

What you CAN and CAN'T say about the product?

Neumi Hair

✓ What you CAN say about...

✓ Product Function/Experience

- "Supports hair smoothness and shine."
- "Improves hair manageability and may reduce frizz."
- "Nourishes the scalp and follicles."
- "Strengthens the appearance of hair from root to tip."
- "Enhances the look and feel of fuller, more vibrant hair."
- "Contains ingredients that promote scalp nourishment."
- "Formulated with powerful antioxidants for scalp protection."
- "Helps maintain healthy hair through targeted nutrition"
- "Provides key nutrients for strong, healthy-looking hair"
- "Formulated to support the body's natural hair cycle"
- "Supports keratin production and hair structure"

✓ Describing Ingredients (Factual, not functional medical claims)

- "Includes niacinamide (Vitamin B3), known to support scalp circulation."
- "Contains essential amino acids that fuel keratin production."
- "L-Cysteine is a component of keratin that helps reinforce hair strands."

✓ Customer Experience (Avoid cause-and-effect)

- "I noticed my hair felt softer and looked healthier."
- "Since using it, my hair feels smoother and more manageable."
- "It's helped my styling routine by reducing frizz."

Tip:

Use words like:

✓ *supports, promotes, helps maintain, encourages, nourishes, hydrates*

!! Use disclaimers when needed:

"These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease."

What you CAN and CAN'T say about the product?

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✗ What you CAN'T say...

Avoid statements that suggest **medical benefits, treatment, prevention, or guaranteed results**, especially those that imply **diagnosis, treatment, or cure**:

🚫 Medical or Drug-Like Claims

- "Prevents hair loss."
- "Cures scalp conditions like dandruff or psoriasis."
- "Regrows hair."
- "Heals damaged follicles."
- "Treats alopecia."
- "Restores hormone balance for better hair."
- "Promotes hair growth"
- "Thickens hair" (if implied to be therapeutic)
- * "Treats hair loss"
- * "Stops balding"
- * "Stimulates new hair follicles"

🚫 Disease or Condition Claims

- "Reverses hair thinning due to stress or aging."
- "Stops hereditary hair loss."
- "Improves autoimmune scalp conditions."
- "Fixes nutrient deficiencies that cause hair loss."

🚫 Misleading Testimonials or Guarantees

- "Guaranteed to regrow your hair in 30 days."
- "Cured my hair loss completely."
- "Helped my mom grow her hair back after chemo." (*This is a **medical claim**, not allowed.*)

🚫 Overpromising Results

- "You'll see immediate hair regrowth."
- "Makes your hair grow 5x faster."
- "Works better than any medical treatment."

✗ Avoid words like: *treats, cures, reverses, stops hair loss, prevents baldness, regrows hair*

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✔ MORE COMPLIANT PRODUCT BENEFITS FOR NEUMI HAIR

🌿 Hair Strength & Resilience

- "Helps support stronger, healthier-looking strands."
- "Promotes resilient hair from root to tip."
- "Helps reduce the look of breakage and dryness."
- "Supports the natural structure of hair for a fuller appearance."
- "Encourages hair that feels thicker and more manageable."

💧 Hydration & Smoothness

- "Delivers lightweight hydration to scalp and hair."
- "Helps smooth the hair shaft for a silky finish."
- "Improves manageability and reduces frizz."
- "Hydrates without leaving buildup or greasiness."
- "Provides lasting softness and shine."

👩 Scalp Health & Care

- "Supports a nourished, balanced scalp environment."
- "Helps create the foundation for healthy-looking hair growth."
- "Provides soothing hydration to dry scalp."
- "Helps protect the scalp from everyday stressors."
- "Promotes scalp comfort and vitality."

☀️ Appearance & Density

- "Enhances the appearance of thicker, fuller hair."
- "Gives hair a more voluminous, lush look."
- "Encourages the look of increased density over time."
- "Helps improve the overall vitality and vibrance of your hair."
- "Supports youthful-looking, healthy hair."

🔬 Ingredient-Driven Benefits

- **Niacinamide (Vitamin B3):** Supports scalp circulation and hair shine.
- **Copper Tripeptide-1:** Known to promote scalp vitality and follicle health.
- **Essential Amino Acids:** Help fuel keratin production and reinforce hair strength.
- **Hyaluronic Acid:** Provides hydration for smoother, healthier-looking strands.

- Panthenol (Vitamin B5): Adds shine and softness for easier styling.

Everyday Use Benefits

- Easy-to-use leave-in spray—no rinsing needed.
- Works on damp or dry hair.
- Can be applied before styling for added protection.
- Lightweight formula absorbs quickly without buildup.
- Designed for all hair types and styles.