

Offer Your Clients Essential New High Tech Haircare Services

Revolutionary HairCheck System Measures Hair Loss, Breakage and ReGrowth

Today, hair loss and hair thinning affects an estimated 75% of all men and 10% of healthy women. As clients turn to beauty professionals in the salon, spa and hair replacement industries, they want to know the status of their hair loss and if the products or services they are using to promote hair growth are actually working. Devices that generate quantitative data regarding hair loss and growth have not been available previously, so evaluating the success of treatments for hair loss has been largely limited to observation. Until now, there has been no way to measure the quantity of hair in an area of scalp or the amount that has re-grown as the result of salon, laser or dermatology treatments.

The patented Divi International HairCheck® device is the first scientific tool to actually measure hair thinning, hair breakage and hair regrowth. CEO Mike Vidal notes, "We anticipate that this new HairCheck measurement device will become the standard service throughout the beauty industry as well as for medical professionals. Salons, barbers, day spas, medical spas, hair replacement centers, dermatologists and other medical providers are all markets that will benefit from this valuable service." The patented HairCheck technology gives a precise scientific measurement of how much hair is present in an area of scalp, measuring both the hair density and hair diameter within that area. Breakage is also measured, which allows for product and service recommendations that address the damage.

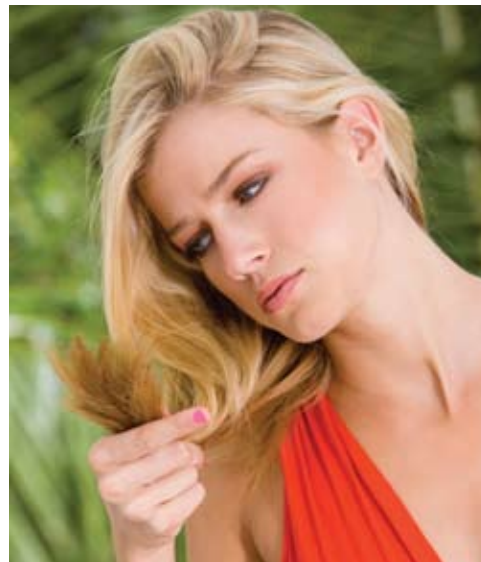
The HairCheck device measures both the number of hairs in a two by two centimeter area as well as their diameter and displays them as a single value called the Hair Mass Index. The first measurement is performed at the back of the head just below the occipital bone for the baseline count of healthy hair. The second measurement is taken at the affected area on the top of the head. The technician then calculates the percentage of loss from the back of the head to the top. Readings for hair loss are usually performed every three to four months, while readings for hair breakage may be done more frequently. National Sales & Education Manager Richard Gundry says, "We are now able to give quantifiable results versus visual results for hair loss and breakage. If you were on a diet, you wouldn't be able to accurately measure how much weight you'd lost if you didn't have a scale! We are the scale to

measure hair loss. If you cannot measure hair loss, then you cannot monitor it."

Hair loss treatments are rarely suggested to consumers until the hair is visibly thinner, but by that time as much as 50% of the hair in the thinning areas is already gone. With HairCheck, salon and hair replacement professionals will be able to measure how much hair their clients have lost in the affected area, perhaps years before balding becomes obvious to the naked eye. HairCheck enables haircare professionals or physicians to recommend home care products or hair restoration services based on scientific, credible evidence. On return visits, the success of the treatments will be determined with recommendations adjusted, based upon actual measurements. The HairCheck is easy to use and it takes only a few minutes to evaluate hair loss or breakage.

Mike Vidal worked with renowned hair transplant surgeon Dr. Bernard Cohen to develop Cohen's invention of the first tool to effectively measure hair loss. "I was extremely excited about getting involved with this new revolutionary technology and saw the incredible potential of offering this valuable new service in salons, hair replacement centers and medical offices. I want Divi International to be responsible for introducing this innovative new technology and methodology throughout the world," Vidal says.

With HairCheck, hair loss professionals will now be able to add thousands of dollars to their monthly incomes. Implementing this simple, yet scientific new salon service will enable hair loss specialists to successfully grow their businesses, while providing clients with valuable hair loss solutions. **Visit www.HairCheck.com, email HairCheck@DiviUSA.com or call 1-305-253-9200.**



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With HairCheck**

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The HairCheck device is a handheld electronic tool. It has a purple and white body with a digital display screen in the center. At the top, there is a small opening for a hair sample. The device is shown in a close-up, angled view.

The HairCheck® Measurement System will allow you to potentially add thousands of dollars to your monthly income, quickly earning back your investment with as few as five new clients. HairCheck® is an essential new service to offer your clients and will help to market your hair loss services, retail professional products, increase client referrals and successfully grow your business!

Four small, square images arranged in a row, showing the HairCheck device being used on a person's head. The first image shows the device being held near the hair. The second image shows the device being used to measure a section of hair. The third image shows the device being used to measure a section of hair. The fourth image shows the device being used to measure a section of hair.

**A Revolutionary New System
That Measures Hair Loss,
Hair Breakage and Response
To Hair Growth &
Strengthening Products.**

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