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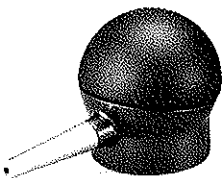
Toppik Adds to Its Color Arsenal of Hair Loss Solutions

New Medium Blonde color makes 9 natural shades.

Spencer Forrest Inc, manufacturer of Toppik has had the same mission for 30 years...**Creating cosmetic solutions for hair loss and thinning hair.**

Since 1981, Spencer Forrest Inc. has always worked hard to find effective ways to cosmetically disguise balding or thinning hair. Beginning with the introduction of COUVRÉ in 1981, our innovations have transformed and spawned a generation of hair loss solutions that are unrivaled. And since our launch 1996, Toppik Hair Building Fibers have helped over 1 million hair loss sufferers feel better about themselves on a daily basis. And most hair transplant surgeons find that it is highly effective in masking any post-operative thinning and in concealing any visible signs of the procedure.

In an effort to serve your valued patients, **Toppik now comes in 9 colors with the addition of Medium Blonde.** Enclosed is a FREE sample of this new color for you to try with your patients. This new shade has been a huge success since its introduction in early 2011 and we want to make sure all Hair Transplant Doctors know about this exciting addition.



In 2004, Spencer Forrest developed the **Toppik Spray Applicator**. This patented device allows your patients to spray Toppik into your thinning areas rather than shaking. The fibers disperse more evenly providing more control while using less product. In 2009, the re-designed Toppik Applicator was introduced allowing the application process to be one-handed. Patients who try using the Applicator are raving about the results.

"The new Toppik Spray Applicator is the best. It's easy to use and I love it uses fewer Fibers than shaking directly out of the bottle. I end up saving more money while looking younger at the same time!"

- Satisfied Toppik Customer



Toppik will be exhibiting at the ISHRS show in Anchorage, Alaska this year so stop by booth #17 where you can try out the new Toppik Spray Applicator and pick up your FREE Professional Tester Kit which includes the new Medium Blonde. Also stop by to check out show specials for Toppik as well as the X5 Hair Laser. The show is September 14 through the 18th.

www.toppik.com

Sample Enclosed

An electronic version of this press release is available by contacting Ruth Ellison.

FOR MORE INFORMATION ~ CONTACT:

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