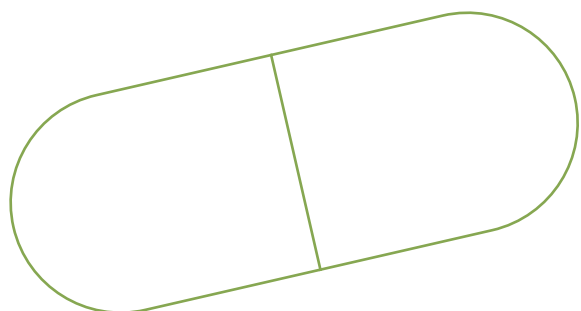
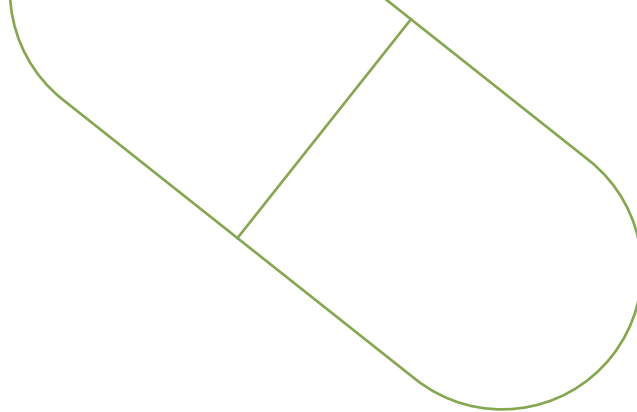


divi

To the Roots

Hair Vitamins



Published by Divi™
April 2023



Contents

Introduction

Our Philosophy	3
Product Mission	4

Technology

Hair Vitamin Overview	6
Beadlet & Capsule Technologies	7

Ingredients

Selection Process	9
Divi Roots-9 Complex	10
Our Other Ingredients	11
Collagen	12

More Information

Competitive Comparison	13
Product Pricing	14
Production Standards	15
Scalp Health Routine	16
FAQs	17
Credits	18

Our Philosophy

Divi is committed to sharing the information and research behind our *To the Roots* Hair Vitamins in this scientific overview because we believe in collaboration over competition. We recognize the challenge of hair loss and hair thinning and have endeavored to create a solution with high-quality, high-performing and scientifically supported ingredients.

At Divi, we prioritize a quality product over profit, and our aim is to empower individuals with the knowledge they need to make informed decisions about their hair health.

By making this information available to everyone, we hope to encourage collaboration and promote the development of effective solutions for the common good by working together to push the boundaries of science.

To the Roots Product Mission Statement

Divi's *To the Roots* Hair Vitamins are formulated with innovative technology and science-backed ingredients, including our *Roots-9* Complex, to promote healthy hair by addressing the underlying causes of hair loss and thinning.





Divi created *To the Roots* Hair Vitamins to provide an innovative dietary supplement for transformative results.

The supplement industry has long been saturated with products that fall short on delivering effective outcomes. At Divi, we pride ourselves in our work to exceed current market offerings and we've created a product with high-quality ingredients backed by scientific research. To ensure the optimal quantities of our ingredients, we omit filler ingredients that are often added by others in order to simply make inclusion claims.

We are also pushing the boundaries of product technology by incorporating slow-release beads for effective delivery of benefits. Our goal at Divi is to meet consumer needs by striving to create the best possible product, and we are committed to driving innovation in the hair vitamin industry.

To the Roots Hair Vitamins

Quick Facts



Slow-Release

Beadlet Technology



Vegan



**Made in an FDA-Registered,
NSF-Certified Facility**



**Formulated with Science-
Backed Ingredients**



**Made in the U.S.A. with
Globally Sourced Ingredients**



Slow-Release Beadlet Technology



The Capsules

Our *To the Roots* Hair Vitamins are encapsulated in HPMC (Hydroxypropyl Methylcellulose) capsules, derived from plant-sourced cellulose, as a vegan alternative to gelatin capsules.



The Beadlets

These beadlets may help delay the release of ingredients until the supplement reaches the small intestine to increase nutrient absorption.



Advanced Technology in the Palm of Your Hand

Divi is bringing pharma technology into the consumer market in the form of our *To the Roots* Hair Vitamin beadlets.

This beadlet technology was originally designed to deliver drugs into the system in a more sustainable way. Not only have modified- and extended-release beadlet coatings minimized the need for multiple daily dosages, but the technology has also made it possible for active ingredients to

delay their release until they reach their intended destination. Now, as we use this technology in the world of supplements, the delivery of key vitamins and minerals in our Hair Vitamins more closely mimics the body's natural digestion of food for more controlled absorption.

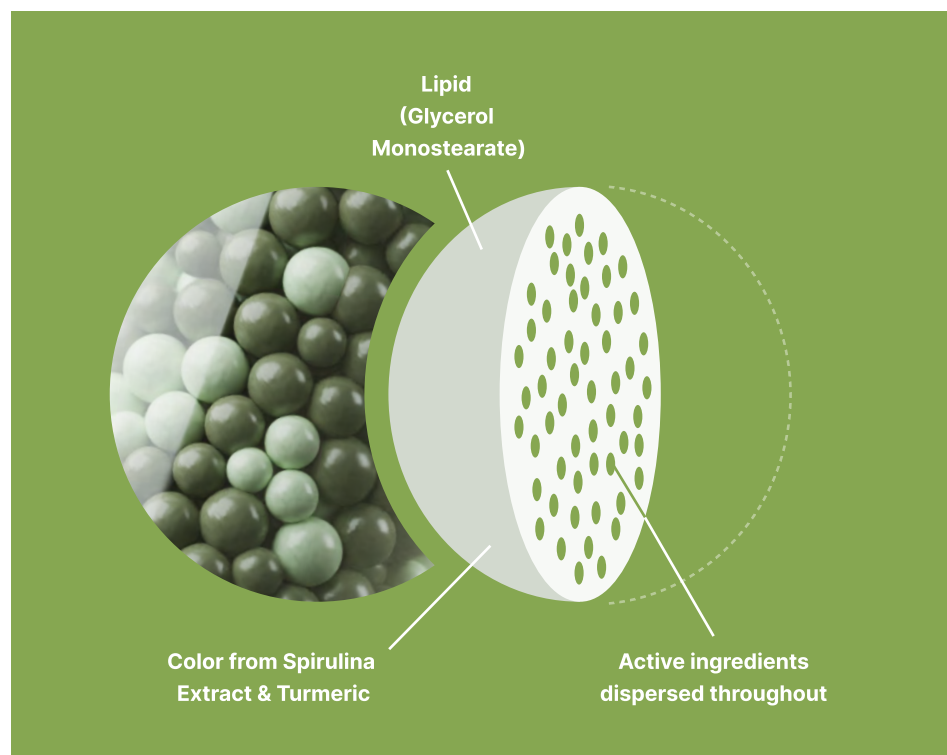
Designed for Absorption

Beadlets are designed to support the stability of actives and lipids enhance their absorption into the body.

Delayed Release*

Beadlets may help delay the release of active compounds while the capsule travels through the digestive tract and into the small intestine (where most nutrients are absorbed.)

*Based on two separate experiments done by Equity Labs and a third party, independent lab (Nutri-Biome Analytical Laboratory) using digestive track simulations and models.





Ingredient Selection Process

- 1 What need are we trying to address?
- 2 What ingredients are well-researched and shown to address these needs?
- 3 What additional benefits can we provide through this ingredient's inclusion?
- 4 What clinical studies have been done on the key ingredients?
- 5 Can we include an effective dosage of the ingredient?
- 6 Is the ingredient vegan?

Our *Roots-9* Complex



Divi's *Roots-9* Complex contains proven ingredients to help reduce the stress and anxiety that can lead to hair thinning and shedding, as well as the oxidative stress that can negatively impact scalp health.

KSM-66® Ashwagandha Root Extract	The ashwagandha root extract (made without leaves) with high concentration, bioavailability and an extensive set of research studies and clinical trials. Ashwagandha is an adaptogen that helps decrease stress, a factor that can negatively impact hair. ^[8]
Gamma E Blend	A blend of tocopherols with different sources of vitamin E, an antioxidant that interacts with free radicals to prevent them from causing damage and, in some cases, hair loss.
Beto Sitosterol	An antioxidant sourced from plants that can help support healthy hormone levels already in the normal range and promote healthy hair.
Rhodiola Root Extract	A perennial flowering plant extract that acts as an adaptogen to protect against occasional physical, chemical and biological stresses that can take a toll on hair.
L-Theanine	An amino acid found in some teas and mushrooms that can support healthy stress management and promote calmness in the brain.
Ginger Root	The stem of the Ginger (<i>Zingiber officinale</i>) plant contains gingerol, a compound to support a healthy inflammatory response.
Nettle Leaf	With vitamins and minerals for antioxidant support, Nettle Leaf promotes scalp health.
Rosemary Extract	Provides antioxidant protection, helping to decrease oxidative stress.
Pterostilbene	This natural polyphenol is the main antioxidant component of blueberries.

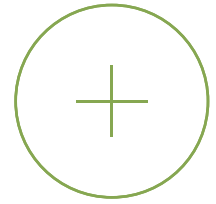
Ashwagandha Roots vs. Leaves and Blends

KSM-66®
Ashwagandha strictly avoids leaves because the majority of clinical trials are on roots, not leaves. So why doesn't everyone else?

1/15

The cost of ashwagandha leaves over roots, which is why many supplement brands opt to use leaves or leaf blends, despite a lesser quantity of evidence.

Our Other Ingredients



Lustriva®	<p>A complex of Arginine Silicate and Magnesium Biotinate that provides highly bioavailable forms of the following:</p> <ul style="list-style-type: none">• Biotin: A vitamin known to promote the synthesis of keratin, an essential protein in hair and skin. ^[14]• Arginine: A mineral known to increase blood flow and delivery of oxygen and nutrients. ^{[2] [3] [4]}• Silicone: A mineral known to provide structure to hair, skin and nails. ^{[2] [4] [6]}
Vitamin B12	<p>This water-soluble vitamin is necessary for DNA synthesis and red blood cell formation. Red blood cells supply oxygen to all the parts of the body—including hair follicles and their respective cells.</p>
Pantothenic Acid	<p>Also known as Vitamin B5, this essential nutrient is important in the production of blood cells and may help support healthy stress levels.</p>
Zinc	<p>This trace mineral plays a key role in skin health, immune function and cell growth. It's known to support the production of keratinocytes, which is where keratin—a main component of hair—is produced.</p>
Selenium	<p>This antioxidant helps support the immune system and is essential for the production of thyroid hormones—an imbalance of which may affect hair loss.</p>
Gamma E Blend	<p>A blend of tocopherols with different sources of vitamin E, an antioxidant that interacts with free radicals to prevent them from causing damage and, in some cases, hair loss. ^[13]</p>
Rhodiola Root Extract	<p>A perennial flowering plant that acts as an adaptogen to protect against occasional physical, chemical and biological stresses that can take a toll on hair. ^{[11] [12]}</p>

Lustriva® has been shown to:

- Provide nutritional and structural support to hair and skin
- Support healthy circulation
- Increase hair thickness and existing hair growth

*Lustriva®, including the Lustriva logo, is a registered trademark of Nutrition21, LLC. Lustriva® is patent protected. Learn more about trials and studies.

Why Don't *To The Roots* Hair Vitamins Contain Collagen?

- Adding collagen, even marine collagen, would make our Hair Vitamins non-vegan.
- There are very few studies that demonstrate collagen's ability to promote hair growth (or even hair health.)
- Even in those studies, the amount of collagen required to show improvements is so high (most recommend a daily dosage of at least 2,500mg [7] and some are as high as 30,000mg) that to include even the minimum amount in our supplement would leave no room for any other nutrients.

In summary, many supplements that contain collagen simply do so to claim the ingredient and its benefits. Collagen-rich foods or powder supplements are the preferred way to consume an effective daily dosage. For this reason, we omit collagen from our supplement to make room for ingredients that are effective in their dosages and backed by science.

Unlock Your Hair's Potential

How our unique *To the Roots* formula sets us apart from the rest.

	Divi	Competitor 1	Competitor 2	Competitor 3
Slow-Release Beadlets	●	○	○	○
Ashwagandha	KSM-66® Ashwagandha Root Extract	Sensoril® Ashwagandha Root and Leaves Extract	○	○
Biotin	Magnesium Biotinate (40 times more water soluble than D- biotin[12])	D-Biotin	Biotin	Biotin
Adaptogens	Ashwagandha Rhodiola L-theanine	Ashwagandha	○	○
Vegan	●	○	●	●
Made Without	Dairy Egg Fish Shellfish Tree Nuts Peanuts Sesame Wheat Gluten	Dairy Gluten Soy Others, unknown	Gluten Dairy Fish Shellfish Egg Others, unknown	Gluten Dairy Fish Shellfish Egg Others, unknown
Made in NSF-Certified Facility	●	unknown	unknown	unknown

Innovated for Accessibility

How Divi's prioritizing people and product over profit.

At Divi, we're passionate about making healthy scalps and happy hair accessible to everyone. That's why we're excited to introduce our To the Roots Hair Vitamins, a truly innovative product that combines science-backed ingredients with advanced supplement technology, all while keeping the price affordable for all.

We've carefully formulated our Hair Vitamins with proven ingredients and have left out any unnecessary fillers. Even so, we're able to offer our high-quality product at **a price point that's twenty dollars less than comparable competitors.*** We believe everyone deserves to have access to clean, effective hair care, and our To the Roots Hair Vitamins are just one example of how we're revolutionizing the industry.

*Based on a 30-day supply comparison

↓ \$20

Difference in price point between Divi's Hair Vitamins and comparable competitors.

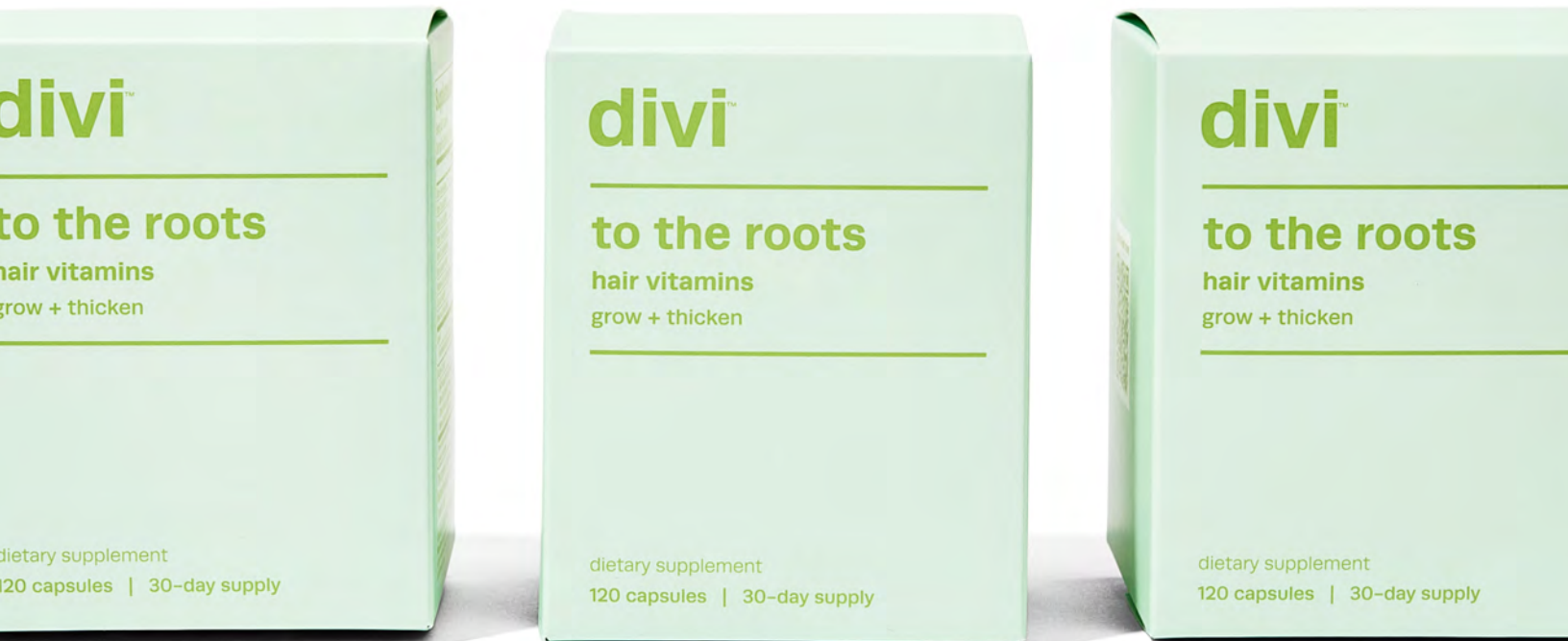
Cost Per 30-Day Supply

One-Time Purchase	\$68.00
30-Day Subscription	\$61.20

Crafted With Excellence, From Start to Finish

We proudly manufacture our *To the Roots* Hair Vitamins in an FDA-registered, NSF Good Manufacturing Practice (GMP) certified facility.

“Good Manufacturing Practices (GMPs) are guidelines that provide a system of processes, procedures and documentation to assure a product has the identity, strength, composition, quality and purity that appear on its label.” — NSF



The Importance of a Scalp Health Routine

Outside-In

Our Scalp Serum, Shampoo & Conditioner are topical products that improve scalp health by hydrating, cleansing and soothing from the outside-in.



Inside-Out

Our Hair Vitamins are ingested and promote hair growth and hair health by addressing the root causes of hair loss from the inside-out.



Scalp Serum

Revitalize + Nourish



Shampoo

Cleanse + Balance



Conditioner

Hydrate + Protect



Hair Vitamins

Grow + Thicken

Divi's Proven Results*

97%

of participants reported the Scalp Serum soothes, cools and calms their roots

91%

of participants said their scalp feels cleaner after using the Scalp Serum

100%

of participants said their scalps felt refreshed and nourished after use

*Results based on an 8-week consumer study of both men and women

To the Roots Hair Vitamin FAQs

Are Divi's Hair Vitamins FDA approved?

The FDA does not require pre-market approval for supplements. However, we proudly manufacture our Hair Vitamins in an FDA-registered, NSF Good Manufacturing Practice (GMP) certified facility.

When can I expect to see results?

You should see results after taking the supplements consistently for 90 days. Results may vary.

What makes Divi's Hair Vitamins different from others?

Beadlet Technology: Our ingredients are encapsulated in beadlet technology designed to promote the absorption of vitamins and minerals.

Science-Backed Ingredients: We use ingredients that are backed by clinical studies, a longtime history of use and/or extensive research.

Effective Dosages: We created a unique blend of our key ingredients that takes into consideration the dosage required for effectiveness.

Vegan: Unlike many of the hair supplements on the market, our Hair Vitamins do not contain animal byproducts such as gelatin or collagen.

Are these allergen-free?

Our Hair Vitamins are made without dairy, eggs, fish, shellfish, tree nuts, peanuts, sesame, wheat and gluten.

Will they hurt my stomach?

Because our slow-release beadlets help delay absorption, our supplement is designed to be gentle on the stomach. Taking our Hair Vitamins with food will further mitigate any risk.

Can I take them if I'm breastfeeding? Pregnant?

As with all supplements, we recommend consulting with your doctor before taking any new vitamins or supplements if you are pregnant or lactating.

Can kids take them?

No. We do not recommend hair vitamins for children. If you have any questions, please consult your child's primary care doctor.

Credits

Alice Tran

Product Development Manager

Danya Vazquez

Scientist

Erica Hendricks

Innovation Scientist



End Notes

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