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WHAT ARE TOP STARS NOT TELLING YOU ABOUT THEIR HAIR?

*From the small screen to the political podium,
Toppik is the secret to headline-makers' full heads of hair*

New York, NY November 1, 2002 – Why is it that movie stars, television anchors, aging rockers, politicians and other high-society fashionistas always seem to have thick, full heads of hair? Did they get transplants? Are they wearing a "rug?" Do they simply have better genes than the rest of us? More often than not, the answer is "none of the above." Instead, their secret is Toppik.

Toppik is a cosmetic breakthrough that gives men and women thicker-looking locks without invasive pills, messy creams or risky, expensive surgery. It consists of colored organic fibers made of pure keratin protein, the same protein that makes up human hair. When shaken into balding or thinning hair, they instantly and securely fill out the hair a person already has, giving him or her the appearance of having significantly more hair.

"This is the first truly undetectable cosmetic solution for hair loss," says Mark Kress, the President of Spencer Forrest and the creator of Toppik. "We were able to duplicate the characteristics of human hair in these organic protein fibers, and cause them to be attracted to your thinnest hairs. In 30 seconds or less, the hair looks thick and full, and the scalp no longer shows through."

Kress developed a scientific technique that delivers a gentle electrical charge to the fibers, giving them the opposite polarity of human hair. In effect, Toppik fibers cling to your finest hairs like magnets, filling them out, not unlike adding leaves to the thinning branches of a tree. The tiny, organic fibers stay in place for as long as a person leaves them in, not coming out until he or she shampoos them out. Wind, rain and sweat will not dislodge the Toppik fibers, and romantic souls can run their fingers through each others' hair without getting a handful of fibers.

"You sprinkle it on any problem areas in the morning, secure it with the sealing spray and then forget about it for the rest of the day," explains Kress. "And the best part about Toppik is that no one can tell you have it in. No matter how close someone gets – standing right behind you in a line or sitting across a romantic, candlelit dinner – it is indistinguishable from your real hair."

Toppik is everywhere, yet most people don't know it and never notice it. It is the hair enhancer of choice for makeup artists on movie, television or theatrical sets worldwide. Businessmen make sure it is in place before entering the boardroom, and politicians are often sporting it when addressing their constituents. And countless aging rock stars who are still prancing around the stage don't necessarily have better hair; they have Toppik.

APPLYING TOPPIK

Applying Toppik is easy. From among more than eight different hair colors, users pick the one that most closely matches their own, sometimes easily combining two colors to make a perfect match. Then sprinkle it liberally on any areas they want to fill out and then spritz a little bit of

Toppik's specialized Fiberhold Spray to further secure the fibers in place. The result is a full head of hair that passes even the most scrupulous of inspections.

Toppik costs \$19.95 per bottle, usually a 1-month supply with everyday use. The Toppik Fiberhold Spray costs \$7.95 for a 90-day supply. The daily cost of a fuller head of hair through the Toppik system is only a fraction of what men and women regularly spend on drugs, topical creams and surgery. While such treatments cost men and women thousands of dollars each, Toppik is less than a dollar per day.

COMPATIBLE WITH OTHER HAIR REPLACEMENT METHODS

Toppik is recommended by hair transplant doctors worldwide because it works so safely and effectively in conjunction with such treatments. "I've been extremely impressed with how Toppik works for men and women to make them immediately feel better about themselves," says Dr. Craig Ziering, a New York Hair Transplant Surgeon. "It gives them a thicker fuller head of hair in just seconds and is a great complement to hair transplants and drug treatments."

Toppik is also especially compatible with hair growth products such as Rogaine and Propecia because it provides immediate results. Although such products have been shown to regrow hair, Toppik gives users the thick head of hair they are seeking – sooner and more completely.

And Toppik is perfectly safe. Because Toppik's fibers are all-natural and adhere to a person's hair and not their scalp, there is no risk of skin irritation. In addition, Toppik won't run or smear, and can't possibly stain clothes or furniture.

HISTORY OF SPENCER FORREST AND TOPPIK

Mark Kress founded Spencer Forrest in 1981 and launched Toppik in 1997 after seeking a solution for his own thinning hair. "I examined the marketplace and there was no upscale product available for men or women to cosmetically improve their appearance," says Kress. "Over the years, people had used mascara, unnatural-looking toupees and even shoe polish, all of which either looked terrible or didn't work at all."

So Mark spent years researching natural fibers that could match the characteristics of real hair, and even briefly considered using actual human hair fibers. Instead, he discovered a rare wool-based source that proved an even more perfect font of this hair-building protein. "These tiny keratin protein fibers have virtually identical characteristics as a person's own hair, which is why the Toppik treatment is indistinguishable from real hair." As a result, Toppik's customer base has grown to over 1,000,000 customers worldwide in just 5 years.

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