

Better  
Not Younger™



## Better Not Younger

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**PRONUNCIATION:** Better not younger

**PRODUCT NAME:** Superpower Advanced Hair & Scalp Serum + Comb Duo; Superpower Fortifying Hair & Scalp Serum; Superpower Fortifying Hair & Scalp Serum Duo

**CBSD Saturdays - PRICE: Retail Price: \$49 -\$84 / Deal Price: \$28-\$42 / Discount: Up to 50%**



### ON AIR SKUs:

Superpower Advanced Hair & Scalp Serum + Comb Duo SUPA-BU-2P

Superpower Fortifying Hair & Scalp Serum SUPE-SC-2Z

Superpower Fortifying Hair & Scalp Serum Duo SUPE-DU-2P

**LINKS:** [Website](#), [Instagram](#)/[Facebook](#)/[Twitter](#)/[Tiktok](#)

**TAGLINE:** Revitalizes and restores aging hair

### WHAT IS THE PRODUCT?

**Superpower+ Advanced Hair Densifying Scalp Serum Duo:**

Supercharged by the drop, this concentrated gel serum is specially designed for noticeable hair thinning and a sensitive scalp to support thicker, denser, and healthier-looking hair while soothing and calming the scalp.

The Advanced Comfort Gentle Scalp Massaging applicator's smooth silicone bristles help gently part hair and hug the scalp to evenly distribute serum at the roots.

**Superpower Fortifying Hair & Scalp Serum:** Nourishing lightweight serum helps to improve hair quality and scalp health. Helps early thinning hair look thicker, denser, and healthier over time.

**Superpower Fortifying Hair & Scalp Serum Duo:**

The Liquid Comb Scalp Massaging Serum Applicator's smooth, retractable aluminum ball-tipped dispenser naturally parts hair and hugs the scalp to evenly distribute serum at roots and help energize the scalp and follicles.

### WHAT DOES THE PRODUCT DO?

**Superpower+ Advanced Hair Densifying Scalp Serum Duo:** Features a proprietary SUPERPOWER BLEND™, along with apple cider vinegar and rosemary extract.

Gently massages the scalp for soothing scalp relief with its ergonomic, anti-slip design with a finger holder.

Works well with all hair types.

**Superpower Fortifying Hair & Scalp Serum:** Features a proprietary SUPERPOWER BLEND™, along with Ginger and Centella Asiatica Extracts add fuel to your fullness so hair looks healthier and stronger by the day

This nourishing lightweight serum helps to improve hair quality and scalp health helping early thinning hair look thicker, denser and healthier over time.

It is designed for the early stages of aging hair and thinning.

The lightweight serum helps actively absorb well onto the scalp to nourish follicles and leaves hair non-greasy

**Superpower Fortifying Hair & Scalp Serum Duo:** Includes Superpower Fortifying Hair & Scalp Serum which evenly distributes the serum at roots and energizes the scalp and follicles at the same time.

**Better not younger products** are the first specifically designed for aging hair:

- our hair becomes drier and more delicate over time. You need to find an approach that addresses your aging hair needs.

- our hair health starts at our roots, and a healthy scalp is essential for healthier-looking hair.

- our body absorbs fewer nutrients as we age. Supplements provide essential fuel.

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### **HIT POINTS:**

Your hair is changing so your hair care routine has to change accordingly

Bring strength and fullness back to aging hair

Founded by women in their 50s with vast beauty industry experience

**WHY SHOULD THE AUDIENCE BUY IT?** These Scalp Serums are designed to address the various stages of aging and thinning hair, nourishing your scalp at the root for hair that looks as strong as you feel.

Better not younger has been featured in The Oprah Magazine, Harper's Bazaar, Allure, and Elle Magazine.

Superpower+ Advanced Hair Densifying Scalp Serum Duo:

-84% of women said their scalp was less visible after 8 weeks of use\*

-84% of women said their scalp felt relief after the first application\*

Superpower Fortifying Hair & Scalp Serum:

-90% of women saw visible improvement in their hair after 8 weeks\*

-4 out of 5 women said their hair feels stronger after 8 weeks of use.

\*Based on an independent 3rd party consumer usage study. Individual results may vary.

Better not Younger is a brand founded by women in their 50s with deep beauty industry experience and a passionate belief that women just get better as they get older.

**ADDITIONAL INFORMATION:** These products are all Vegan, Sulfate-Free, Paraben-Free, & Cruelty-Free