



HAIRCARE

Product Messaging Guidelines



REVITACARE, 21, avenue de l'Eguillette, 95310 Saint Ouen l'Aumône, FRANC



Dear Doctor,

We are delighted to have you as one of our trusted kol (Key Opinion Leaders). We sincerely appreciate your dedication to using our brand to enhance patient care. We hope this guide helps you effectively communicate the benefits of HAIRCARE to your patients.

Thank you for your support,
Revita International Marketing Team



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INTRODUCTION

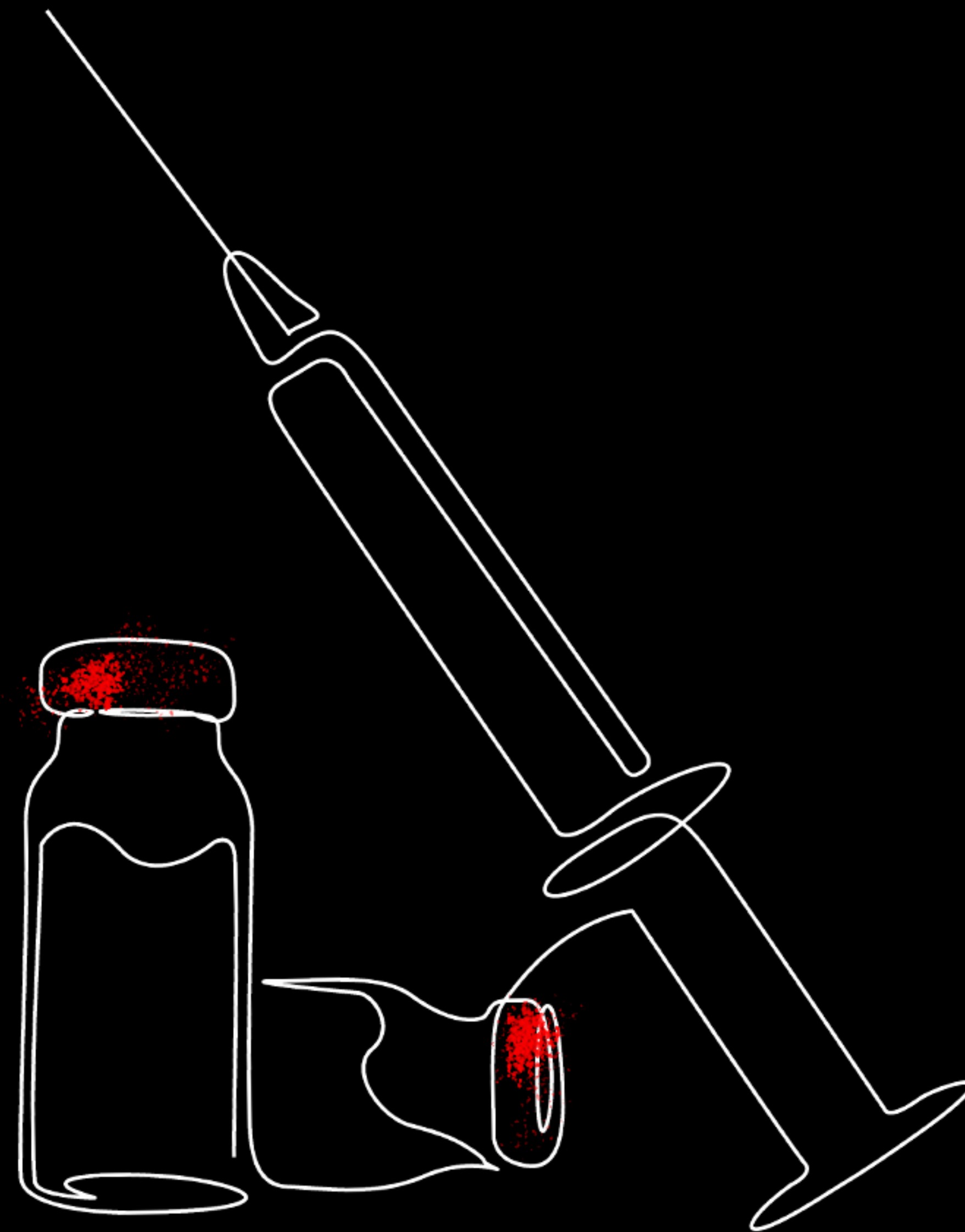
Welcome to HAIRCARE Messaging Toolkit

This guide is designed to help you, as a physician, communicate effectively about HAIRCARE with your patients. Inside, you'll find key phrases and messaging strategies tailored to ensure your patients understand the benefits and proper use of this product.

THIS GUIDELINE IS DESIGNED FOR THE REPRESENTATION OF THE REVITACARE BRAND IN IRAN.
IF YOU NEED ANY ASSISTANCE OR CONSULTATION,
PLEASE CONTACT MS. REYHANEH MIKANIKI - BUSINESS UNIT HEAD.



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SUGGESTED SCRIPTS :

- محصول کشور فرانسه که تاییدیه ی CE فرانسه را دارد
- حاوی هیالورونیک اسید فعال که باعث آبرسانی عمقی به ریشه، ساقه مو و پوست سر، با جذب تدریجی و ماندگاری شود
- بالاترین درصد زینک اشباع که کمک چشمگیری به کاهش و توقف ریزش مو میکند
- اسیدهای آمینه سولفور و ویتامین های گروه B که افزایش خونرسانی به پوست سر و فولیکول های مو، تقویت کراتین مو و ضخیم تر شدن تار موها را به همراه دارد
- هیرکر، با ترکیبات منحصر به فرد و هیالورونیک اسید فعال، باعث کاهش و توقف ریزش مو، آبرسانی و احیای ریشه و ساقه مو، و رشد مجدد موها می شود

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BRAND TONE & STYLE GUIDELINES

TONE:

- KEEP YOUR LANGUAGE PROFESSIONAL YET APPROACHABLE.
- USE REASSURING, POSITIVE WORDING TO BUILD TRUST WITH PATIENTS.

STYLE:

- AVOID MEDICAL JARGON UNLESS EXPLAINING IT IN SIMPLE TERMS.
- FOCUS ON HOW THE PRODUCT CAN MAKE LIFE EASIER OR BETTER FOR THE PATIENT.

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