits. It's present in both men and, to a lesser extent, in women. It's also produced in the scalp and causes the hair follicle to slowly shrink (a process called miniaturization) and eventually close entirely so that hair can no longer grow back.

While genetics and lifestyle factors play a major role in men's hair thinning, hormonal changes from motherhood, menopause, and stress are significant contributors to DHT imbalance in women.

DHT sensitivity can also be caused by aging, smoking, stress, medications, poor diet, and environmental toxins.

01 Stress

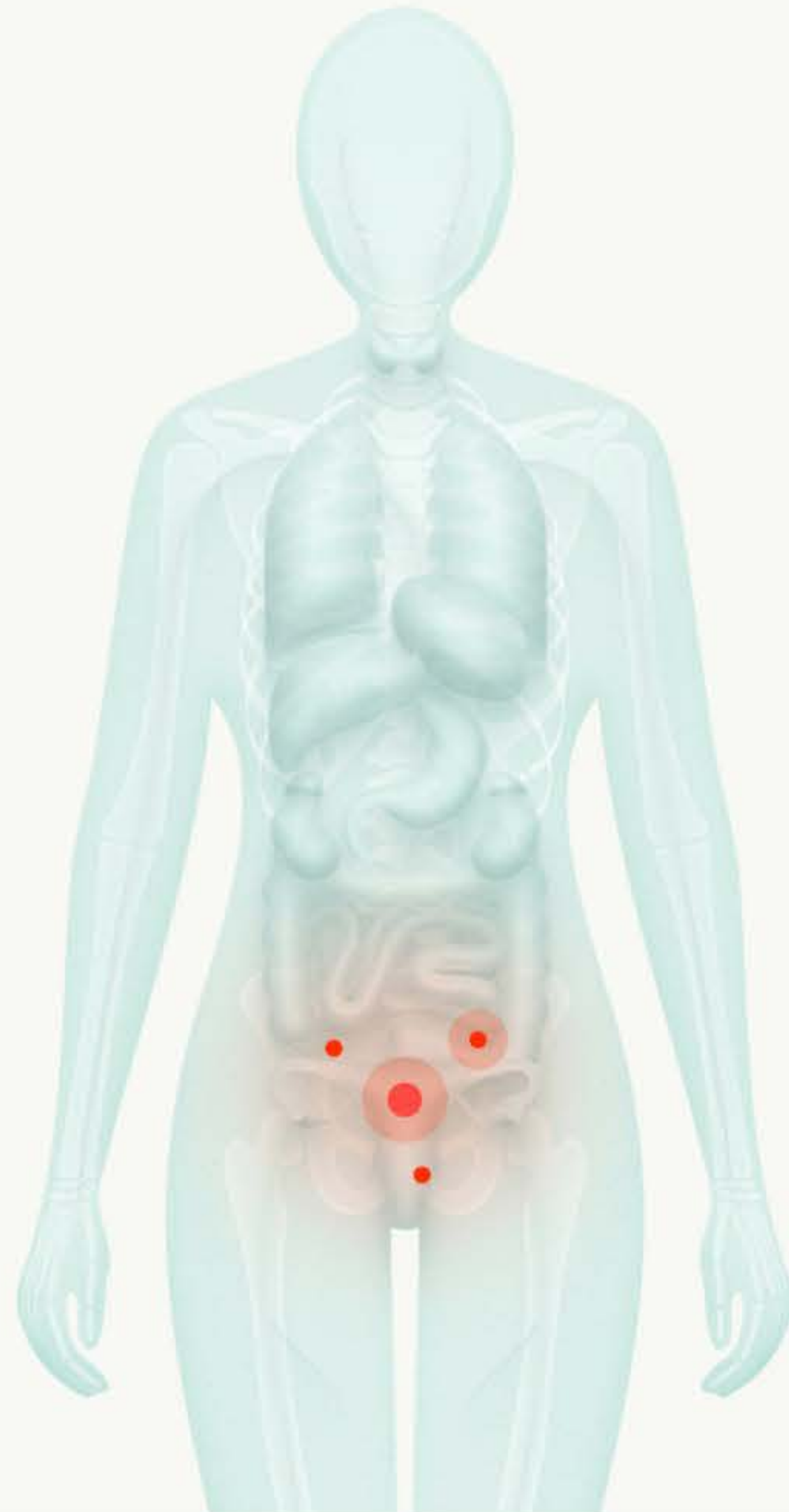
02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



Men have **40% more androgen receptors** than women do, which is why male and female hair loss patterns tend to be different.

Signs of hormonal effects

How it affects your hair

How we target it

Saw Palmetto is known to balance hormones and lower DHT in both men and women (without affecting testosterone levels or compromising sexual health in men like other hair growth products can). Maca is exclusively included in Women's Balance to provide additional support for hormone health through life stages of perimenopause, menopause, and beyond.

[Learn more about these ingredients](#)

01 Stress

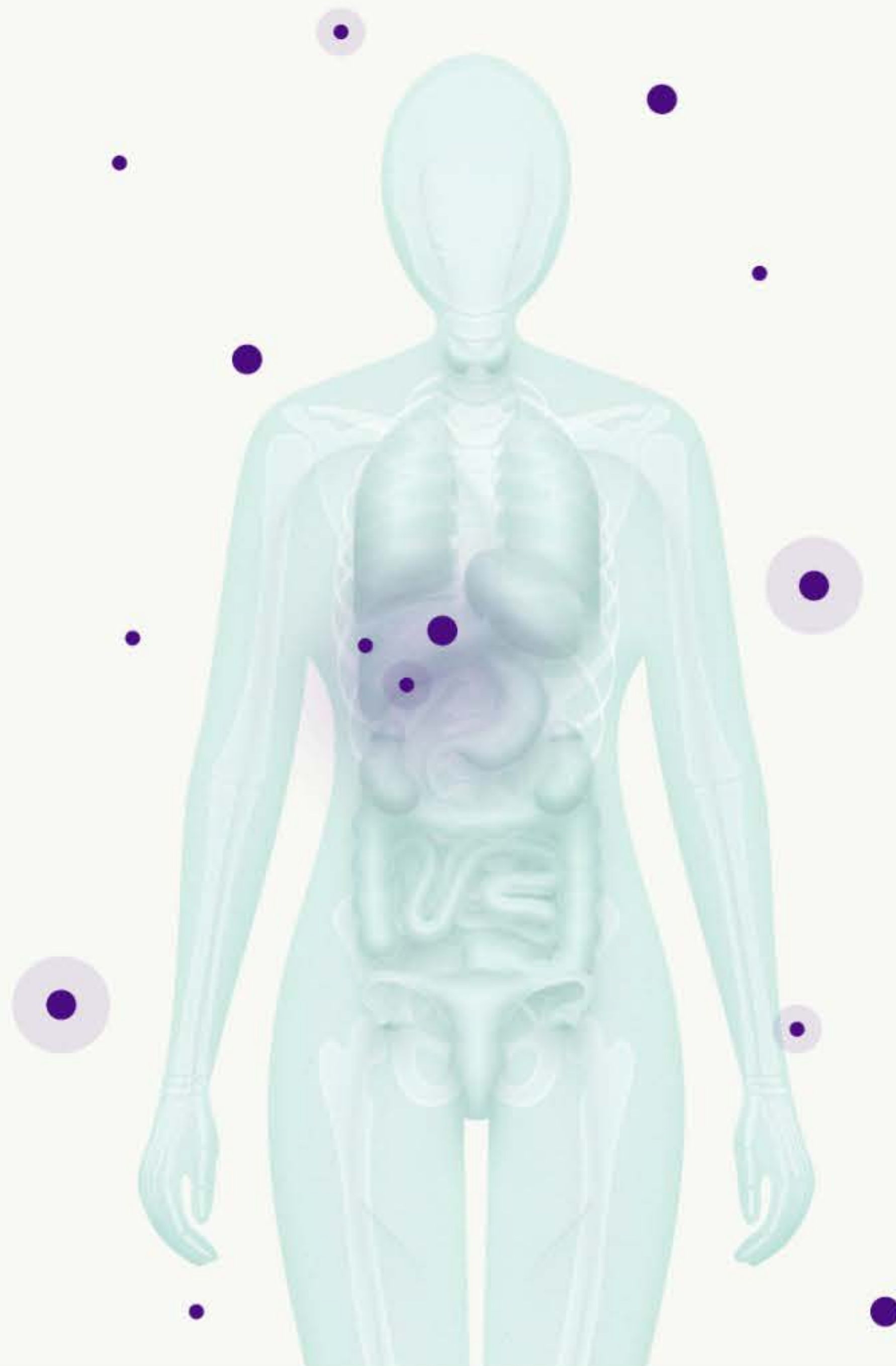
02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



An estimated **93% of Americans** have traces of BPA (plastics) in their bodies.²

Signs of lifestyle effects ▲

All-over thinning, weak and brittle hair, scalp itchiness or dryness, fatigue, food sensitivities, and a low immune system could be signs that environmental triggers are affecting your hair.

How it affects your hair ▼

How we target it ▼

01 Stress

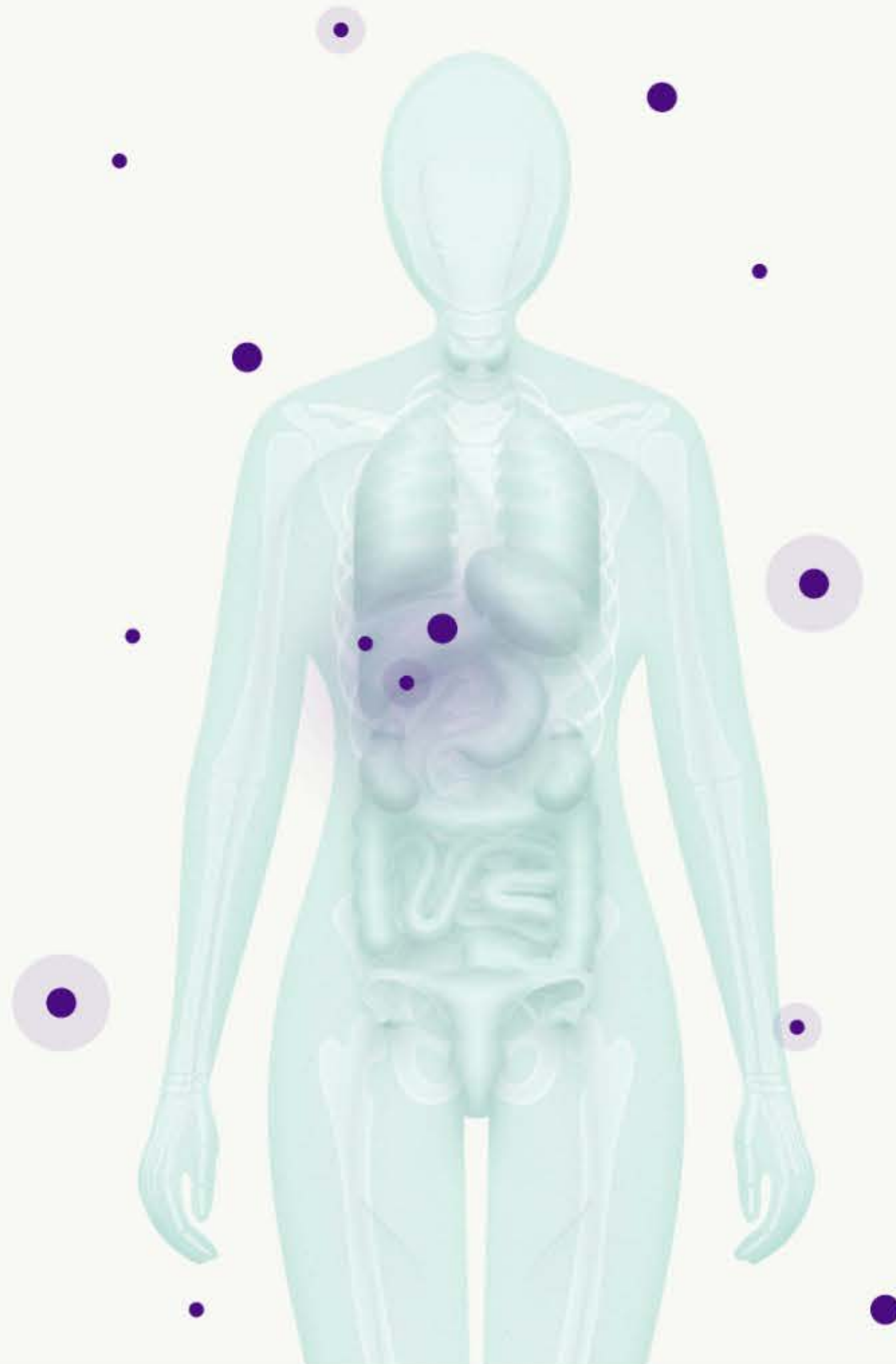
02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



An estimated **93% of Americans** have traces of BPA (plastics) in their bodies.²

Signs of lifestyle effects

How it affects your hair

Lifestyle refers to your surroundings, the products you use, and the foods you eat, which can influence the health of the hair follicle. These expose you to heavy metals like mercury, pollution, cosmetic and household chemicals, plastics, UV rays, and extreme temperatures that can increase oxidative stress (an excess of free radicals in the body) and throw off antioxidant balance. If the body is unable to clear toxins quickly, antioxidants stores are depleted allowing oxidative stress to damage the hair follicle and disrupt normal hair follicle cycling. This can cause weak and thin hair. Physical damage from overstyling is also counted in your hair's environment.

How we target it

01 Stress

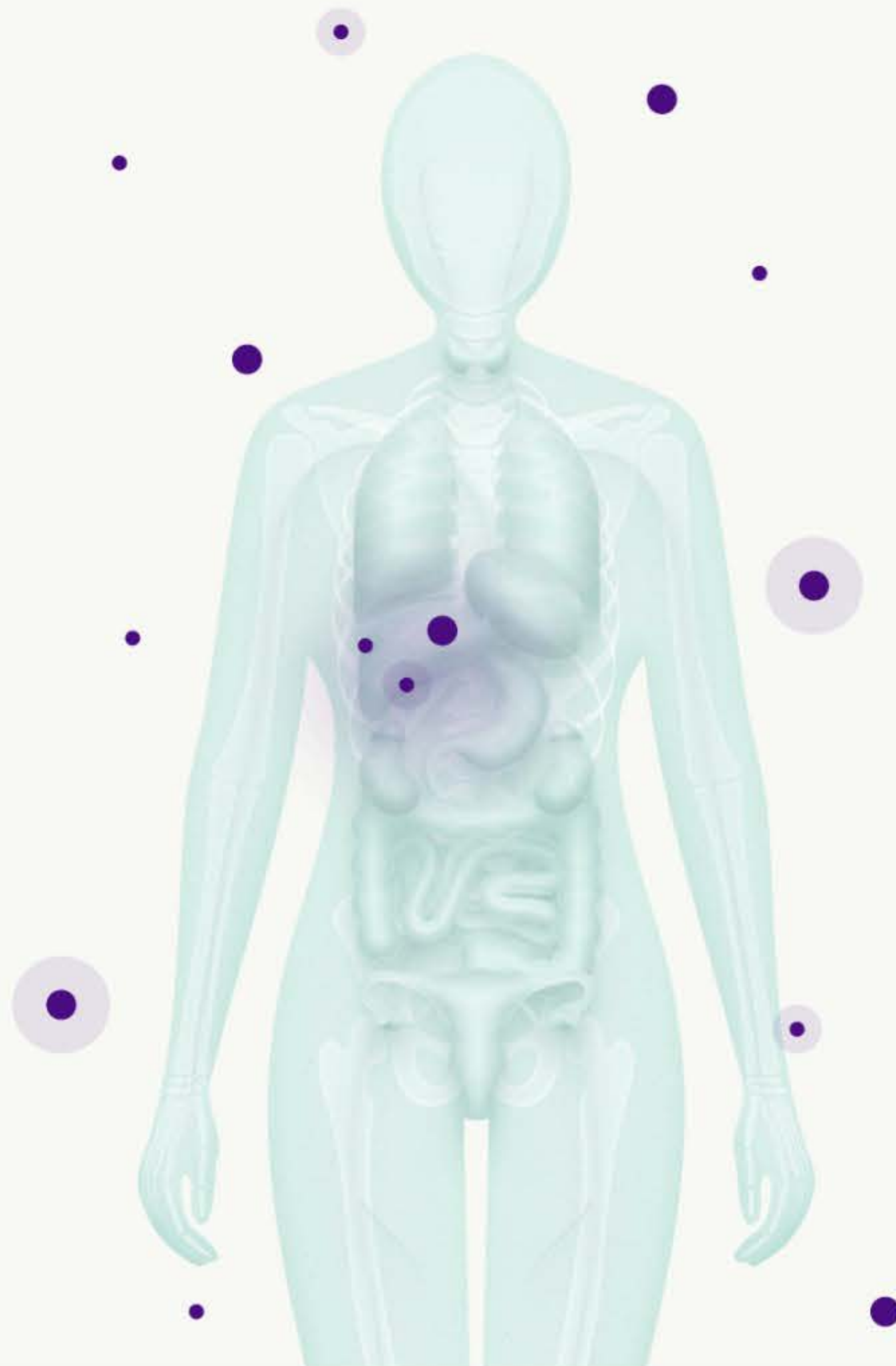
02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



An estimated **93% of Americans** have traces of BPA (plastics) in their bodies.²

Signs of lifestyle effects

How it affects your hair

How we target it

Tocotrienol Complex and Astaxanthin both help reduce oxidative stress to promote scalp and hair health. (Astaxanthin is exclusive to Women's Balance.)

[Learn more about these ingredients](#)

01 Stress

02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



Over 100 million Americans are living with blood sugar issues.

Signs metabolism is playing a role ▲

All-over hair thinning, changes in texture or sebum production, aging, difficulty managing weight, or sensitivity to high carb meals can indicate poor metabolism is affecting your hair.

How it affects your hair ▼

How we target it ▼

01 Stress

02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



Over 100 million Americans are living with blood sugar issues.

Signs metabolism is playing a role

How it affects your hair

The hair follicle has 20 different types of cells that need energy for hair growth. Your cellular metabolism is what provides that energy for your follicles to grow hair. Aging, inflammatory processes, high glycemic diet, hormone imbalance, and thyroid imbalances can all lead to poor metabolism, which leaves your body with less energy to power healthy hair growth.

How we target it

01 Stress

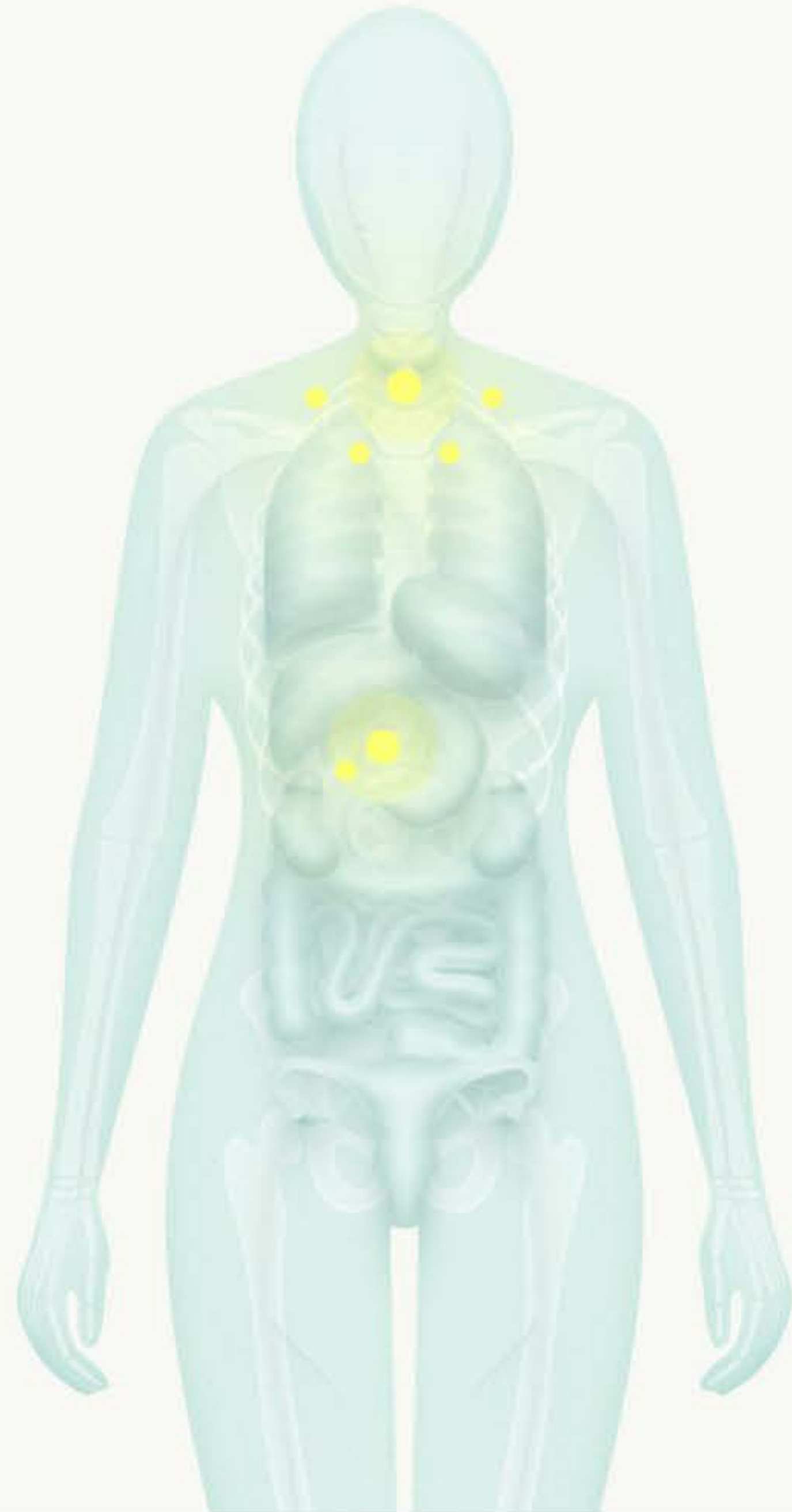
02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



Over 100 million Americans are living with blood sugar issues.

Signs metabolism is playing a role



How it affects your hair



How we target it



Curcumin promotes a healthy inflammatory response to support cellular metabolism and Organic Kelp supports thyroid health. Both are essential for the energy your body needs to grow hair.

[Learn more about these ingredients](#)

01 Stress

02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



85% of adults show poor absorption of nutrients on our Hair Mineral Analysis.³

Signs of inadequate nutrition ▲

All-over thinning, brittle hair, dryness, changes in sebum, fatigue, bloating, gas, and digestive complaints can be telltale signs of compromised nutrition.

How it affects your hair ▼

How we target it ▼

01 Stress

02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



85% of adults show poor absorption of nutrients on our Hair Mineral Analysis.³

Signs of inadequate nutrition

How it affects your hair

Key nutrients from the diet help build hair fibers, texture, and support hair follicle health. Your hair is made up of a resilient protein called keratin, which gives hair its strength. Nutrient deficiencies can result from an inadequate diet. But even if you're eating the right foods, factors like stress or poor absorption from a compromised microbiome can divert essential nutrients away from your follicles to more vital organs leaving less nourishment for growth. Poor microbiome health can result from recent use of antibiotics, aging, a diet low in whole foods or high in processed foods, or lack of exercise.

How we target it

01 Stress

02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



85% of adults show poor absorption of nutrients on our Hair Mineral Analysis.³

Signs of inadequate nutrition



How it affects your hair



How we target it



Marine Collagen provides amino acids your body uses to build keratin and 10 supportive vitamins and minerals like biotin, vitamin D, iodine, zinc, and selenium, which provide nutrition for hair fiber construction to support stronger hair growth.

[Learn more about these ingredients](#)

01 Stress

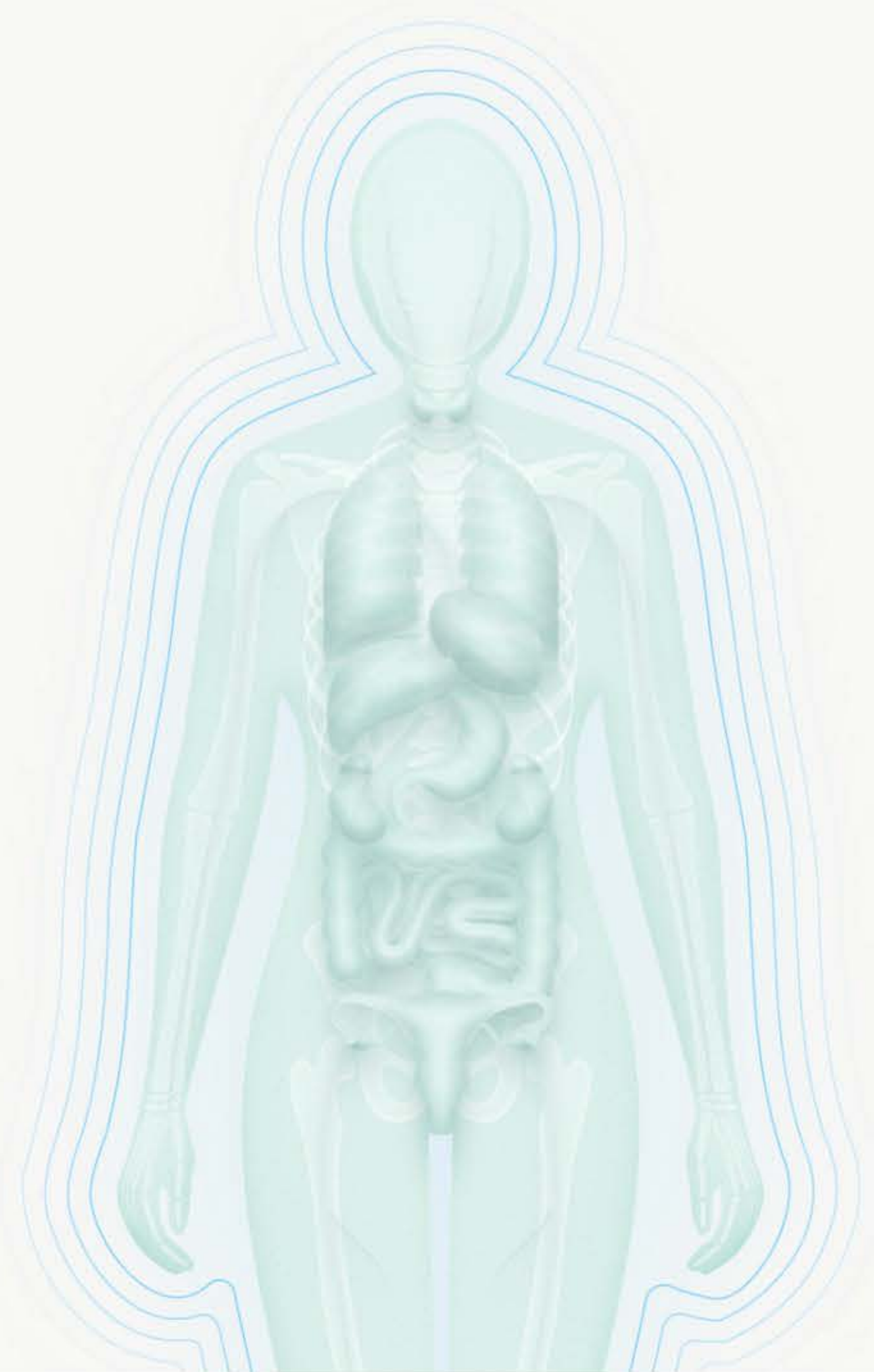
02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



By age 50, you'll lose up to **30% of your collagen.**

Signs of aging ▲

Hair thinning, coarse texture, weakened hair that grows slowly, thin skin, fine lines and wrinkles, achy joints, and brittle bones can all be signs of aging.

How it affects your hair ▼

How we target it ▼

01 Stress

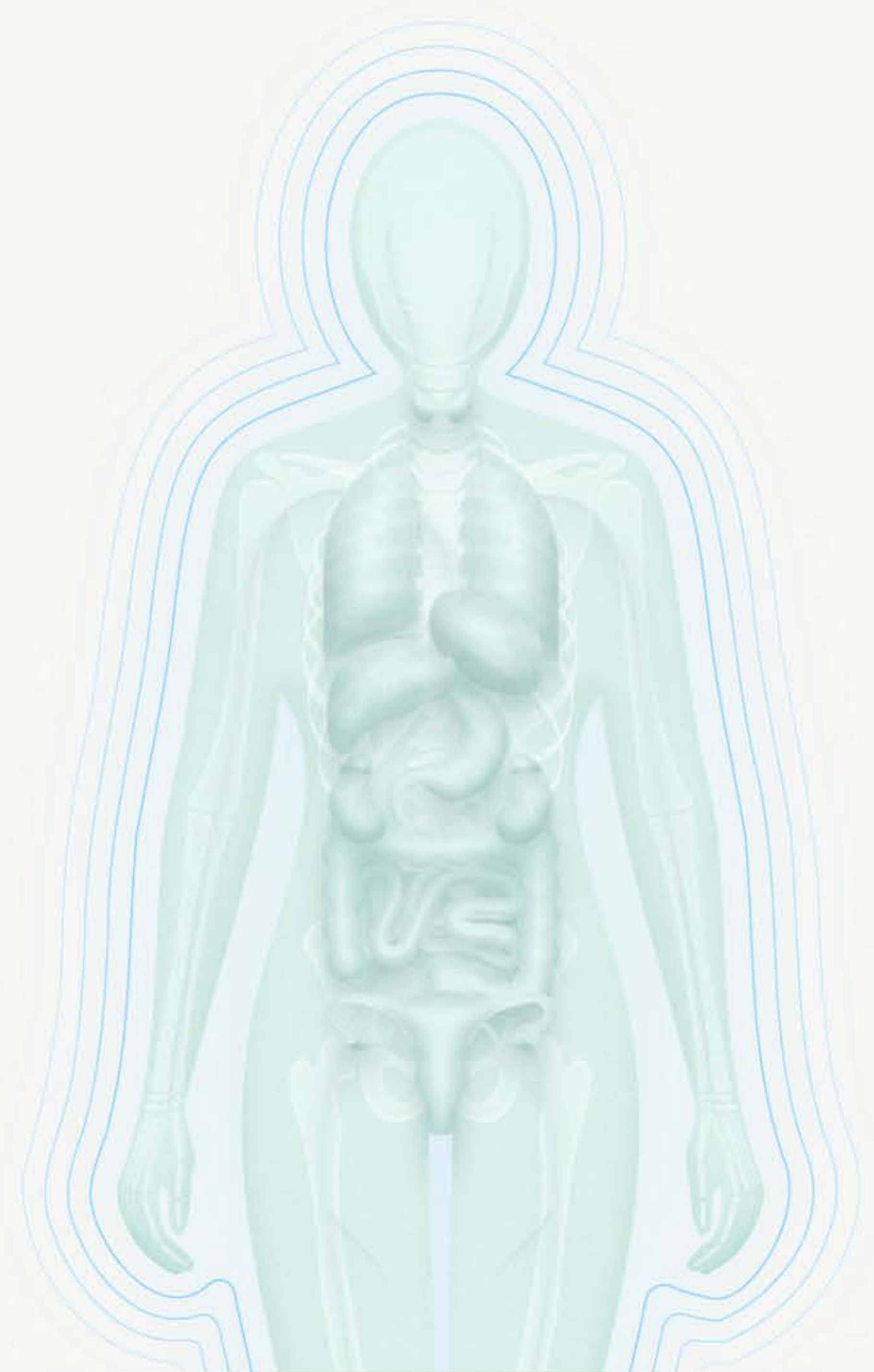
02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



By age 50, you'll lose up to **30% of your collagen.**

Signs of aging



How it affects your hair



The scalp loses collagen and elastin as you age. This structural breakdown prevents key components like blood vessels, lipids, melanocytes, and nerve endings from protecting, hydrating, and replenishing nutrients needed for hair growth. As a result, hair becomes shorter, weaker, and less pigmented.

How we target it



01 Stress

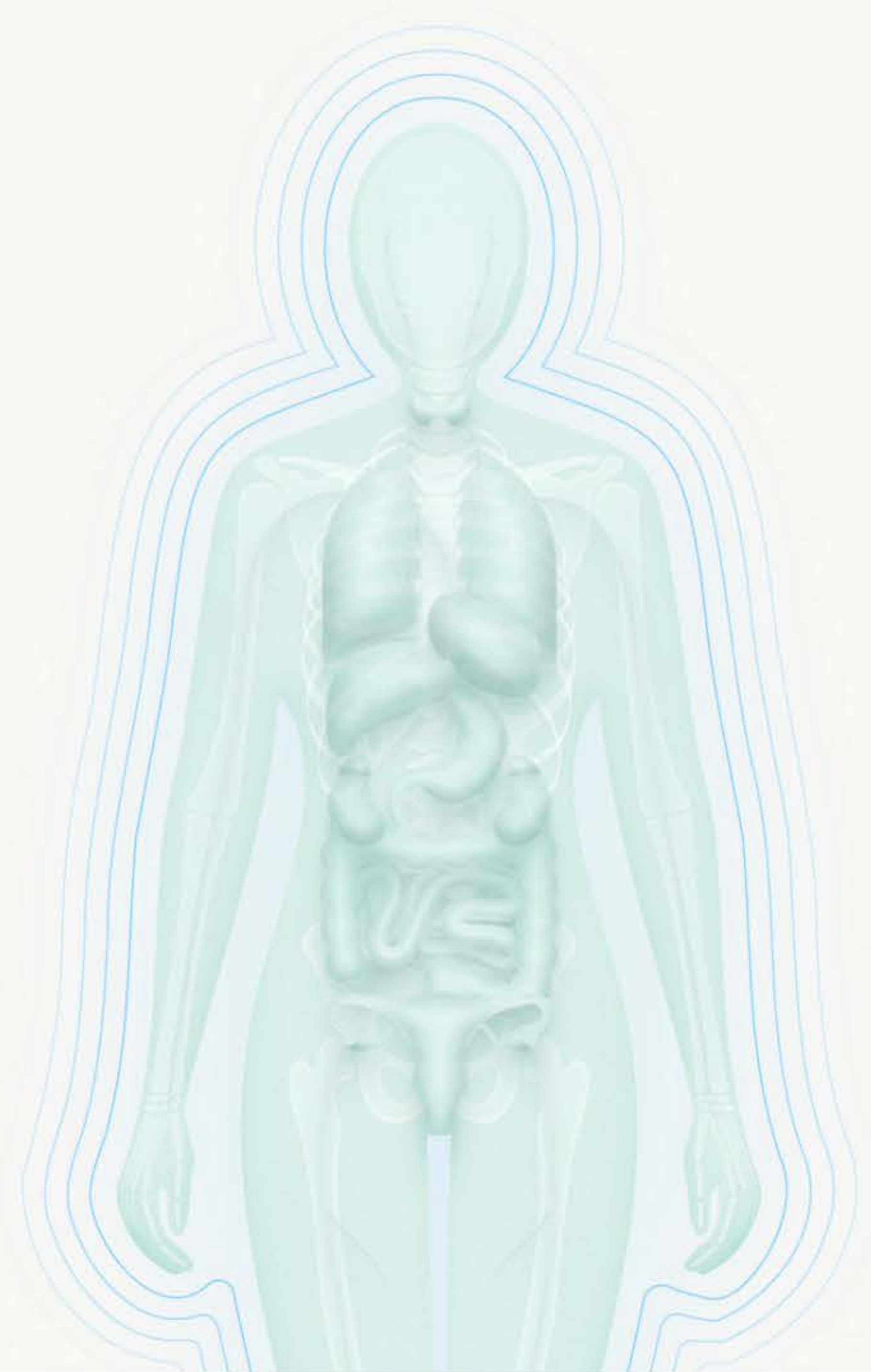
02 Hormones

03 Lifestyle

04 Metabolism

05 Nutrition

06 Aging



By age 50, you'll lose up to **30% of your collagen.**

Signs of aging



How it affects your hair



How we target it



We use **Marine Collagen Peptides** to replenish key amino acids that build strong hair and provide hydration to the scalp, plus **Vitamin D** to reduce hair damage.

[Learn more about these ingredients](#)

Which root causes may be affecting your hair growth?

Take the Quiz to find out →

Triple-verified *product research.*

01.

Peer-reviewed and published—a distinction normally reserved for pharmaceutical methods.⁴⁻⁵

[Learn More About Our Publications →](#)

02.

While many supplement brands rely on ingredient studies, **we clinically test our finished hair growth formulas to show that they improve hair growth.**⁵⁻⁸

[See the Results of our Clinical Studies →](#)

03.

The ingredients in our **patented Synergen Complex[®]** are each **backed by clinical research.**⁴

[Learn More About Our Ingredients →](#)

1. Association of the Global Organization for Stress, 2020. 2. Centers for Disease Control, 2007. 3. Data on file, 2019. 4. Farris, P. J Drugs Dermatology, 2017. 5. Ablon, G. J Drugs Dermatology, 2018. 6. Data on file, 2020. 7. Data on file, 2020. 8. Data on file, 2020.



The #1 dermatologist-recommended hair growth supplement brand.

Nutrafol[®] is built on a science-backed approach to whole-body wellness and hair health. Our products are clinically tested and physician-formulated to support different bio-specific needs during various life stages and lifestyles so that you can grow into the best version of yourself.

Our Patent

Nutrafol[®] is a registered trademark of Nutraceutical Wellness, Inc. Synergen Complex[®] is a registered trademark of Nutraceutical Wellness Inc. U.S. Patent Nos. 11,213,478, 10,709,659 and 10,688,037.

Hair Wellness

Shop Products

The Science

Ingredients

Results

Find A Provider

Blog

FAQ

Company

Contact

Press

Careers

Our Story

Our Service

Become A Partner

Social Purpose

Legal

Terms Of Use

Privacy Policy

Sign up to our mailing list and get \$10 off your first subscription order.

Your Email Address



© 2022 Nutraceutical Wellness Inc. All Rights Reserved. These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

