

OBAGI[®]
MEDICAL

INNOVATION

OBAGI NU-CIL[®] BIOSTIM[™] SCALP SERUM

PROMOTES SCALP HEALTH
& FORTIFIES HAIR FOLLICLES

In just 3 months, clinically-proven
to deliver visibly fuller, denser hair
and an increased hair count.*



* Results based on a 2025 6-month clinical test.
Data on file at Obagi Cosmeceuticals LLC.

CLINICALLY PROVEN TO SIGNIFICANTLY IMPROVE THE APPEARANCE OF HAIR VOLUME IN JUST 3 MONTHS*

PROMOTES OPTIMAL SCALP HEALTH AND FORTIFIES HAIR FOLLICLES FOR VISIBLY FULLER, DENSER HAIR.

Powered by clinically-proven actives, the BioStim™ Complex targets key factors that influence scalp health and hair resilience:

1. **Promotes Scalp Health:** hydrates, soothes, repairs, and balances the scalp to create an optimal environment for hair growth.
2. **Strengthens, Nourishes, Protects Hair Follicles, and Boosts Circulation** as you massage the scalp for visibly fuller, denser hair.

PROMOTES SCALP HEALTH



- ✓ Lightweight, non-greasy formula
- ✓ Dermatologist-tested
- ✓ Drug-free

- ✓ Clinically proven on all hair and scalp types*
- ✓ Suitable for all genders
- ✓ Fragrance-free

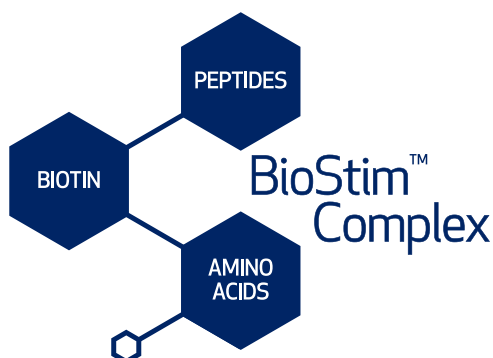
- ✓ Dye-free
- ✓ Sulfate and Phthalate-free
- ✓ Color-safe

* Results based on a 2025 6-month clinical test. ** When compared to the untreated control group. Data on file at Obagi Cosmeceuticals LLC.

A COMPREHENSIVE, ROOT-LEVEL APPROACH TO HAIR REVITALIZATION

BioStim™ Complex

Directly delivers to your scalp a potent blend of clinically-proven actives. These work synergistically to promote scalp health, fortify hair follicles, and strengthen strands from the root.



Biotin (Vitamin B7)

Supports hair follicles while strengthening hair and improving thickness.

Amino Acids (Arginine, Ornithine HCl & Citrulline)

Strengthen hair strands and enhance circulation through scalp massage, supporting and strengthening hair follicles for healthier, fuller-looking hair.

Biotinoyl Tripeptide-1

Reduces the look of shedding by strengthening hair from the root and nourishing hair follicles.

18 Hair Nutrients, B-vitamins, and Phytoactives

Help comfort the scalp, enhance moisture retention, protect hair follicles from oxidative stress, further strengthening hair and reducing breakage.

Designed to target multiple factors involved in scalp health and reinforcing the hair's natural resilience, this formula offers a comprehensive approach to help combat thinning, reduce breakage, and enhance overall hair vitality for visibly denser, fuller hair.



Apply serum once daily. Part hair and dispense directly onto the scalp. Gently massage with fingertips to ensure even distribution and boost circulation. Can be applied to either dry or damp hair. Do not rinse.

Can be applied in the morning or at night. Allow serum to absorb fully and air-dry completely. This is a leave-in product, style your hair as usual. Apply daily for best results.

18 HAIR NUTRIENTS, B VITAMINS, & PHYTOACTIVES



- **B-vitamins & derivatives – Panthenol (Provitamin B5), Niacinamide (Vitamin B3), and Calcium Pantothenate (Vitamin B5 derivative)** – Help nourish hair follicles, enhance moisture retention, strengthen hair, and reduce breakage.
- **Caffeine** – Supports hair follicle vitality, helps revive lifeless hair, and promotes a healthy hair renewal process.
- **Ginseng Root Extract** – Boosts circulation when combined with scalp massage, enhances scalp health, and supports follicle vitality for better hair restoration outcomes.
- **Cucurbita Pepo (Pumpkin) Seed Extract** – Rich in fatty acids and antioxidants, it helps energize the hair root, supports scalp comfort, and promotes hair fullness.
- **Oleanolic Acid (Olive Extract)** – Helps soothe the scalp, maintain its integrity, strengthen roots, and reduce thinning for visibly fuller, denser hair.
- **Apigenin** – A powerful antioxidant that protects follicles from oxidative stress and supports long-term hair vitality.
- **Acetyl Tyrosine** – Known for its antioxidant properties, it helps promote a balanced scalp environment, supporting overall scalp health.
- **Glycerin** – Hydrates and nourishes the scalp, helping to prevent dryness, promoting a healthy scalp barrier.
- **Arctium Majus Root Extract (Burdock Root)** – Soothes the scalp and supports follicle health by providing essential nutrients, improving circulation when massaged into the scalp, and helping reduce scalp irritation.
- **Hydrolyzed Soy Protein** – Helps improve the appearance of hair strength and elasticity, reducing the look of breakage and damage from styling or environmental stress.
- **Glucosamine HCl** – Helps maintain scalp hydration and elasticity, supporting a healthy environment for the hair follicles and the natural hair renewal process.
- **Zinc Gluconate** – Helps maintain a balanced scalp environment by minimizing excess oil while reducing the appearance of hair thinning.
- **Butylene Glycol** – Helps attract and retain moisture while enhancing the penetration of active ingredients.
- **Propanediol** – Helps lock in moisture, enhances ingredient absorption, and calms the scalp.
- **Citric Acid** – Helps balance pH for scalp comfort.
- **PEG-40 Hydrogenated Castor Oil** – Helps promote scalp hydration and prevent dryness and flakiness, supporting clean, balanced scalp environment.

STUDY DESIGN

OBJECTIVES

Evaluate the efficacy of Obagi Nu-Cil® BioStim™ Scalp Serum when used over the course of 6 months.

SUBJECTS

68 participants (34 using the product, 34 as control group), female and male, ages 20-60, Fitzpatrick skin types I-V, open to all hair types and color, with mild thinning hair. Must abstain from hair treatments/haircuts for the duration of the study.

STUDY TYPE

Double-blind, 6-month clinical study.

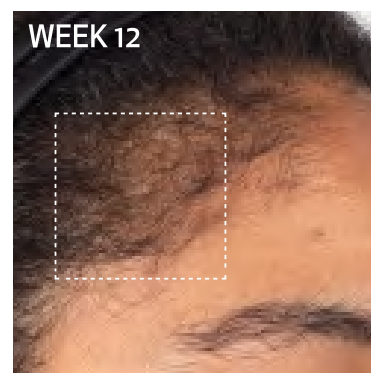
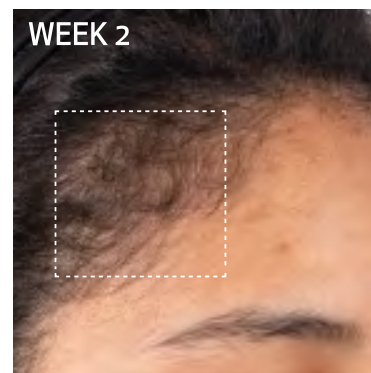
Directions: apply daily to dry or damp scalp ensuring product is applied to whole scalp, focusing on areas of concern. Massage into scalp with fingertips.

EVALUATIONS

Clinical assessment for hair loss via wet and dry combing, terminal/vellous ratio, anagen/telogen ratio, average hair width, hair density, follicle count, hair volume, scalp oiliness, erythema, scaling and hydration; Subjective self-perception using questionnaires; imaging with HairMetrix, and clinical photography.



CLINICALLY-PROVEN RESULTS



In just 2 weeks, clinically proven* to:

- Decrease the amount of dry fallen hair
- Decrease the amount of wet fallen hair
- Deliver hydration to the scalp
- Reduce hair breakage when dry combing

In just 3 months, clinically proven* to:

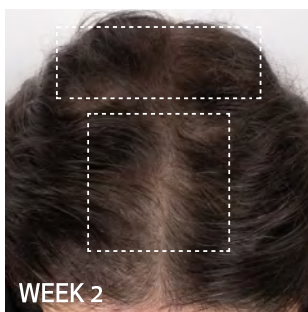
- Reduce the amount of dry fallen hair by 74%**
- Reduce the amount of wet fallen hair by 33%**
- Reduce hair breakage when dry combing by 74%**
- Increase hair count per cm² by 2.8%
- 85% agreed their hair looked healthier and longer
- Majority noticed a significant slowdown in hair loss and saw an increase in hair volume and density

Disclaimer: *Results based on a 2025 6-month clinical test. **When compared to the untreated control group. Photos have not been retouched. Individual results may vary. Data on file at Obagi Cosmeceuticals LLC.

SEE THE TRANSFORMATION STARTING AT THE SCALP

IN 2 WEEKS

CROWN AREA



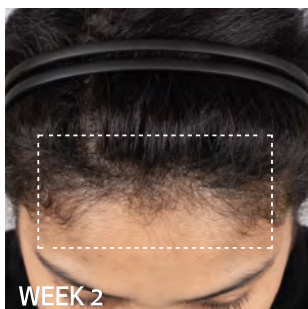
BACK OF HEAD



TEMPORAL HAIRLINE

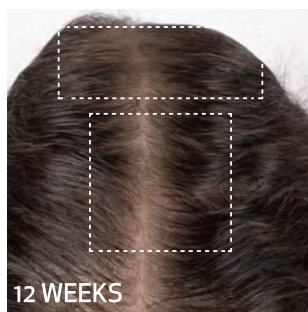


FRONTAL HAIRLINE



IN 3 MONTHS

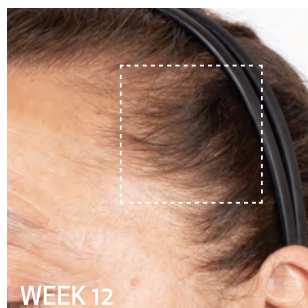
CROWN AREA



MIDLINE



TEMPORAL HAIRLINE



FRONTAL HAIRLINE



IN-OFFICE TREATMENT PROTOCOL GUIDE FOR SCALP SERUM INTEGRATION*

TREATMENT	PURPOSE	OK TO USE SCALP SERUM AFTER*?	NOTES
Scalp Detox & Massage Therapy	Remove build-up, improve blood flow	Yes, immediately after	Best to apply while scalp is clean, pores are unclogged for optimal penetration.
Chemical Scalp Peels (Glycolic/Lactic/PHA)	Exfoliate, remove buildup, stimulate scalp renewal	Yes, after 24 hrs	Once redness subsides.
Microneedling with Growth Factor/Peptides/Exosomes	Stimulate dermal papilla, improve product penetration	Yes, after 24 –48 hrs	Wait for microchannels to partially close to reduce irritation risk.
PRP (Platelet-Rich Plasma) Injections	Use patient's own growth factors to stimulate follicles	Yes, after 24–48 hrs	Wait for microchannels to begin healing
Hair Mesotherapy	Inject vitamins, peptides, hyaluronic acid into scalp	Yes, after 24 –48 hrs	Wait for microchannels to begin healing
LED Light Therapy (Red/Infrared)	Reduce inflammation, improve circulation	Yes, immediately before or after	Ideal time to apply as skin/scalp is calm, circulation enhanced, and absorption is improved.
Low Level Laser Therapy	Stimulate hair follicles to improve density and slow hair loss	Yes, immediately after	Scalp is primed for topical treatments; increased blood flow and enhances serum delivery.
Hair Transplant Surgery	Surgically relocate hair follicles to thinning/balding areas	Yes, but after 7–10 days (or per surgeon's guidance)	Must allow the affected area to heal first. Avoid applying anything until approved by the surgeon.
Keratin Treatment	Smooth, strengthen hair strands, reduce frizz	Yes, after 24–48 hrs	Avoid applying serums immediately after to prevent interference with keratin sealing. Once hair is settled, scalp serum can support scalp health.

* Usage of the Obagi Nu-Cil® BioStim™ Scalp Serum in conjunction with any treatment should always be under the guidance of a medical professional. Please consult with your healthcare professional prior to beginning use. Individual results may vary.

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CLINICALLY-PROVEN.
AWARD-WINNING.
THE OBAGI MEDICAL
NU-CIL® FRANCHISE

