



viege



Vegetable Supplement
for Scalp & Hair

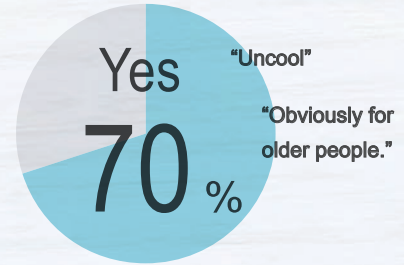
Anti-aging haircare supplements for the
scalp and hair to delightfully enjoy
hair designs as long as you want.



Mature women wish to practice effective haircare with a positive attitude.

Anti-aging haircare used to be for hiding problems. Modern mature women wish to enjoy the transformation of becoming beautiful without taking a negative view of aging. They look for aging haircare products that they can use in everyday life in a positive way. Valuing a bright and positive image leads to the expectation of using haircare products.

Some women have a negative image of haircare products for aging.



Surveyed by Lebel in 2015. (N = 97/Women in their 40s to 50s)

Do you have any aging haircare products that you can recommend with confidence?

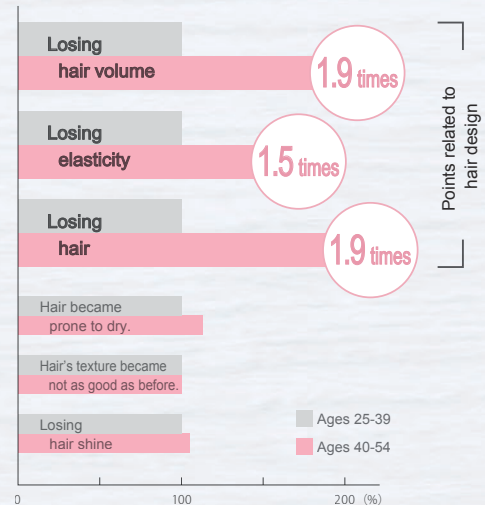
What clients look for is anti-aging haircare products that are highly effective and that they can use with a positive attitude.¹

No matter how old, women want to enjoy hair designs as they like.

Mature women start aging haircare to stay beautiful no matter how old and to enjoy different hairstyles as long as possible. In order to continue practicing anti-aging haircare positively, they must actually feel the effects of care that correspond with elements related to hair design, such as changes in volume, elasticity, and hair amount, in addition to the texture care for conditioning the surface of the hair.

[Q: have you experienced any changes in hair due to aging?]

The percentage of awareness among aging women compared to younger women.



Surveyed by Lebel in 2012 (n = 360)

¹ Age-appropriate haircare

Anti-aging haircare focused on the power of nutrient-dense vegetables.

Viege focuses on the abundant nutrition from vegetables and the supplements that are made by condensing each of the functional components. Vegetables are brightly colored and beautiful and hold strong power, attracting attention from the perspectives of anti-aging and wellness. The concepts of supplements are incorporated into haircare by using the power of nutrient-dense vegetables. We would like to offer positive anti-aging care for the scalp and hair that increases the sense of fulfillment.



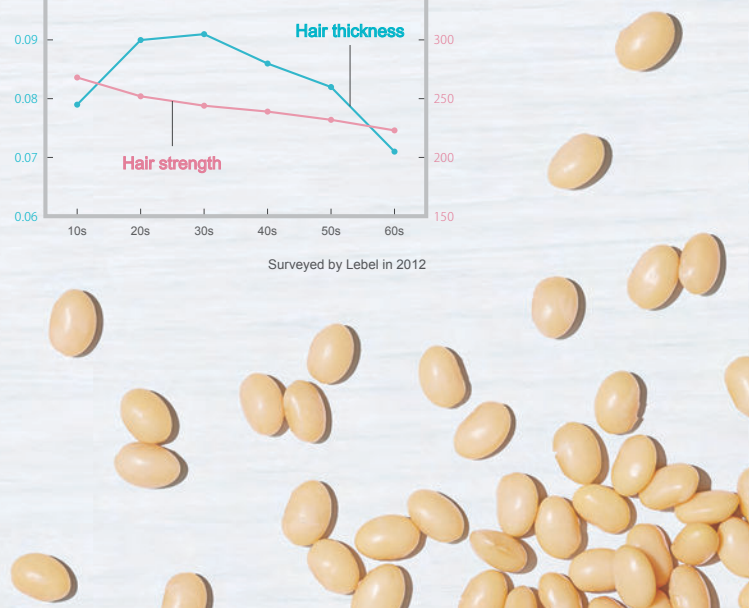
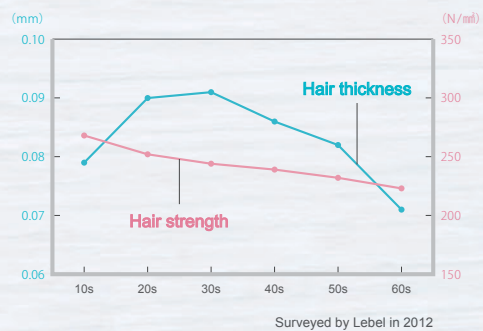
Viege aims to achieve positive anti-aging haircare that increases the possibilities for designing hairstyles.



For hair that never thins or weakens. For hairstyles that clients can enjoy as long as they want.

From the loss of volume, firmness, and shine to unwanted curls, roughness, and dryness, the aging phenomena of the hair are primarily caused by thinning hair and the weakening of hair strength. Viege focuses on the causes and responds to the aging phenomena by increasing the internal strength of weak, thinning hair. Additionally, it works to condition the scalp for new hair growth. Viege is an anti-aging haircare line where clients can actually feel the effects of haircare to enjoy hairstyles.

[Changes in hair due to aging]





Viege Shampoo

Gently cleanses the delicate scalp to restore the hair and eliminate the source of roughness.

Metal ions from tap water accumulate in the hair with age causing roughness, loss of shine, and preventing the penetration of hair treatment. The symptoms of aging are gently treated along with cleansing excessive sebum and unwanted odor.² This shampoo helps restore the scalp and hair, conditioning the hair to become healthy.

^{*2:} Sulfosuccinic acid-based cleansing ingredient, ^{*1:} Moisturizing ingredients (loofa extract, perilla extract, licorice extract²)



Loofa extract
(Moisturizing)



Perilla extract
(Moisturizing)

240 mL/600 mL/1000 mL (Refill)

Viege Hair Treatment S/V

Strengthens the hair from within to alleviate unwanted curls.

Nano-sized cortex reinforcing ingredients³ and plant-based CMC reinforcing ingredients⁴ penetrate thinning hair because of aging to strengthen the hair from within.

There are two types of hair treatment for alleviating unwanted curls and conditioning the hair to gain suppleness.



Asparagus stem extract

Formulated in **Viege Hair Treatment S.**
(Softening and moisturizing)



Burdock root extract

Formulated in **Viege Hair Treatment V.**
(Restoring suppleness and elasticity/Moisturizing)

240 mL/600 mL/1000 mL (Refill)



viege Fragrance

With the fresh green color (image) and grapefruits as the main note, the fragrance is glamorous and filled with transparency.





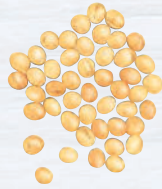
Viege Root Care Mist

Conditions the scalp environment to add volume to roots

Formulated with active isoflavone ^{*5}, a soy-derived component that is the source of female hormone-like effects. This scalp treatment helps condition the scalp environment of dryness, tension, and odors to add elasticity to the roots to lift the hair lightly.

<How to use>

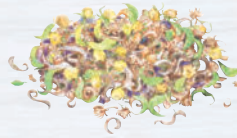
After removing moisture with a towel, spray onto the scalp four to six times and spread evenly. After that, blow dry the hair while lifting the roots.



Active isoflavone
(Moisturizing)



Apple fruit extract
(Moisturizing)



Five types of herb essence ^{*6}
(Moisturizing)

180 mL

Viege Medicate Essence

For thicker, stronger and healthier hair

Effective ingredients^{*7} penetrate deeply into the scalp to promote the flow of blood to activate the cells.

While preventing hair loss, this hair growth tonic is designed for women to grow thicker, stronger, and healthier hair.

<Effects/Efficacies>

Hair growth, thinning hair, itchiness, baldness prevention, hair growth promotion, dandruff, hair loss after illness and childbirth, and pilatory.

<How to use>

After removing moisture with a towel, spray onto the scalp eight to ten times and massage well.



Ginseng extract
[Effective ingredients]



Mulberry root bark extract
(Moisturizing)



Bamboo root extract ^{*8}
(Moisturizing)

100 mL (Quasi-drug)

Product name: Scalp Essence NY a



<For illustrative purposes only.>

*1: Sulfosuccinic acid (C12-14) pareth-2Na, *2: Glycyrrhizic acid 2K, *3: Succinoyl Atelocollagen, hydrolyzed elastin, hydrolyzed keratin (wool), cystine, platinum, *4: Almond oil, macadamia nut oil, meadowfoam seed oil, hazelnut oil, rice germ oil, shea butter, avocado oil, tea seed oil, grape seed oil, jojoba oil, Rosa canina fruit oil, evening primrose oil, *5: Equol, *6: Tilia cordata flower extract, chamomile flower extract, rosemary leaf extract, purple root extract, glycyrrhizin acid 2K, *7: Licorice root extract (glycyrrhizin acid 2K), sialids extract, carrot extract, *8: Bamboo underground stem extract

Vegetable power intensifies the beauty of the hair.

Anti-aging haircare supplements for
the scalp and hair <Viege>



Positive communication is the key to respond to the feelings of mature women.

Women in their late 30s and older have experience and keen eyes to take the measure of things.

Additionally, hair aging is a sensitive problem for women. Positive communication skills are especially critical.



Mature women want to hear about the **ideal conditions** other than suggestions for hair problems.

They want to hear words that leave a **positive impression**.

They want people to be **sympathetic** by taking the same perspective.

Many clients already notice changes in the hair due to aging.

Other than suggestions on aging, **they really want specific advice along with positive suggestions**, such as “the style looks better if you add volume to the top.”

Also, **sympathetic communication is important** because **they want an understanding of their feelings** when they seek advice.

Please recommend Viege products by saying
“to make your hair look more beautiful,”
instead of saying “because of aging hair.”

Want to completely remove dirt, but want to wash the scalp gently.

Viege is recommended for women because it gently removes excess dirt while leaving what’s necessary for the scalp.

Want to prevent unwanted curls and roughness to make the hair smooth.

Viege makes haircare easy because the hair texture becomes smooth and eliminates unwanted curls.

Want to moisturize the scalp but leave the roots fluffy and light.

Viege is recommended for women who want to moisturize the scalp but leave volume at the roots.

Want to add volume to the hair and enjoy different hairstyles.

Viege helps grow the hair firm so you can enjoy hair colors and perms.

Poor phrase: “Your hair lost elasticity/suppleness and volume due to aging, so I recommend Viege.”

Viege’s wish is to provide positive assurance to clients so that
they can enjoy hair designs as long as they want.

LebeL

ALL YOUR OWN



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