

Stop Wasting Money and Time

Why do most hair growth treatments fail?

And how we fix it completely

Introducing the Folli-Surge Special System: It's not just another product. It's the start button for all your at-home products (Folli-Fix, Folli-Activ). This training will truly change how you understand hair growth treatments. It will give you the best tool to help clients choose our products.

Training Objectives & Agenda

01

Understand Industry Problems

Help clients see why common methods don't work. This will build their trust.

02

How Our System Helps

Learn exactly how Folli-Surge makes other home products much more effective.

03

Our Special Microneedling

Discover the key benefits of high-pulse microneedling over simple rollers.

04

Master Your Sales Talk

Learn to convince every client using clear scientific facts.

This is more than just product training. It's a helpful guide to gain client trust and get more sales. We use true medical facts and scientific proof. Every part of this training helps you feel sure and convincing when speaking with clients.

Part One

The Important Truth to Share with Customers

Main Focus for Training: This is the most important idea you need to tell every customer. Before they buy anything new, they need to understand why what they bought before didn't help.

Sales Question: Do you ever ask yourself: "I use costly hair products, take vitamins, and go to hair clinics every month, but why is my hair still falling out?"

The answer is simple: you've been making two big mistakes.

Mistake One: Treating Only the Surface

The Science Behind It

Your scalp has a strong protective layer called the "**Stratum Corneum**". Its main job is to "**block everything trying to get in from the outside**". This natural protection developed over millions of years of human evolution. But it is now the biggest problem for hair growth treatments.

The Hard Truth

More than **90% of the expensive hair growth solutions you use at home (even strong medical minoxidil) cannot get through this layer at all**. They simply stay on the surface of your scalp and are wasted. Studies show that only 5-8% of regular topical products actually get through.

What This Means

It's like trying to get water through a thick raincoat. It just doesn't work. More than 90% of the important ingredients in hair growth products you spend hundreds or thousands of yuan on each month are washed away when you shampoo.



What to Tell Clients

"Did you know? The hair growth products you're using are like pouring water on a waterproof cover, expecting it to soak into the ground. This natural layer, the stratum corneum, protects our skin, but it also stops 90% of the helpful ingredients from getting in."

Big Problem Two: Signals No One Hears

Scientific Truth

Hair roots that have been losing hair for a long time are **"asleep"**. They are red, have no energy (ATP), and don't pay attention to messages that tell them to grow. Studies show that these sleeping hair roots have very low energy (their "power factories" work over 70% less), and they don't have enough ATP inside.

Harsh Reality

Even if you try natural treatments, PRP, or take pills, these messages and food for hair reach the roots. But the **"sleeping" hair roots simply do not have the energy to "get" and "use" them**. This is like sending important commands to a computer that is turned off – it does nothing.

Ultimate Conclusion

This is like putting the best computer program into a computer that isn't plugged in. It's a complete waste of effort. Hair root cells don't have enough energy to respond to growth messages. Even the most expensive growth factors and nutrients, when they reach the right place, are just broken down instead of being used.

Client Education Script

"Imagine your hair roots are like a factory that's shut down. You keep sending in the best materials, but the factory machines are off, and the workers are sleeping. No matter how good the materials, they can't be made into products. This is why you've spent so much money, but your hair is still falling out."

Two Big Problems That Make Things Worse

90% Blocked on the Surface

The top layer of skin stops expensive treatments from reaching hair roots.

+

The Last 10% is Wasted

Even if treatments get through, sleeping hair roots don't have the energy to use them.

=

Total Failure

This is why most hair growth methods don't work well.

Customers spend 500-2000 RMB each month, but get less than 5% real results. This is not because the products are bad. It's a basic problem with how our body works. If we don't solve the main problems of "getting past the skin" and "waking up the hair roots," any hair growth product just wastes money.

Part Two

Folli-Surge Synergy System

The Big Change: "Igniting" and "Breaking Barriers"

Our system does not make the same 90% mistake. Our system uses a two-step plan that changes everything.

1

Step 1: At Our Center

We use Folli-Surge to strongly "ignite" and "break barriers." This makes the hair ready to take in nutrients.

2

Step 2: At Home

You use Folli-Fix and Folli-Activ to give constant energy and keep hair growth going.

Important Point: These are not two separate products. They are a complete system that works together to start natural processes. If any part is missing, the whole system will barely work.

How Our System is Like Fitness and Food

✗ Just using home products without Folli-Surge

= "Eating protein powder but never working out"

Your money is not well spent because your hair roots don't know how to use the good things you give them. Muscles don't just grow; your hair roots also need a signal to start working.

✗ Only using old treatments without home care

= "Going to the gym only once a month"

You won't grow muscle (or hair). Doing it often and regularly is very important for growth. Doing something just once cannot keep long-term changes going.

✓ Folli-Surge + Home Care

= "Strong Gym Training + Daily Special Protein"

We help you with powerful training to fully activate your muscles. Then, you go home and take the special protein we prepared for you every day. What happens? Your body is 100% ready, and it absorbs 100% of the good things.

Part Three

Understanding Folli-Surge

How Does It Start and Open Up Follicles?

The Folli-Surge treatment is a special activation process done at our center. It's not just a simple procedure, but a carefully planned, three-step method based on how cells work. Each step has an important scientific reason and a clear medical goal.

01

Yellow Light Prep

Calms swelling & helps blood move better

02

Tiny Needles Create Openings

Making paths for medicine

03

Red Light Activation

Boosts cell energy

Step One: "The Peacemaker"

PDT Yellow Light (590nm) Preparation

What Does it Do?

Before 'breaking the barrier', yellow light first **reduces scalp swelling and boosts blood flow**. The yellow light's energy (590nm) is taken in by parts of the skin. This helps calm swelling and widen blood vessels.

Why is This Important?

People with long-term hair loss often have some swelling and poor blood flow around their hair roots. This is like "waterlogged wood" being difficult to ignite. The yellow light first step, before 'ignition', helps dry this 'waterlogged wood' (swollen scalp). This makes sure the next steps, like microneedling and red light treatments, can work best in a healthy, calm scalp.

How it Works

- **Calms Swelling:** Lowers levels of swelling-causing substances (IL-1 β , TNF- α).
- **Widens Blood Vessels:** Increases blood flow around hair roots by 15-25%.
- **Cell Health:** Makes cells stronger and more ready for later treatments.
- **Less Pain:** Reduces discomfort during the microneedling process.

Talking Point

"We do not perform microneedling directly on a swollen scalp. Yellow light preparation is like cleaning and getting ready before surgery. It ensures your scalp is in the best state to receive the treatment."

Step Two: The "Barrier Breaker"

High-Pulse Microneedling Technology

What does it do?

It makes thousands of "tiny openings" (micro-channels) in the top layer of your skin. These are not just simple pokes. Instead, they are very exact, controlled-depth, **straight up-and-down medical channels**.

Why is this important?

This prepares the way for your **Folli-Fix (Minoxidil)**! The biggest problem for regular skin products – getting past the skin's outer layer – is completely solved. The depth of these tiny channels is carefully set at 0.5-1.5mm. This helps them reach the hair roots without causing too much harm.

Technical Details

- **Number of Channels:** 1000-2000 tiny channels in each square centimeter
- **Channel Depth:** 0.5-1.5mm (can be changed based on your scalp)
- **Channel Width:** 150-200 micrometers
- **Pulse Speed:** 1000-2000 times per second
- **Channels Stay Open:** The tiny channels stay open for 4-6 hours

Key Benefits

Compared to putting products on your skin normally, much more of the active ingredients get inside when using these tiny channels. This increases by **10 to 40 times (1000-4000%)**. This is a huge improvement, not just a small one.

Step Three: The "Energy Powerhouse"

LLLT Red Light (630-660nm) Activation

What does it do?

After the "skin barrier penetration", red light **gets deep into the small channels. Hair cell powerhouses (mitochondria) quickly take it in.**

This causes a **huge increase** in ATP (cell energy) production. This is the main purpose of light therapy, also known as Photobiomodulation.

Why is this crucial?

This is the 'Ignition'! It strongly wakes up 'sleeping' hair roots. When red light is taken in by cytochrome c oxidase (a key helper in the cell's energy process), it directly helps the powerhouses (mitochondria) make more ATP. At the same time, it starts the Wnt/ β -catenin signaling pathway — the 'master switch' for hair root growth.

Biological Effects

- **More ATP:** Makes hair cell powerhouses (mitochondria) create 150-200% more ATP.
- **Starts Signals:** Begins the Wnt/ β -catenin process.
- **Better Blood Flow:** Helps hair roots get more blood by boosting VEGF.
- **More Cells:** Helps new hair root cells grow and multiply.
- **Longer Growth:** Moves hair from its resting time (telogen) into its growing time (anagen).

Scientific Evidence

Studies show that LLLT treatment can increase hair thickness by 35-40% and hair width by 18-25%. But, hair roots must be able to "receive" these signals. This is why "skin barrier penetration" is needed first.

The Power of Three Steps Working Together

$$1 + 1 + 1 > 10$$

Yellow Light Prep

Makes the scalp healthy, reduces swelling, and helps blood flow well.



Microneedle Opening

Creates tiny openings to help treatments get past the skin's top layer.

Red Light Boost

Goes through the openings, wakes up hair cells, and starts hair growth.

If you use any of these steps alone, they won't do much. But when these three steps are used together in the right order, they work much better, giving a stronger result. The yellow light prepares the scalp for microneedling. Microneedling makes deep paths for the red light. And the red light puts energy right into the hair root. This is why Folli-Surge is special — it's not just one technology, but a **carefully planned system where each part helps the others**.

Important Tip: Tell customers that these are not three separate treatments. They are one full process to make hair grow. If any step is missed, the results will be much weaker.

Part Four

The Peak of Combined Power

How do home care products keep the "activation" going?

Key Idea: The Folli-Surge treatment is not the end; it's just the start. It changes your hair follicles from a "sleeping state" into a "super sponge" and "very active" best state.

Now, your home care products are not a "waste" but "needed fuel." This important time lasts 4-6 months and is vital for the treatment to work well. If you don't use the right home care products during this time, it's like building a rocket launchpad but forgetting to add fuel—all the effort before would be for nothing.

Folli-Fix: Minoxidil and Special Peptides

From 90% Wasted to 100% Used

How Folli-Surge Prepares Your Hair

1. **"Tiny Paths"**: Exact small holes made by special microneedles
2. **"Full of Energy"**: Cells filled with power by red light therapy
3. **"Signal On"**: The hair growth signal system is active
4. **"Ready to Receive"**: Hair roots are very sensitive and ready for growth signals

Important Time

The tiny paths are most open 4-6 hours after treatment, then slowly close. In the first 48 hours, the medicine gets into the scalp **40-50 times** better than usual.

Big Change for Minoxidil Before Treatment

90% was stopped by the top layer of skin. Less than 5% reached hair roots, and even then, hair roots did not react much.

After Treatment

It's like a "smart delivery system". It goes past the skin barrier 100% through the "tiny paths" to reach the hair root directly. Its signal to make hair grow longer (it helps open pathways) is now fully received and used by "energy-full" cells.

Working Together: Peptides and Herbal Extracts

Big molecules (like GHK-Cu blue copper peptide, ginseng extract) could not get in before. Now, they "ride along" with minoxidil, going deep together. They are quickly used by the "active" cells to fix DNA and make new cells.

Folli-Activ: Oral Supplement

A Two-Way Approach: From Inside and Out

State Created by Folli-Surge

"Strong Hair Growth Signal": The special signal created by microneedles tells the body: **"Start making hair NOW!"** The body now needs building materials very much. This is a short but powerful time for new growth.

Saw Palmetto: Internal Defense

This is a key part of our two-way approach. Folli-Surge starts hair growth from the outside. At the same time, Saw Palmetto works from the inside (in your blood). It stops your body from making DHT, which causes hair loss, by blocking a special enzyme. So, we help hair grow on one side and fight the cause of hair loss on the other. This creates a complete strategy to help your hair.

Biotin, Zinc, Selenium: Key Tools

Old Situation: These were just normal supplements, with small effects.

New Situation: Red light fills your cells with energy. These cells are now trying hard to make keratin, but they need the right tools. Biotin and Zinc are **"necessary helpers"** for making keratin. Taking Folli-Activ now is like giving tools to the "workers" (hair cells) who really need them to build hair.

Amino Acids: Building Blocks

Old Situation: Just basic materials.

New Situation: Hair cells are now active. They have the "workers" (cells), "energy" (from red light), and "tools" (Biotin/Zinc). Folli-Activ gives them the "specific bricks" (parts that make keratin) they need to build "new hair."

Dr. M Home Care Series

Caring for Your Scalp & Boosting Hair Growth

Day 1 After Treatment

1

Don't Wash Your Hair: This allows the tiny openings (micro-channels) to stay open. It also lets the special protective liquids and growth factors keep soaking into your scalp. **Do not use any other scalp products.**

Take Folli-Activ Daily: Start taking this oral supplement on the day of treatment. It provides important nutrition from the inside for your newly active hair roots.

From Day 3 Onwards

3

Dr. M Hokkaido Kelp Shampoo: Use this for gentle cleaning. It has special ingredients like fucoidan and minerals that calm, soothe, and moisturize your scalp. This helps the tiny openings heal cleanly and prevents infection.

Folli-Fix Topical Minoxidil: Keep using Folli-Fix every day. This sends a constant growth signal while your scalp heals, helping your hair roots grow strong and healthy.

4

Day 2 After Treatment

Dr. M Hydrolyzed Nourishing Liquid: This is your scalp's "first food." Its small protein parts can still get into the tiny openings that are not fully closed yet. It helps repair your scalp from the outside and makes your hair stronger.

Folli-Fix Topical Minoxidil: The tiny openings in your scalp are still open today. This is the best time for medicine to soak in well. Start using Folli-Fix now to get the most benefit from the medicine.

For Ongoing Care

Avoid regular shampoos that have strong cleaning chemicals (like SLES/SLS over 10%). These can irritate your healing scalp and new hair roots, harming your treatment results.

After Folli-Surge, your scalp is very sensitive and working hard to heal. Strong cleaning chemicals in normal shampoos can cause big problems and ruin the treatment. The Dr. M product line is a gentle care system made specially for this sensitive time.

Part Five: Introducing Our Special Technology

Why our Folli-Surge cannot be copied?

For Training: After you have shown customers they need a "system that works better together," they might ask: "Why can't I just go to another clinic for microneedling?" This is your chance to give a clear, final answer.

Important Marketing Point: Not all "methods to get products deep into the scalp" are the same. Cheaper options often don't work well and can even be dangerous.

Big Difference: High-Pulse Microneedling vs. Regular Rollers

The Difference Between Helping and Hurting

✗ Ordinary Handheld Roller

How It Works

"Roll and Drag": Needles go into the skin and then are pulled out. This tears the top layer of skin.

What We See Up Close

Many **V-shaped cuts** and uneven tears.

Big Problems

- **Bad Paths**: The V-shaped cuts quickly fill up with serum and fluid. This stops the Folli-Fix medicine from getting in.
- **Wrong Kind of Damage**: It causes a lot of skin tearing that is not needed. The body spends energy fixing the skin instead of helping hair grow.
- **High Danger**: Much higher chance of getting infections, dark spots on skin, and scars.
- **More Pain**: The tearing wounds cause a lot of pain.

✓ Folli-Surge High-Pulse Microneedling

How It Works

"Straight Up and Down Pulse": Like a medical stamping machine, tiny needles go in and out "straight up and down" thousands of times each second.

What We See Up Close

Clean **straight 90-degree paths**, neat round holes.

Great Benefits

- **Perfect Paths**: Clean, neat, and even "straight paths" are the best way to deliver Folli-Fix. This helps 1000-4000% more medicine get in.
- **Exact Help**: Controlled, straight, tear-free micro-damage best helps the body's natural hair growth process.
- **Very Safe**: Less harm means faster healing and a more comfortable experience.
- **Very Comfortable**: Exact penetration means much less pain.

Ultimate Sales Pitch

How to Convince Every Customer 100%

To Employees: Change How You Ask Questions

"Don't ask customers, 'Do you want to do a treatment?' Instead, you should ask them: **'Do you want to keep wasting money, or do you want your Folli-Fix and Folli-Activ products to work 10 times better?'**"

"When they understand this idea, tell them: **'To get this 10 times better effect, there is only one way: Folli-Surge's "High-Pulse Vertical Channels" technology. All other 'roller scratches' you see just make you waste more money.'**"

To Customers: Understand True Value

"For hair growth, **'value for money'** is not just the price of one treatment. It's about the **'final result'** you get."

"Any 'normal roller' treatment wastes your time and money. The 'scratches' and 'tears' it makes will stop your Folli-Fix from working as it should."

"Folli-Surge's "High-Pulse Microneedle" is the only true way. It's more than just a 'microneedle'; it's like a 'small surgery to wake up hair follicles' and a 'delivery system for nutrients' made just for your scalp."

"Don't pay for 'damage'. Invest in Folli-Surge today, and pay for your at-home products to be **'100% active'**."

Final Reminder: Every customer who leaves your salon will either show how well our system works, or they will keep wasting money on old methods. Your knowledge and power to persuade will help them choose. Use science, facts, and understanding to help them make the right choice.