

**ROGAINE****WOMEN'S COPY**

You can blame it on hormones, your diet, or stress.  
Or you can do something about it.  
You can ignore it.  
Hide it,  
Call it hopeless.  
Or you can do something about hereditary hair thinning  
with Women's Rogaine.  
It has the only ingredient proven to re-grow hair in women.  
The sooner you start, the better your chance of success.  
Come see the proof at our website.  
Why deny it or wait for someone to notice?  
Take control.  
Women's Rogaine works.  
The sooner the better.

**MEN'S COPY**

Women blame it on their hormones.  
Men blame it on their dads.  
Women think it comes from stress.  
Men think it comes with age.  
But while men and women deal with hereditary hair loss  
differently,  
Rogaine works for both.  
In fact, nothing has been proven to re-grow hair better.  
And the sooner you start the better your chance of success.  
For more information, visit our website.  
And you'll know why you should start when you first notice it.  
For men.  
For women.  
Rogaine works.  
The sooner the better.