



surface™
HAIR HEALTH ART

AWAKEN

STIMULATE & REVITALIZE THINNING HAIR

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[AWAKEN THINNING HAIR HEALTHY SCALP](#)



AWAKEN

Thinning Hair, Alopecia, Postpartum, Stress, Seasonal Rapid Loss, Dandruff, Psoriasis, Itchy Scalp, Oily Scalp. Awaken Therapeutic products are a clear and simple solution to revive your scalp & hair.

Awaken Therapeutic Hair Care & Styling from Surface combines innovative technology and organic botanicals to create a healthier scalp with faster growing, visibly thicker hair. Awaken aids the bodies ability to produce robust, fuller hair by maximizing cellular rejuvenation, reducing DHT for a fuller follicle and supporting this process with a network of botanical fibers, increasing the hair's diameter.





MEN'S THINNING HAIR: Awaken Shampoo, Conditioner, Treatment twice a day. Awaken Elixir twice a day. Stylist: Eleanor Banda, Affinity Hair Salon.



WOMEN'S THINNING HAIR: Awaken Shampoo, Conditioner, Treatment Daily. Awaken Masque once per week. Styled with Awaken Mist & Mousse. Stylist: Jody Vaca, Jody Vaca Hair Artistry, Lee's Summit, MO



THINNING HAIR: Awaken Shampoo, Conditioner & Treatment Daily. Stylist: Carol Malcom, The Salon, Glenwood IA

SURGERY: Awaken Shampoo, Conditioner & Treatment Daily. Stylist: Carol Malcom, The Salon, Glenwood IA

A HEALTHY SCALP PRODUCES HEALTHY HAIR

Hair growth begins at the Cellular Generation Zone, as cells develop they move up the follicle ultimately becoming hair fiber. The Cellular Generation Zone must receive the proper nutrients and essential micro-minerals to provide strong vigorous growth. The follicle needs to be healthy and accessible to provide for the maximum fullness as the hair grows.



FOUR KEY STEPS TO A HEALTHY SCALP & HAIR

- 1. CLEANSE:** Naturally derived sulfate free Coconut oil surfactants deeply and gently cleanse the scalp sebaceous glands and follicle.
- 2. STIMULATE:** Mint and Capsicum stimulate the scalp and help in the delivery of vital nutrients to the Cellular Generation Zone.
- 3. STRENGTHEN:** Cationic gluten free Proteins of Amaranth and Keravis combine with an Amino Acid Complex led by Lysine to strengthen new hair as they emerge.
- 4. REVITALIZE:** Botanical extracts led by Saw Palmetto encourage and invigorate growth while helping to reduce DHT, thus maximizing the follicle size and enabling it to produce a thicker hair. Sandalwood extract provides kinetic energy to speed delivery of Biotin and mineral ferments of Silica, Magnesium, Copper, Iron and Zinc along with antioxidants helping to keep the scalp, follicle and hair healthy inside and out. These mineral ferments aid in an anti-aging process by helping to stabilize a healthy cell turnover and in the development of new cells, ultimately promoting hair growth.



THE PROBLEM

• SLOW GROWTH (Cellular Generation Slows)

- Directed from DNA. Hair density peaks from age 16 to 22.
- Aging; the body reduces its production of Essential Micro Minerals necessary for cellular rejuvenation.
- Blockage of sebaceous glands and follicle inhibits growth.
- Circulation slows limiting nutrients to the Generation Zone.
- Irregular cellular regeneration is often the cause of dandruff, psoriasis, itchy and oily scalp.

Blockage of sebaceous glands & follicle inhibits growth



• ALOPECIA (Male & Female Pattern Baldness)

- DHT is a hormone that forms naturally by the enzyme 5-alpha-reductase converting testosterone to DHT.
- DHT (dihydrotestosterone) causes shrinkage of the follicle and reduced cellular generation; resulting in weak, thinning hair & loss.
- Our DNA, stress, hormonal shifts (pregnancy) can trigger a higher production of DHT. Our DNA determines our levels of enzyme 5-alpha-reductase & testosterone.
- Hair will appear finer, weaker and have limited growth.

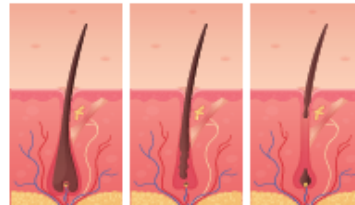
Dihydrotestosterone (DHT) reduces cellular rejuvenation.



• RAPID THINNING & SEASONAL LOSS

- At a person's life peak they have approximately 100,000 hair on head. Avg. 80-100 shed per day.
- During healthy growth 90% of hair is in Anagen Stage. 10% of hair is in Catagen & Telogen Stage.
- Late fall and early winter In North America, Anagen Stage reduces to approximately 75%, increasing hair loss and dull appearance.

Awaken keeps hair in Anagen stage longer.



Anagen (Growth)

Catagen (Transition)

Telogen (Shedding)

AWAKEN SCIENCE IS THE SOLUTION

• AWAKEN STIMULATES CELLULAR GENERATION & A HEALTHY SCALP

1. Essential Micro Minerals specifically copper, iron, zinc, silica & magnesium rejuvenate and revive. Amino Acid's including Lysine provide the building block for proteins, repair damaged hair, promote healing of the scalp and reduction of free radicals. Moringa in Masque: 30 anti-oxidants, 10 vitamins, 18 Essential & 10 Non Essential Amino Acids. Awaken Elixir provides Biotin; maximizes cellular rejuvenation.
2. Increases circulation from cayenne pepper, mint leaf & peppermint oil.
3. Deeply cleanse the scalp while gently cleansing the hair with naturally derived, color safe, sulfate free cleansers & conditioners.

• AWAKEN WORKS TO REDUCE DHT & STRENGTHEN NEW GROWTH

4. Awaken Reduces DHT by working to block enzyme 5-alpha-reductase from converting testosterone. Awaken is DRUG FREE (MINOXIDIL FREE). Botanical extracts specifically Saw Palmetto work to block the enzyme allowing the follicle to maximize full growth.
5. Awaken Immediately strengthens new emerging hair with the gluten free Trinity Protein Complex of Organic Amaranth, Soy and Keravis.

• GROW HAIR LONGER, STRONGER AND FASTER

There are three cycles of hair growth. The only time hair is growing is in the Anagen stage. The length of the Anagen stage varies per person based on their DNA. If a persons Anagen stage is 3 years long their hair will stop growing at approximately 18" (mid back); if the Anagen stage is 6 years hair may grow to the waist. For hair to grow longer in length your Anagen stage must be longer. Awaken helps keep hair in Anagen stage longer and growing faster.



AWAKEN THERAPEUTIC SYSTEM

SIX STEPS TO AWAKEN A HEALTHY SCALP PRODUCING HEALTHY HAIR



1. SCALP ELIXIR

Pre-shampoo; wet scalp then mist with Elixir, massage for one minute, leave on. Santalum album (Sandalwood) extract stimulates the scalp speeding the delivery of D-Biotin and prepares the scalp for stimulation of shampoo.



2. SHAMPOO

Massage 1st lather one minute and rinse. Lather Twice. Shampoo cleanses, stimulates and prepares the scalp for Awaken Treatment.



3. MASQUE/CONDITIONER

Massage into scalp for one minute, work through hair, rinse. Masque provides additional ex-foliation, stimulation & weightless moisture. Masque may be used daily in place of conditioner or at least once every five shampoos.



4. SCALP ELIXIR

Mist scalp, leave on. Kinetic energy speeds delivery of D-Biotin and prepares scalp for Treatment.



5. TREATMENT

Apply drops or stream into thinning areas on scalp and massage in for one minute. For best results use morning and night.



6. AWAKEN MIST

Mist hair prior to combing or styling. Provides condition and thickening fibers to support volume.





AWAKEN BOTANICAL STYLING

BOTANICAL FIBERS VISIBLY INCREASE THE THICKNESS OF HAIR



1. AWAKEN MIST

Leave-in conditioner for weightless moisture & strength for fine hair. Provides thickening benefits for styling while stimulating the scalp.



2. THICKENING CREAM

Pre-Blow Dry / Styling Primer. Apply to fine hair prior to applying Awaken Mousse for volume. With long hair focus on ends to maximize strength.

NATURAL STARCHES AND SUGARS PROVIDE VOLUME, HOLD & PROTECTION



3. AWAKEN MOUSSE

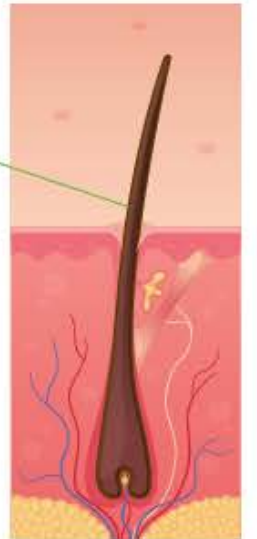
Flexible Amaranth protein adds strength, volume and control to fine hair while Saw Palmetto, Lysine and the Color Vita-Complex work to support a healthy rejuvenated scalp.



4. AWAKEN HAIR SPRAY

Use for thermal protection and styling hold while Saw Palmetto, Lysine and the Color Vita-Complex work to support a healthy rejuvenated scalp.

Thicken the hair fiber with botanical fibers providing volume and hold.





AWAKEN SCALP FACIAL

MAXIMIZE THE AWAKEN THERAPEUTIC SYSTEM WITH AN IN SALON SCALP FACIAL

1. AWAKEN SCALP ELIXIR

Pre-Shampoo; mist scalp with Elixir, massage for one minute, leave on then shampoo.

2. AWAKEN SHAMPOO

Cleanse & stimulate with a one minute scalp massage during second lather. Rinse. Cayenne, Peppermint Oil & Mint stimulate scalp and the follicle.

3. AWAKEN MASQUE

Massage into scalp for seven minutes. While massaging scalp, squeeze Masque through to ends of hair. Moringa detoxifies and rejuvenates scalp and hair.

4. AWAKEN SCALP ELIXIR

Apply to scalp, massage for one minute and leave on.

5. AWAKEN TREATMENT

Apply to scalp, massage in for one minute and leave on. Micro minerals & botanicals revitalize and nourish for healthy growth. Saw Palmetto works to decrease DHT, encouraging a healthy follicle.

6. AWAKEN DAILY HOME CARE

Pre-shampoo; mist scalp with Awaken Elixir and leave on. Massage 2nd lather of Shampoo for one minute & rinse. Massage Conditioner for one minute and rinse. Awaken Masque should be used once every five shampoos and may be substituted daily for conditioner. Mist scalp with Elixir and apply Awaken Treatment to scalp and leave on. For best results apply Elixir & Treatment morning and night. Use Awaken styling products to increase the benefits of the system and visibly thicken hair.



"40% of women and 85% of men will experience hair loss and scalp challenges. The earlier in life that hair loss is addressed the better the results. Hairstylists are often the first people to notice these issues and have a tremendous opportunity to help with their professional recommendation of Awaken Therapeutic Treatment and Styling products. A drug free system supported by certified organic botanicals creating a healthier scalp with faster growing, visibly thicker hair. Awaken your scalp and hair today!"

Wayne Grund - Surface Founder & 40 Years Stylist/Salon Owner

