

IMAGE HNS™



POSITIONING STATEMENT

Image HNS™ is a proprietary blend of nutrients, including horsetail extract, a rich source of silica, necessary to promote healthy hair, nails and skin.*

CONCEPT

Horsetail (*Equisetum arvense*) is a perennial plant that existed in prehistoric time and is a remarkably rich and natural source of easy-to-absorb silica. The body uses the silica compound to keep connective tissues like hair, skin, nails, and even joint cartilage healthy and strong.* Adequate nutrition is necessary for the health of your hair, nails, and skin. In addition to vitamins and minerals, the body requires antioxidants to fight free radical damage and other compounds, like silica, to maintain the strength and integrity of the numerous tissues throughout the body. Image HNS™ supplies your body with an excellent source of many essential vitamins to assist in normal health and well-being.*

PRIMARY BENEFITS

- Provides all the micronutrients essential for healthy hair, skin, and nails*
- Provides antioxidants to protect our body's delicate tissues from free radical damage*
- Contains horsetail extract, a rich source of silica, which is helpful for normal connective tissue integrity*

WHAT MAKES WOMEN'S TRANSITIONAL FORMULA UNIQUE?

- Contains horsetail extract, a rich source of silica
- Safe and effective

WHO SHOULD USE THIS PRODUCT?

Image HNS™ is a vitamin and antioxidant supplement blended with springtime horsetail herbal extract for use by adults who desire greater nutritional support for healthy connective tissues.*

DID YOU KNOW?

- Hair is the fastest growing tissue in the body, second only to bone marrow. The liver filters over a liter of blood each minute.
- The average adult produces 35 meters of hair fiber everyday on their head.
- The longest fingernail in the world was measured at over 1.5 meters.
- The average growth rate for each fingernail is 0.1 millimeter each day, or 1 centimeter in 100 days.

FREQUENTLY ASKED QUESTIONS

What ingredients does this product have?

Image HNS™ contains beta-carotene, vitamin E (mixed tocopherols), thiamin, vitamin C, riboflavin, vitamin B6, vitamin B12, biotin, pantothenic acid, folate, reduced glutathione, and horsetail extract.

What is the role of horsetail extract in Image HNS™?

Horsetail extract is naturally rich in readily-absorbable silica, whose primary function is to help develop and maintain the structural and functional integrity of connective tissue and bone. The matrix of bone and any collagenous tissue is largely composed of substances called mucopolysaccharides. Silica is known to be an essential component of these substances, and is also thought to help form the connections among the mucopolysaccharides and the structural proteins. Not only is silicon necessary for the "architecture" of the bones and connective tissue, but also for functional strength.*

IMAGE HNS™

What is the role of reduced glutathione in Image HNS™?

Glutathione is a water-soluble antioxidant compound (a peptide) made in the body and provided by the diet. The reduced form functions as an important antioxidant and as an essential partner for antioxidant enzymes such as glutathione peroxidase, a selenium containing enzymes. Glutathione peroxidase neutralizes potentially harmful peroxides into less reactive metabolites, providing much needed antioxidant protection against free radical damage, particularly for skin, hair, and nail cells which are constantly dividing.*

What is the role of antioxidants in Image HNS™?

The cells in hair and nails are constantly dividing and growing. The nature of these cells makes them susceptible to the damaging effects of free radicals. As we are constantly confronted with free radical activity, we are in great need of protection for these cells. Image HNS contains glutathione, the antioxidant vitamins C and E, and beta-carotene to help protect these cells from potential damage and foster normal, healthy growth of these tissues.*

2

Is there anyone who should not use this product?

Formulated for adults, Image HNS™ is not for use by children. If you are pregnant or nursing, consult a healthcare professional before taking this product.

Is this product safe?

Yes, all vitamin and mineral levels in Image HNS™ are below the NOAEL (No Observed Adverse Effect Level) established by the CRN (Council for Responsible Nutrition, 1988).

DIRECTIONS FOR USE

Take one (1) capsule twice daily with food or drink.

WARNINGS

Keep out of reach of children. If you are pregnant or lactating or taking prescription medication, consult a physician prior to use.

KEY SCIENTIFIC STUDIES

- Ahrens J. Systemic treatment of diffuse hair loss. *Therapiewoche Schweiz*, 1994; 10:551-554.
- Tronnier H, Essig F. Internal treatment against hair loss. *Aktuelle Dermatologie*, 1976; 2:147-154.
- Lassus A. Colloidal silicic acid for oral and topical treatment of aged skin, fragile hair and brittle nails in females. *J Int Med Res*, 1993 Jul-Aug; 21(4): 209-15.
- Floersheim GL. Treatment of brittle fingernails with biotin. *Z Hautkr*, 1989 Jan 15; 64(1): 41-8. German.
- Kurban RS, Bhawan J. Histologic changes in skin associated with aging. *J Dermatol Surg Oncol*, 1990 Oct; 16(10): 908-14.

Supplement Facts

Serving Size 1 Capsule

Amount Per Capsule	% Daily Value
Vitamin A (17% as Beta Carotene from <i>Blakeslea trispora</i> , and Vitamin A Palmitate)	740 mcg RAE 82%
Vitamin C (as Calcium Ascorbate)	150 mg 167%
Vitamin E (as D-Alpha Tocopheryl Succinate, Mixed Tocopherols)	67 mg 447%
Thiamin (as Thiamine Mononitrate)	0.8 mg 67%
Riboflavin (as Riboflavin)	0.9 mg 69%
Niacin (as Niacinamide)	10 mg NE 63%
Vitamin B ₆ (as Pyridoxine Hydrochloride)	3 mg 176%
Folate	333 mcg DFE 83% (200 mcg Folic Acid)
Vitamin B ₁₂ (as Cyanocobalamin)	3 mcg 125%
Biotin (as Biotin)	150 mcg 500%
Pantothenic Acid (as D-Calcium Pantothenate)	25 mg 500%

Field Horsetail (*Equisetum arvense*) (Aerial Parts) 75 mg *
L-Glutathione, reduced 2.5 mg *

*Daily Value not established.

OTHER INGREDIENTS: Gelatin, Microcrystalline Cellulose, Magnesium Stearate, Silicon Dioxide.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

