

RECLAIM YOUR HAIR'S FULL POTENTIAL

**Embrace a New Era of
Confidence and Vitality
with Folitin**

What is Folitin?

Folitin is a blend of peptides that, through multiple pathways, target the key pathways involved in hair health and regeneration at the cellular level. When this happens, the body can address things like DHT regulation and other levels of cellular dysfunction on its own.

Folitin does not inhibit DHT production. Rather, it optimizes the body's own repair mechanisms so that it can manage DHT production and other hair regeneration mechanisms more in accordance with nature than DHT blockers typically prescribed.

While these DHT blockers produce fast results, these results come at the expense of the overall health and vitality of the patient.

Folitin's Founding Origins

Entera Skin Care™ founder Nick Andrews discovered the peptide GHK-Cu while searching for relief for severe chafing in his skin while doing mixed martial arts. After also discovering GHK-Cu was also effective in activating the body's repair mechanisms on sunburn, Nick began experimenting with its effects on hair regrowth and regeneration and found a great deal of success.

Nick finally settled on the combination of GHK-Cu and another peptide, C60, as the cornerstone peptides in what is now Folitin. Folitin contains 3 additional peptides in what is for the time being a proprietary formula.

The Problem with DHT Blockers

Infants have incredibly high levels of DHT, yet they don't suffer hair loss. Women have similar amounts of DHT as men, yet don't experience male pattern baldness. So why does the pharmaceutical industry continue to peddle DHT blockers as hair regrowth products for men when it's been proven DHT is not a critical pathway of hair loss?

Researchers in the 1960's were looking to develop a vasodilator. When it was discovered that a side effect of this vasodilator was hair regrowth, they quickly changed course in how it was marketed. More profits could be made as a hair-regrowth tool than as a vasodilator. Products like Minoxidil stimulate hair regrowth by blocking DHT, but they also stimulate blood flow,

which is what is *really* needed to trigger repair of follicles at the cellular level.

The body works like a seesaw. It always tries to stay in balance. If you push down harder on one side, the body will try to push down even harder on the other side to keep things balanced. So when DHT production is blocked by Finasteride, the body will push back and try to produce even more DHT in response. It's a grossly simplified analogy, but is essentially what is happening with DHT blockers.

The basic premise of jiu jitsu is the *redirection of existing energy*. If the student were to try to stop the force of his opponent with brute force, it would be inefficient; but if he can *redirect* the opponent's energy, he can turn the tide in his favor.

This is the core principle behind Foltin...

...and is why blocking DHT by itself is inadequate from the perspective of a patient's overall health and wellness.

Another way to explain this is not all support beams are removed when a building is demolished. The key is knowing which support beams are the critical ones to remove in order for the building to fall. Simply blocking DHT pathways is like putting a bunch of dynamite in every nook and cranny of the building. Yes it will come down, but knowing which support structures to remove is critical for maximum efficiency, safety, etc.

While blocking DHT gives an almost immediate result in hair regrowth, it opens up a flood of problems because it is not one of the critical pathways of hair health, thus you're manipulating the hormones in an unhealthy way. There have been a number of lawsuits won over *Post-Finasteride Syndrome* where people complain of severe depression, sexual dysfunction, even suicide as a result of taking Finasteride, a popular DHT blocker.

The Critical Pathways of Hair Regrowth

The body is constantly trying to repair the various maladies going on inside it. The two pathways that most affect cellular health, and for our purposes, hair health, are Mitochondrial function and inflammation.

Mitochondria are the powerhouse. So for a cell to do what it needs to do, whether it's growing or repairing hair, it needs sufficient energy to do it. If it's being starved of energy, it can't do its job very well. When mitochondrial health drops low enough, the cells start shifting into a senescent state. They're essentially dead. So rather than putting its mitochondrial energy into growing, the cells are in full-on survival mode.

Of course a person will experience hair loss throughout their life, but inflammation and mitochondrial dysfunction accelerate cellular senescence, which exacerbates the hair loss which occurs with natural aging.

If you look at the muscular physiology diagram of the human body, all the muscles laid out on the body the humans have a muscle structure around the top of their skull. It looks like a circle of muscle that's pulled tight down over the scalp. The tightness of that and the vascularity of that circle is where you get into natural biodiversity. The tighter your scalp is, the less effective the blood flow is to the area. So if you have inflammation and cellular dysfunction building up in the scalp, you get a lot of Reactive Oxygen Species (ROS) and other cellular waste products that can't be flushed out which good blood flow would normally do.

Generally speaking, blood flow in the human scalp is very poor compared to the rest of your body. So when you have cellular dysfunction starting in *other* areas of the body, it cascades into the blood flowing into the scalp region, thus accelerating hair loss. So you have other factors involved, such as lifestyle and diet, which affect the health of the scalp.

How Peptides Aid Hair Regeneration

Multiple studies have shown GHK-Cu to aid hair regrowth because it helps turn on multiple repair mechanisms at the cellular level. It also stimulates angiogenesis, stimulating the blood supply. So GHK-Cu by itself hits multiple pathways.

Then when we add in C-60, that acts as a super antioxidant. Put simply, and purely in terms of hair loss and regrowth, ROS is bad. The C-60 acts like a super sponge because most antioxidant molecules only have a couple of bonding sites where they can bond to a ROS to remove it from

the body. Then once all those sites are bound, it gets flushed out as normal cellular waste through the urine or feces

An analogy you could think of is GHK-Cu is the trainer who says to the overweight guy, "Dude, get off the couch and get to the gym." And then C-60 is reducing the ROS load, which had been pushing things into senescence. So the GHK-Cu comes back in and says, "Okay, you're not drowning in ROS anymore, but you still need to turn on your repair mechanisms and fix those cells." Again, a grossly simplified analogy, but it illustrates what's going on with these peptides.

At the same time, it's actually stimulating the generation of new blood flow. You start getting multiple combined effects that are really greater than the sum of the parts.

FAQ's

Q: Is Folitin a hair product?

A: Folitin is a scalp product, which is why it needs to be applied to the scalp, not directly to the hair.

Q: Will I need to take Folitin forever to keep my scalp healthy?

A: Scalp health is part of the aging process, and as mentioned earlier, hair loss is part of the aging process. So while you can't manipulate Nature, you can choose to age gracefully. So while Folitin is not a "set it and forget it" type product, you won't need to take it constantly to have a healthy scalp. Most of our patients tend to use it once per year, or even once per quarter.

The difference with Folitin from most current mainstream products is, as soon as you stop using those other products, you will usually begin to see hair loss within a few days to maybe a week. This is because while the blocking of DHT provided a temporary fix, the body was not regenerating any of the critical cellular pathways for hair health and growth.

Q: How important is my lifestyle while I'm taking Folitin?

A: Your body is a single system. If you have a suboptimal lifestyle, every system in your body is impacted. You have systemic inflammation *at the cellular level*, which impacts almost every function of the body and how it's working.

The blood that is both feeding the cells and removing waste products in your scalp is the same blood that's running through your legs, your arms, everywhere else. So what's going into your mouth and into your system as a whole, whether it's exercise, going for a walk or doing some meditation to get rid of some of the stress, that impacts everything, including your scalp.

What's the quality of the ingredients used in Folitin?

All the peptides used in Folitin are sourced from the same place that 503-B pharmacies are getting. So it's essentially the same quality of the major pharmaceuticals available.

One Final Word

Get some sun! UV exposure on the scalp actually stimulates multiple healthy cellular processes. The sunlight from about sunrise to about 10:00 AM and for about three hours before sunset, depending on the time of year, is the best spectrum of light for skin health.