

UNLOCK
YOUR
INNER
POWER
TO GROH

LET FOOD BE THY MEDICINE.
Hippocrates

GROH[®]
Created by Nature.
Unlocked by Science.



VIDEO 1

As a salon professional
your clients put their trust in **you**
for knowledgeable recommendations and sound advice.

Your clients count on **you** to know them,
to act as advisor and curator,
to inspire, counsel, and direct them
in a world filled with countless choices.

GROH Professional Training



A Lifestyle line represents _____,
_____.

Our two key ingredients are:
_____ & _____

GROH Products are for _____, hair, _____,
_____ and lashes.

(Vitamin D, a way of living, skin, scalp, nails, what you believe in, Ergothioneine)

**NEXT, LET'S TAKE A LOOK AT THE GROH PROFESSIONAL IN-SALON
SERVICE TREATMENT**

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ProTreatment

For professional use only, in-salon hair and scalp conditioning treatment.

Combined with the action of the antioxidant Ergothioneine, GROH delivers potent micronutrients to both hair and scalp to recharge and protect from daily stresses and future damage. Each Ergo Boost Pro Conditioning treatment is an intensive dose of Ergo Boost Complex, 5x more potent than the at-home treatment, plus the addition of Chia Seed Oil. The rich blend of pure essential oils – Argan Oil (infused with organic vitamin D2), Rosemary, Lemon Peel, Lavender, and Sweet Almond Oil – work together to hydrate and smooth.

Use: After a professional service treatment, cut, color, etc. At the bowl, massage into towel dried hair and scalp. Allow 2-3 minutes for absorption. Rinse. For best results, recommend repeating the in-salon treatment every 2-4 weeks.

Results: Instant hydration and smoothing, replenishes hair and nourishes scalp. Targeted delivery of essential nutrients activates cellular regeneration to encourage hair growth and repair for thicker, shinier, healthier-looking hair.

Active ingredients: Mushroom extract Ergothioneine, Aloe Barbadensis Leaf Juice, Behentrimonium Methosulfate (and) Cetearyl Alcohol, Glycerin, Simmondsia Chinensis (Jojoba) Seed Oil, Argania Spinosa (Argan) Nut Oil infused with organic vitamin D2, Oryza Sativa (Rice) Bran Oil, Hydrolyzed Silk, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Glucono Delta Lactone, Sodium Benzoate, Rosmarinus Officinalis (Rosemary) Oil, Lavandula Angustifolia (Lavender) Oil, Citrus Medica Limonum (Lemon) Peel Oil, Salvia Sclarea (Clary) Oil.



The Pro Treatment is ___x more potent, than the treatment the guest can take home.

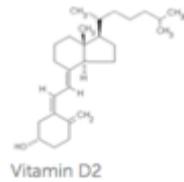
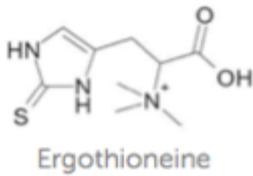
Where does Ergothioneine work? At a cell level to _____, _____ and _____ from daily Stresses _____ future damage.

The potent Super food oil, only available in pro-treatment is _____.

(recharge, protect, chia seed oil, and, 5x, detoxify)

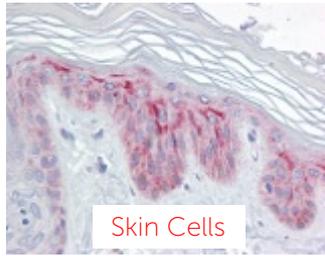
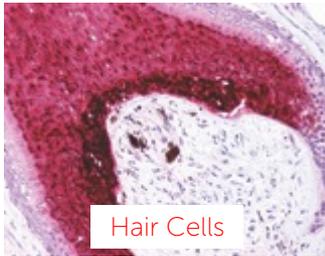
Q&A

NEXT, LET'S TAKE A LOOK AT THE BENEFITS OF THE ENTIRE LINE OF GROH LIFESTYLE PRODUCTS



NUTRIGENOMICS

The study of the effect _____ can have on our DNA and cellular resilience.



_____ is active in the hair bulb and skin cell. These cells want Ergo to function optimally!

Entia patented technology, amplifies **Vitamin D2** over _____%

The role of the **mushroom** in nature's ecosystem is to _____
GROH uses a proprietary blend of medicinal mushrooms in all GROH Ergo Boost products.

(nutrients, 1000%, distribute nutrients, Ergothioneine)



REISHI



CORDYCEPS



PLEUROTUS



HYPSIZYGUS MAMOREUS



TRAMETES



GRIFOLA FRONDOSA

Key Nutrients

 Ergothioneine plays a powerful role in _____ cellular death, by offering _____ from _____ stress and damage.

 Vitamin D2 is a _____ form of vitamin D; other vitamin D products are extracted from animals. GROH vitamin D is _____ amplified _____.

 Essential Oils strengthen, _____ and _____ and act as a _____ conduit.

 Bionutrients, over _____ enzymes, _____, and probiotics that help our bodies maximize _____ and _____ nutrients.

(plant-based, naturally, 1000%, heal, regenerate, nutrient, mushrooms, 3,000, preventing, oxidative, protection, antioxidants, absorption, metabolize)

Q&A

NEXT, LET'S TAKE A LOOK AT THE BENEFITS OF THE ENTIRE LINE OF GROH LIFESTYLE PRODUCTS

GROH Ergo Boost Products



Hair & Scalp Conditioning Treatment
Daily hair and scalp conditioning treatment. A rich blend of pure essential oils – Coconut Oil, Argan Oil (infused with organic vitamin D2), Rosemary, Lemon Peel, Lavender, and Sweet Almond Oil – work together to hydrate and smooth.
Hair types: All hair types
Use: Massage into towel dried hair and scalp. Allow 2-3 minutes for absorption. Rinse. Use at least 2 times a week or every time you wash your hair.



Daily Replenishing Supplement
A whole food, all-natural dietary supplement containing a blend of six ultra-potent mushrooms that offer nutritional support for cellular health of skin, hair, scalp, nails, and lashes.
Use: Morning or early afternoon. As a dietary supplement, take 2-4 capsules daily.



Skin Repair Treatment
A gentle and moisturizing skin treatment for all types of skin. Fast-absorbing, rich in antioxidants and vitamin D2.
Skin types: All skin types
Use: Morning and evening. Gently apply to cuticles.

Skin Recharge Bar
Gentle and nourishing bar for all skin types infused with a rich blend of pure essential oils and antioxidants.
Skin types: All skin types
Use: Morning and evening. Activate with a splash of warm water to create a lush lather. Gently massage into face, neck, and décolleté. Rinse thoroughly.

Results: This hydrating and smoothing formulation replenishes hair and nourishes scalp. Targeted delivery of essential nutrients activates cellular regeneration to encourage hair growth and repair for thicker, shinier, healthier-looking hair

Nail Results: Strengthens and fortifies nails, stimulates growth

Skin Results: Smoother more hydrated skin.

Hair Results: Smoother and increased shine. Strengthens and stimulates growth

Skin Results:
Inhibits the oxidation process and limits the spread of free radicals. More radiant, resilient, younger looking skin

Results on cuticle:
When applied to nail bed and hands, this solution hydrates, soothes and minimizes inflammation

Results: Soothes the skin, improves tone and texture to nourish and protect and reveal healthy, smooth, glowing skin

Lifestyle Detox Kit



Key Benefit

Q&A

NEXT, LET'S TAKE A LOOK AT THE SCIENCE BEHIND THE GROH ERGO BOOST PRODUCTS

Key GROH Stories

Nutrient Deficiency

Nutritional deficiencies can lead to weak thinning hair, brittle nails and premature, aging skin. By feeding our bodies at the cellular level with nutrients rich in the _____ and _____ we can boost strength and optimize growth. Our modern diet _____ provide the nutrients we need.

Medical Research

Entia Biosciences began the drive for discovery and innovation in 1995, when Dr. Marvin Hausman dedicated his research to finding a cure for Alzheimer's disease. From this _____ research, new insight into healthy hair, skin and nails was discovered and the the new Ergo Boost products were created.

Dedicated DNA

Entia Biosciences worked with our _____ to uncover the work that Ergothioneine (Ergo) does in the body. Cells that are asking for Ergo are found throughout the body, specifically in the _____ and cellular structure of the skin. In damaged or aging skin there is an increased call for Ergo, the body is actually asking for more Ergo.

(Antioxidant Ergothioneine, does not, network of scientists, hair bulb, medical, Vitamin D)

SHARE YOUR STORIES



Q&A