



2021 EDUCATION OFFERINGS

Thinning Hair Expert Program

(available in English, French or Spanish)

- Education Authority for Hair & Scalp Health
- Science behind Hair Loss/Thinning
- Treatment/Prevention
- Why BosleyMD Product Portfolio
- How to have the Conversation about Fine & Thinning Hair



Upon completion of 6 unique modules & quizzes, participant receives a personalized certificate!

Salon Finder connects certified Stylists with clients seeking a “Thinning Hair Expert”.

Access/Registration information:

<https://bosleymd.talentlms.com/> (click “sign up”)

LIVE Sessions

Online Sessions - 45 min + Q & A (available in English, French or Spanish)

The Science Behind Hair Loss – Understanding Why We Lose our Hair

The Value of the Thinning Hair Space – Creating a destination location for fine and thinning hair clients

Why BosleyMD? – Product Knowledge, Treatment and Solutions for Healthy Hair & Scalp

“Having the Conversation” – Successful Approach to Talking about Hair Loss

Access:

Send email with preferred date/time to education@bosleymd.com



The Value of the Thinning Hair Space

(live online session – available English, French or Spanish)

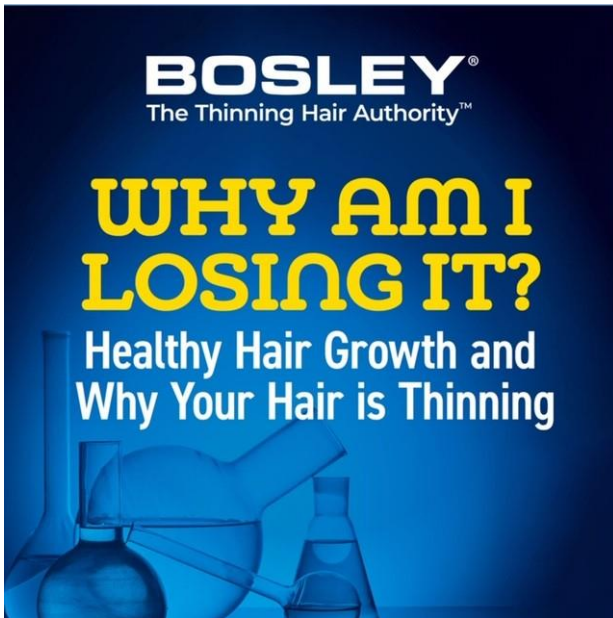
**Make your salon a destination location for fine
and thinning hair clients**

*“Consumer spend is approaching 4 billion per year
seeking effective solutions”*

Access:

Send email with preferred date/time to education@bosleymd.com





Dr. Dave Deutsch



Dr. Sharone Jacobs



Dr. Ken Washenik



Dr. Allan Parungao



Dr. Julie Karnes Kilgore

The thinning hair authority podcasts

BosleyMD identified the need to have the most authoritative devotees share their knowledge through an ongoing podcast series allowing them to share the most valuable solutions to fight and prevent hair loss.

Access:

Search "Bosley Thinning Hair Authority"

1. Click to "Subscribe"
2. Download and Listen
3. Kindly leave a review and rating

Digital Detailing

- Why BosleyMD?
- Digital Sales Tool
- LIVE connectivity to BMD Education team member

Access:

Send email with preferred date/time to education@bosleymd.com

Videos

- Digital library
- Product knowledge

Access:

Videos:

<https://www.dropbox.com/home/2019%20PARTNERS/INDEPENDENT%20DISTRIBUTORS/INDEPENDENT%20DISTRIBUTORS/Education>





Audio books:

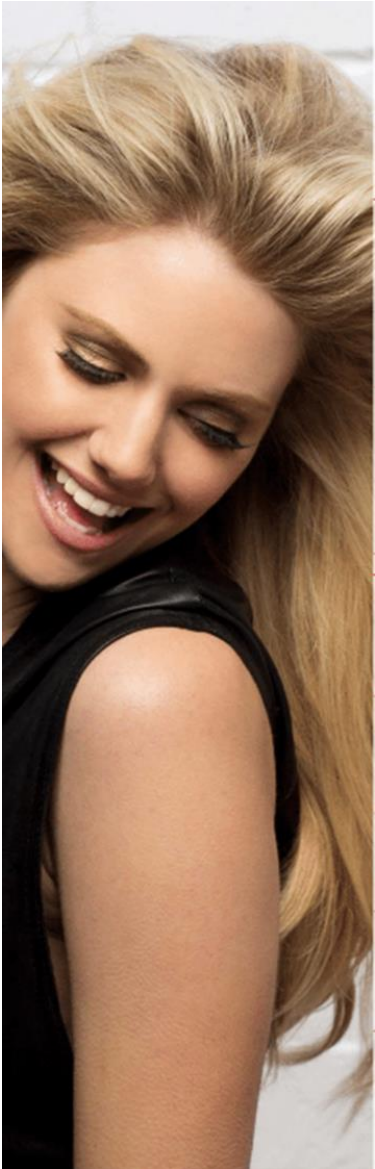
- Key Ingredients of BosleyMD
- Having the Conversation about Thinning Hair
- BosleyMD Product Knowledge
- Overcoming Objections - DSC Coaching

Access:

Videos: <https://youtu.be/Nmq5wrkfHQ8>

Link:

<https://www.dropbox.com/home/2019%20PARTNERS/INDEPENDENT%20DISTRIBUTORS/INDEPENDENT%20DISTRIBUTORS/Education/Audio%20Books>



“Train the Trainer” Brand Educator Program

Preparing your team for successful education with these course concepts to “train your trainers”

- Sales Impact Educator training
- Facilitation skills, effective field presentations & classes
- Customized curriculum & leader’s guides
- Interactive Learning
- Effective Demos – when/how to insert PK
- Powerful Product Knowledge – raising the standard of PK training
- Strong engagement & interaction
- Effective speaking skills
- Cementing knowledge – meeting the demands of today’s adult learner