



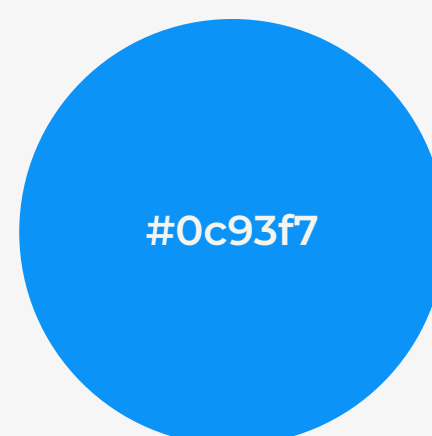
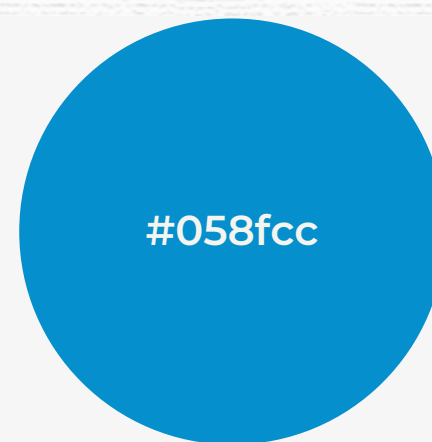
ADVANCED<sup>®</sup>  
TRICHOLOGY

alternative logos



ADVANCED<sup>®</sup>  
TRICHOLOGY  
the science of hair loss treatment

color palette



fonts in use

## Proxima Nova Extra bold

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx

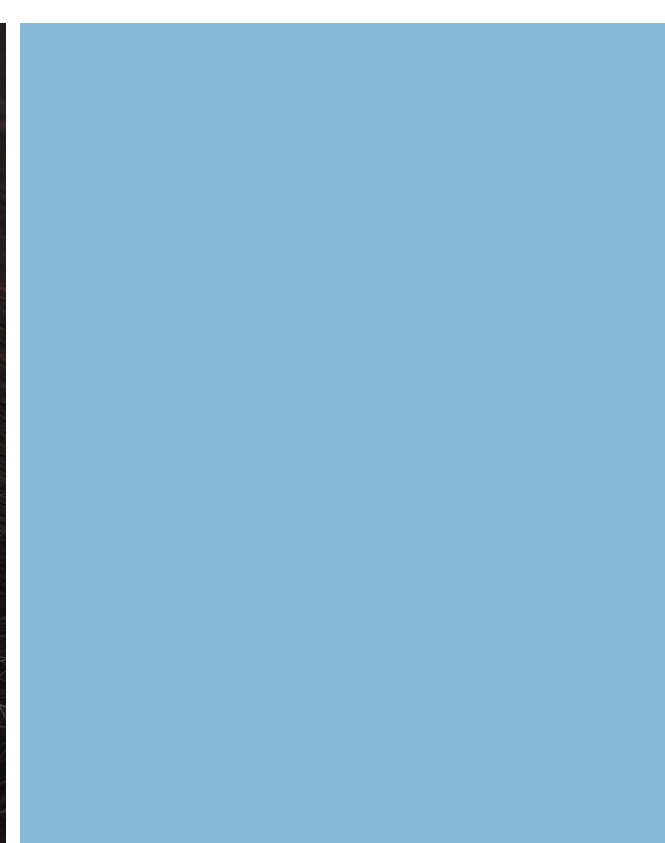
Yy Zz .

1 2 3 4 5 6 7 8 9 0

## Compton Bold

font guide

- **Title Font:** Proxima Nova Extra Bold is recommended for titles, headings, and emphasis. It conveys a strong visual presence with thick letterforms, high contrast, and distinct geometric shapes. Ideal for larger sizes to ensure legibility and impact.
- **Body Font:** Proxima Nova Regular is suitable for body text, paragraphs, and other content blocks. It provides clear and readable text with a balanced and versatile appearance. Recommended for smaller to medium sizes to ensure legibility in longer blocks of text.
- **Font Pairing Tips:** Create contrast between the title and body fonts for visual interest. Maintain consistency throughout the design. Establish a clear hierarchy by using Proxima Nova Extra Bold for titles and Proxima Nova Regular for body text. Ensure readability by adjusting spacing, line height, and font sizes as needed.
- **Compton Bold** - To be used for Social Media Captions or text layer for video clips.



1. Hormonal (DHT)

Pattern Hair Loss

2. Nutritional

Diffuse Throughout

3. Inflammatory

Itchy Burning Sensation

## Brand Vision:

Our brand vision at Advanced Trichology is to become the leading authority in natural hair regrowth solutions, providing individuals suffering from hair loss with effective, logical, and scientifically-backed treatments. We aim to connect with our customers on a personal level, offering a supportive and knowledgeable experience throughout their hair growth journey.

## Brand Mission:

Our mission at Advanced Trichology is to revolutionize the approach to hair loss treatment. We empower our clients by equipping them with personalized information about their unique hair loss situation. Through our diagnostic tools, including blood tests and our innovative app, we deliver actionable treatment plans that are clear, attainable, and trackable. Our brand provides not only the necessary products but also the guidance and support needed to achieve optimal results.

## Brand messaging:

### Key Messaging Pillars:

- 1. Personal Empowerment:** We believe in empowering our clients with knowledge and personalized solutions to address their hair loss concerns effectively.
- 2. Scientific Expertise:** Our brand is rooted in a real-world hair regrowth medical environment, backed by clinical experience and a proven track record.
- 3. Holistic Approach:** We offer a comprehensive range of services, including phone consultations, diagnostic tests, and a variety of high-quality hair care products, nutraceuticals, and treatments.
- 4. Individualized Solutions:** Unlike the one-size-fits-all approach prevalent in the industry, we provide customized treatment protocols based on diagnostics and personal assessments.
- 5. Supportive Journey:** We are committed to holding our clients' hands throughout their hair growth journey, offering clinical expertise, guidance, and exceptional customer support.

## **Business Goals and Content Distribution**

**Short-term** goals for the business include organizing and regularly distributing content on various platforms, such as the Advanced Trichology blog, trichology.com blog, TikTok, YouTube, IG, and LinkedIn, with a cohesive system.

**Long-term** goals aim to connect all brand assets, including the website, future app, social channels, and email, to provide a complete customer experience.

## **Main Services Offered**

The main services offered by the business include phone consultations, blood tests (within the United States), and a range of products for healthy hair regrowth, including nutraceuticals, hair care products, detoxification products, low-level laser therapy, home care, and topical scalp revitalizers.

## **Addressing Objections and Concerns**

Common objections or concerns from prospects revolve around the effectiveness of the products. The industry's lack of personalized solutions and diagnostic assessments is another issue.

To address these concerns, clients are directed to take a quiz on the website, which generates recommendations for their personalized hair loss treatment protocol.

The business provides a 90-day 100% money-back guarantee to instill confidence in its products and services.

## **Target Audience and Brand Voice**

Advanced Trichology's target audience includes anyone who has experienced hair loss in the last 5 to 7 years, ranging from 18 to 80 years old. The brand voice is clinical, supportive, and experienced, aiming to guide clients through their hair growth journey.

## **Social Media Tone and Brand Vision**

Social media updates should maintain a clinical, supportive, and experienced tone. The brand's vision is to connect with individuals experiencing hair loss, offering a natural solution with effective outcomes.

## Key Attributes of Our Customers/Clients:

1. Hair Loss Concerns
2. Wide Age Range (18-80 years old)
3. Seeking Natural Solutions
4. Information Seekers
5. Results-Oriented
6. Proactive and Engaged
7. Quality Conscious
8. Support-Seekers
9. Health-Conscious
10. Results-Driven

## Descriptors for Company

Innovative	Expert
Empowering	Comprehensive
Personalized	Natural
Knowledgeable	Transformative
Trustworthy	Proven
Results-driven	Client-focused
Scientific	Professional
Holistic	Caring
Cutting-edge	Reliable
Supportive	Forward-thinking

[Link to brand assets](#)