

THE HAIR GROWTH CYCLE

1. ANAGEN: THE GROWTH PHASE

At any given time, up to 80%–90% of the hair on your head is in this phase. During Anagen, hair fibers are made through the production of protein and keratin. The hair follicle begins to emerge from its pore, while oil is produced by sebaceous glands to protect and condition hair.

2. CATAGEN: THE TRANSFORMATION PHASE

Up to 1%–2% of your hair is in this phase right now. During Catagen, the hair follicle shrinks, a part of it is destroyed, and the dermal papilla (which nourishes the follicle) breaks away to rest and rejuvenate. Catagen can last anywhere from 2–3 weeks.

3. TELOGEN: THE RESTING PHASE

Up to 15% of your hair is in this phase. During Telogen, these hairs do not continue to grow, as their nutrient supplier (dermal papilla) is in a resting period. Hair remains in the follicles for about three months, and is gradually shed during exogen, which is part of the Telogen phase. Telogen can last anywhere from 3–4 months.

The exclusive 18 key ingredients and PentaPlex and TetraPlex dual complexes work with the natural phases of hair growth to provide optimal levels of these key nutrients.

FIVE LEVELS OF HEALTHY HAIR GROWTH

LEVEL 1

The active ingredients start to deliver essential daily nourishment to every hair follicle.

LEVEL 2

Healthy hair starts from within – up to 6mm beneath the scalp's surface. Aviva begins to work on healthy hair production – boosting strength.

LEVEL 3

Baby hairs begin to emerge around the hairline. Thin, dull and wispy hair is nourished by the dual complex. Aviva starts building length, as hair shedding and breakage is reduced.

LEVEL 4

Nourished hair emerges on the scalp faster. Hair appears stronger, thicker and more beautiful.

LEVEL 5

Existing hair becomes healthier, stronger and more vibrant. The dual complexes work to rev-up Anagen and slowing down Catagen phase and decreasing the Telogen of the hair growth cycle.

