

# Science + Aesthetics

PROVEN NON-SURGICAL SOLUTIONS  
FOR THINNING HAIR



Viviscal™ PRO  
**XFusion** by toppik

# THE ULTIMATE NON-SURGICAL SOLUTIONS FOR THINNING HAIR

Science meets aesthetics to give your patients something new: a complete system that targets thinning hair inside and out. While clinically proven Viviscal™ PRO Supplements promote existing hair growth in 6 months, XFusion™ by Toppik™ Keratin Hair Fibers conceal thinning hair instantly. Together, they offer the perfect complement to your hair loss treatments and procedures, giving patients the short-term and long-term solutions that they need to fight the effects of hair loss and boost their confidence.\*

**40%**

of women have hair loss by age 40<sup>1</sup>

## INSTANT TRANSFORMATION

XFusion by Toppik is made with premium naturally derived keratin proteins that blend undetectably with strands, instantly concealing hair loss and building natural-looking thickness.

## DECADES OF LOYAL USERS

Since launching 30 years ago, the Toppik brand has changed millions of people's lives, giving them the confidence and youthful appearance that comes with having a thick head of hair.

**40%**

of men have hair loss by age 35<sup>1</sup>



## CONFIDENCE BOOSTER

90% of users say XFusion by Toppik Fibers make them feel more beautiful or handsome.<sup>3</sup>

\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

#### OVER 25 YEARS & 10 PUBLISHED TRIALS

Viviscal supplements are backed by over 25 years of research and development, with clinically proven results in 10 published trials.

# 60%

of hair loss sufferers would rather have more hair than money or friends<sup>2</sup>

# 28%

of women have cancelled a date because they felt bad about their hair<sup>2</sup>

#### DERMATOLOGIST-RETAILED

Viviscal PRO is retailed by over 2,500 dermatologists. It's available only through licensed medical or beauty professionals.



#### CLINICALLY PROVEN

In a clinical study<sup>\*\*</sup>, Viviscal PRO users had an 80% increase in terminal hairs after 6 months.\*

<sup>\*\*</sup>Ablon, G.; J Clin Aesthet Dermatol, 2015. <sup>1</sup>As reported by the International Society of Hair Restoration Surgery <sup>2</sup>2013 survey of 1,000 women on the psychological effects of thinning hair <sup>3</sup>User perception study

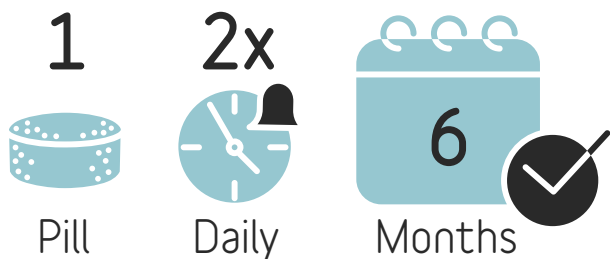




## WHAT IS VIVISCAL™ PRO?

Viviscal PRO is the ultimate non-surgical answer for hair growth<sup>†</sup> in men and women. 100% drug-free Viviscal is the most clinically proven hair supplement formula available today. With just two daily tablets, Viviscal PRO is clinically proven to promote existing hair growth and reduce hair shedding in 3-6 months.\*

## HOW TO TAKE IT



Viviscal PRO is easy to take. Users take one tablet twice a day, once in the morning and once at night, with food and water. For best results, users should consistently follow the recommended daily dosage for a full six months.

## VIVISCAL PRO WORKS IN 4 STAGES

### STAGE 1

Hair follicles are nourished through the consistent intake of AminoMar™ marine complex and other nutrients in each tablet

### STAGE 2

Thin and wispy hair is strengthened through increased nourishment

### STAGE 3

Breakage and thinning continue to decline, encouraging existing hair growth

### STAGE 4

Hair appears stronger, healthier, and more vibrant as nutrients are thoroughly replenished



<sup>†</sup>Existing hair growth

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## THE VIVISCAL™ PRO DIFFERENCE

Viviscal is the only hair supplement with the powerful active ingredient AminoMar™. The Viviscal formula has been clinically tested and proven effective in 10 published clinical studies, making it the most clinically researched hair supplement available today.

In a 6-month multi-center, randomized, double-blind, placebo-controlled clinical trial<sup>++</sup>, Viviscal PRO results showed:

- ▲ **57% increase** in terminal hairs after 3 months
- ▲ **80% increase** in terminal hairs after 6 months
- ▲ **12% increase** in hair diameter after 6 months

## VIVISCAL™ PRO INGREDIENTS



### ANIMOMAR™ MARINE COMPLEX

AminoMar is the ground-breaking proprietary marine complex found exclusively in Viviscal supplements. It's derived from marine protein molecules and has been proven to nourish thin hair from within.\*



### APPLE EXTRACT POWDER

Apple Extract Powder contains rich minerals and antioxidants, which are essential nutrients known to fight free radicals.



### BIOTIN

Biotin is one of the B vitamins, also known as vitamin B7, that is important to the production of fatty acids. It is a must-have vitamin in a beauty supplement.



### L-CYSTINE & L-METHIONINE

These amino acids are responsible for the production of keratin and collagen.



### VITAMIN C

Vitamin C plays an important role in the formation of collagen, a fibrous protein that provides structural strength to body tissues, including those in the scalp.

<sup>++</sup>Ablon, G.; J Clin Aesthet Dermatol, 2015.

# VIVISCAL™ PROVEN EFFECTIVE IN 10 PUBLISHED CLINICAL TRIALS

			CLINICAL RESULTS	
YEAR	SUBJECTS	3 MONTHS		
1	2017	52♀ Females		
2	2016	60♂ Males		
3	2015	60♀ Females	32% increase in terminal hairs	39% decrease in hair shedding
4	2015	40♀ Females	57% increase in terminal hairs	
5	2015	72♀ Females	18% decrease in hair shedding	
6	2012	15♀ Females	111% increase in terminal hairs	
7	1997	200♂ Males		
8	1996	23♂ Males	61♀ Females	
9	1994	30♂ Males		
10	1992	40♂ Males		


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## CLINICAL RESULTS

6 MONTHS

PUBLICATION

 **94%**  
increase in hair volume<sup>⊠</sup>

 **92%**  
increase in hair thickness<sup>⊠</sup>

Bloch, L; *J Dermat Cosmetol*, 2017

 increased total hair count

 increased total hair density

 increased hair strength


Ablon, G.; *J Cosmet Dermatol*, 2016.  
Randomized, Double-Blind,  
Placebo-Controlled

Ablon, G.; *Dermatol Res Pract*, 2015.  
Randomized, Double-Blind,  
Placebo-Controlled


 **80%**  
increase in terminal hairs

 **12%**  
increase in hair diameter

Ablon, G.; *J Clin Aesthet Dermatol*, 2015.  
Randomized, Double-Blind,  
Placebo-Controlled, Multi-Center

 **7%**  
increase in vellus hair diameter

Rizer, R.; *Int J Trichol*, 2015.  
Double-Blind, Placebo-Controlled,  
Multi-Center


 **125%**  
increase in terminal hairs

Ablon, G.; *J Clin Aesthet Dermatol*, 2012.  
Randomized, Double-Blind,  
Placebo-Controlled


 **74%**<sup>⊠</sup>  
patients saw decreased  
hair loss

 **15%**<sup>⊠</sup>  
patients showed partial  
regrowth


Pereira, J.; *Revista Brasileira De  
Medicina*, 1997.


 **68%**<sup>⊠</sup> (12-month study)  
patients had 50% or  
more hair regrowth

Majass, M., *Swedish Association for  
Alopecia*, 1996.

 **43%**<sup>⊠</sup> (8-month study)  
patients had total  
regrowth of hair

Lassus, A., *Les Nouvelles Dermatol*, 1994.

 **38%**<sup>⊠</sup>  
increase in non-vellus hairs

 **95%**<sup>⊠</sup>  
patients showed clinical  
and histological cure

Lassus, A.; *J. Int. Med Res*, 1992.

<sup>⊠</sup>Alopecia patients <sup>⊠</sup>Based off self-assessment results

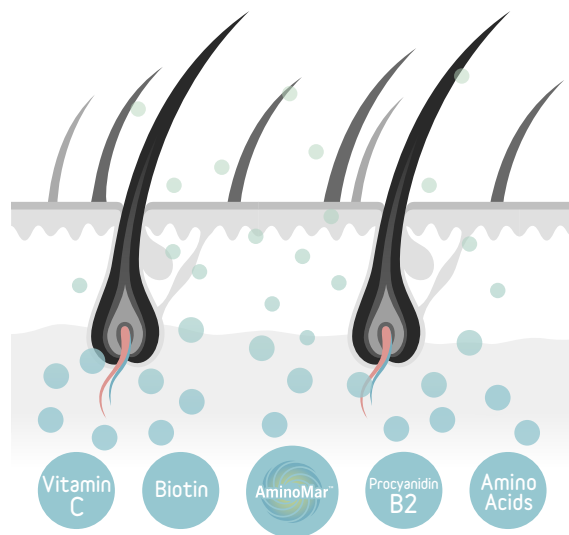
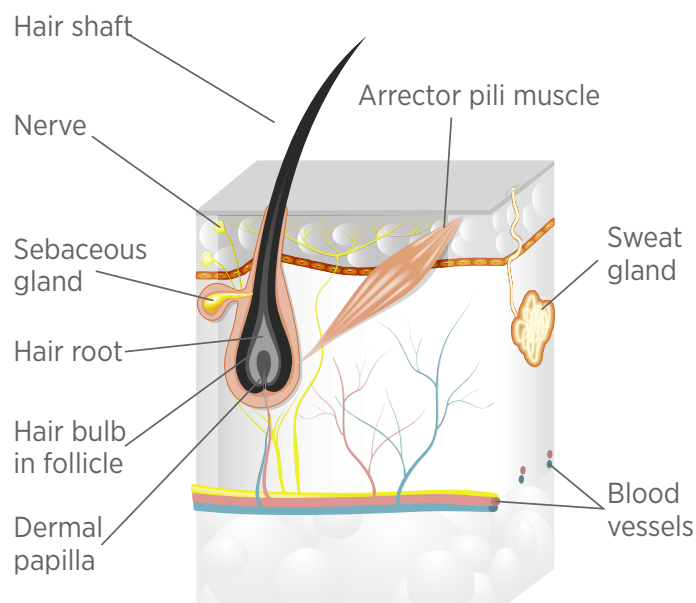
# THE SCIENCE BEHIND VIVISCAL™ PRO

What distinguishes Viviscal from other hair supplements is our dedication to conducting rigorous scientific research to ensure its efficacy. Recent research monitoring dermal papilla cells' *in vitro* response to the application of the Viviscal supplement formula showed that Viviscal contributes to the cell proliferation and cell signaling. These processes make up the control center of the hair strand that promotes follicle development and growth, and facilitates the transportation of nutrients that improve hair health.\*

One of the key molecular messages expressed by the dermal papilla cell is alkaline phosphatase. Alkaline phosphatase is known to increase in the early stages of the anagen phase and its enhanced activity is correlated with hair regrowth. Our *in vitro* research results to-date show that following treatment with Viviscal, there is a **38% increase in Alkaline Phosphatase activity** in the dermal papilla cells when compared with a control.\*

To initiate new hair growth, a significant increase in the number of dermal papilla cells induces the early stage of the anagen phase of the hair growth cycle. This increase in cell number is thought to be primarily due to increased cell proliferation. When treated with Viviscal, **dermal papilla cell proliferation increased by 15%** in comparison to control cells. As such, Viviscal helps in increasing the number of hairs in the growing phase and in turn, hair may appear thicker and fuller.\*

## HOW IT WORKS



Each hair passes through four phases in its life cycle: **anagen**, **catagen**, **telogen** and **exogen**. As the length of the anagen (growing) phase decreases over time, hair may become weaker and thinner.

One of the reasons that Viviscal PRO works so effectively is that it nourishes the hair follicle during the anagen phase, strengthening thin and wispy hair through the consistent intake of nutrients absorbed into the follicle. Throughout the 6-month Viviscal PRO program, breakage and thinning continue to decline, resulting in hair that is thicker, stronger and healthier-looking.\*



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## SEE THE PROOF: CLINICAL TRIAL RESULTS



Day 0



Day 90



Day 0



Day 90



Day 0



Day 90



Day 0



Day 180

Actual Viviscal patients, courtesy of Glynis Ablon, M.D., The Ablon Skin Institute (ASI) Research Center.

# COMPARE VIVISCAL™ PRO TO VIVISCAL™ SUPPLEMENTS



Viviscal™ PRO	Viviscal™
950 mg AminoMar™ marine complex per daily dose	900 mg AminoMar™ marine complex per daily dose
Apple Extract Powder (Procyanidin B2)	<i>None</i>
Amino acids L-Cystine & L-Methionine	<i>None</i>
Sold exclusively through physicians and licensed medical or beauty professionals	Sold by local and online retailers

## PATIENTS' FREQUENTLY ASKED QUESTIONS ABOUT VIVISCAL PRO

### Q: Are Viviscal™ PRO Supplements suitable for men and women?

A: Yes. Both men and women may use Viviscal PRO.

### Q: Where can I find Viviscal PRO?

A: Viviscal PRO is available only at doctors' offices, salons and spas. To find a Viviscal PRO reseller near you visit [ViviscalProfessional.com/retail-locator](http://ViviscalProfessional.com/retail-locator)

### Q: Can anyone take Viviscal PRO Supplements?

A: Viviscal PRO is not recommended for users who are allergic to fish or seafood, women who are pregnant or nursing, or any person under the age of 18. If you are taking any medications, consult your doctor or medical professional before use.

### Q: What's the difference between Viviscal PRO and the Viviscal supplement sold at my local drugstore?

A: A daily dose of Viviscal PRO Supplements contains 50 mg more of the proprietary marine complex AminoMar™ compared to a daily dose of standard Viviscal supplement. Viviscal PRO also contains an exclusive blend of powerful amino acids, vitamins, minerals and other nutrients that nourish thicker, fuller hair growth<sup>†</sup> from within.\*




<sup>†</sup>Existing hair growth      \* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

# VIVISCAL™ PRO THIN TO THICK HAIR CARE RANGE



For best results, use Viviscal PRO Supplements with the Viviscal PRO Thin to Thick hair care collection, available exclusively from medical and beauty professionals. Together, this complete Viviscal PRO system addresses thinning hair inside and out.

Viviscal PRO Thin to Thick Shampoo, Conditioner and Elixir are formulated with Ana:Tel™, a proprietary complex that includes clinically tested ingredients derived from natural sources, plus Biotin, Collagen and Keratin. Thin to Thick premium topicals promote thicker and healthier-looking hair, making them the perfect complement to Viviscal PRO hair growth+ supplements.

Product	SLS Free	SLES Free	Paraben Free	Colorants Free
 SHAMPOO	X	X	X	X
 CONDITIONER	X	X	X	X
 ELIXIR	X	X	X	X

## WHAT ARE XFUSION™ BY TOPPIK™ KERATIN HAIR FIBERS?

XFusion by Toppik Keratin Hair Fibers is a cosmetic hair product that instantly conceals hair loss and leaves hair looking naturally thicker. XFusion Hair Fibers are available exclusively from licensed medical and beauty professionals.

XFusion Hair Fibers work well for men and women of all hair types and textures. XFusion is also ideal for hair transplant patients needing a cosmetic solution that will instantly fill in thinning areas and provide extra coverage pre- or post-surgery.

XFusion Keratin Fibers are made from premium, naturally derived keratin proteins that are almost identical to human hair. It's available in 9 natural-looking shades that can be mixed to match virtually any hair color. Long-lasting XFusion Hair Fibers resist wind, rain and perspiration, and easily wash out with shampoo.

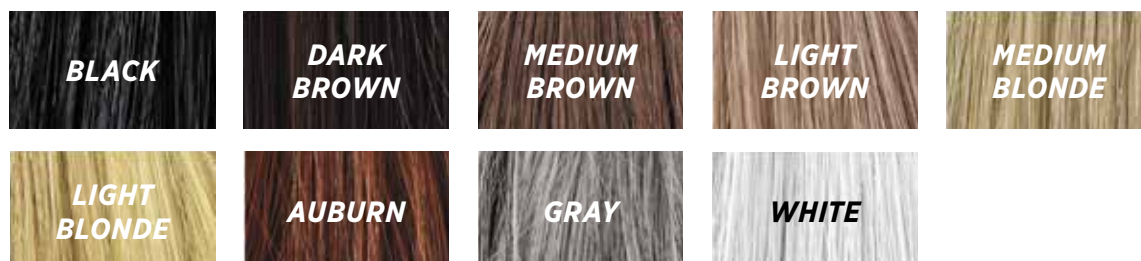


## HOW THEY WORK



XFusion Hair Fibers have an innate static charge that creates a magnetic effect, bonding them securely to even the tiniest hairs. They instantly blend undetectably with existing hair strands, building natural-looking thickness and concealing thinning.

## 9 BLENDABLE SHADES



## HOW TO USE XFUSION™ BY TOPPIK™ KERATIN HAIR FIBERS



Simply shake or spray XFusion by Toppik Keratin Hair Fibers onto hair and gently pat to disperse fibers.

For precise application, use with XFusion™ by Toppik™ Perfecting Tools, including the Spray Applicator and the Hairline Optimizer. For longer-lasting results, finish with XFusion FiberHold Spray to strengthen the bond between the Fibers and hair, and add shine.

XFusion Hair Fibers are available in 9 blendable shades that can be layered to match virtually any hair color. XFusion also may be used as a root touch-up between hair colorings.

Shake or use the Spray Applicator to spray Fibers onto thinning areas



Use the Hairline Optimizer for a natural-looking front hairline



For added hold and shine, finish by spraying lightly with FiberHold Spray





## SEE THE PROOF: INSTANT RESULTS



*Before*



*After*



*Before*



*After*



*Before*



*After*



*Before*



*After*

# **PATIENTS' FREQUENTLY ASKED QUESTIONS ABOUT XFUSION™ HAIR FIBERS**

## **Q: What are XFusion™ by Toppik™ Keratin Hair Fibers made of?**

A: XFusion Hair Fibers are made with premium keratin proteins derived from a natural wool source that's almost identical to human hair.

## **Q: Do XFusion Hair Fibers affect hair growth?**

A: No, XFusion Fibers is a cosmetic product that will not affect hair growth. It will not clog pores or affect scalp conditions.

## **Q: Will XFusion Keratin Hair Fibers work with all hair types?**

A: Yes, XFusion Hair Fibers are suitable for men and women of any hair type or hair texture.

## **Q: How long will a bottle of XFusion Hair Fibers last?**

A: Usage rates may vary depending on consumers' frequency of use, the amount of product used per application, and product size. See estimated usage rates by size:

Economy (28 g): Approx. 60 days or more

Regular (15 g): Approx. 30 days

Travel (3 g): Approx. 7 days

## **Q: Can I buy XFusion at my local drugstore?**

A: No, premium XFusion Hair Fibers are available only through licensed medical or beauty professionals who are authorized XFusion resellers.

# VIVISCAL™ PRO PRODUCTS



SIZE	RETAIL PRICE
60 ct (1 month)	\$60
180 ct (3 months)	\$160

## HAIR GROWTH SUPPLEMENTS

**Viviscal PRO** dietary supplements are clinically proven to promote existing hair growth and reduce hair shedding.\* Viviscal is the most scientifically tested hair growth† supplement that you can recommend.

- 100% drug-free
- Formula proven in 10 published clinical trials
- Professional-only product sold exclusively by authorized medical and beauty resellers
- Suitable for women and men

**VIVISCAL PRO HAIR GROWTH+ PROGRAM:** Take 2 tablets daily (one morning, one night) for 6 months for best results. Users may start to see results as early as 3 months.

**ACTIVE INGREDIENT:** AminoMar™ marine complex (proprietary, available exclusively in Viviscal)

**OTHER NOURISHING INGREDIENTS:** Vitamin C, Biotin, Apple Extract, L-Cystine, L-Methionine



SIZE	RETAIL PRICE
250 ml (8.45 fl oz)	\$25
250 ml (8.45 fl oz)	\$25

## THIN TO THICK SHAMPOO & CONDITIONER

**Viviscal PRO Thin to Thick Shampoo** gently cleanses hair and scalp, leaving hair looking thicker. **Viviscal PRO Thin to Thick Conditioner** provides lightweight moisture, promoting the appearance of healthy-looking hair growth.

- Free from SLS, SLES, parabens and artificial colors
- Botanical fragrance leaves hair with a refreshing scent that lasts
- Suitable for everyday use, all hair types

**ACTIVE INGREDIENT:** Ana:Tel™ complex (proprietary, contains naturally derived ingredients)

**OTHER NOURISHING INGREDIENTS:** Biotin, Collagen, Keratin



SIZE	RETAIL PRICE
50 ml (1.7 fl oz)	\$35

## THIN TO THICK ELIXIR

Viviscal PRO Thin to Thick Elixir is the ultimate lightweight, densifying leave-in treatment for thicker-looking hair. Use as a styling aid on wet or dry hair following use of Thin to Thick Shampoo and Conditioner.

- Free from sulfates, parabens and artificial colors
- Botanical fragrance leaves hair with a refreshing scent that lasts
- Suitable for everyday use, all hair types

**ACTIVE INGREDIENT:** Ana:Tel™ complex (proprietary, contains naturally derived ingredients)

**OTHER NOURISHING INGREDIENTS:** Biotin, Collagen, Keratin

†Existing hair growth

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# XFUSION™ BY TOPPIK™ PRODUCTS



SIZE	RETAIL PRICE
<b>Economy (28 g)</b>	<b>\$50</b>
<b>Regular (15 g)</b>	<b>\$30</b>
<b>Travel (3 g)</b>	<b>\$8</b>

## KERATIN HAIR FIBERS

**XFusion by Toppik Keratin Hair Fibers** is the professional cosmetic solution that instantly conceals hair loss and creates the appearance of naturally thicker, fuller hair.

- Made from premium, naturally derived keratin proteins that are almost identical to human hair
- Statically charged to adhere to the tiniest hair strands, blends undetectably for natural-looking thickness
- Long-lasting formula resists rain, wind and perspiration
- Washes out easily with shampoo
- For men and women of all hair types and hair textures
- Available in 9 blendable colors: Black, Dark Brown, Medium Brown, Light Brown, Auburn, Medium Blonde, Light Blonde, Gray, White

## SPRAY APPLICATOR & HAIRLINE OPTIMIZER

XFusion Perfecting Tools ensure the easy, precise application of XFusion Keratin Hair Fibers with every use.



SIZE	RETAIL PRICE
<b>Spray Applicator</b>	<b>\$20</b>
<b>Hairline Optimizer</b>	<b>\$8</b>

### XFusion Spray Applicator

- Easily target and spray XFusion Fibers exactly where needed
- Perfect for coverage of the front hairline
- Easy to attach, easy to use
- Fits Economy and Regular sizes of XFusion Fibers

### XFusion Hairline Optimizer

- Uniquely designed perfecting tool ensures the most natural-looking application of Fibers
- Irregular comb pattern simulates natural hair growth along the hairline
- Eliminates straight lines for a softer, more blended look



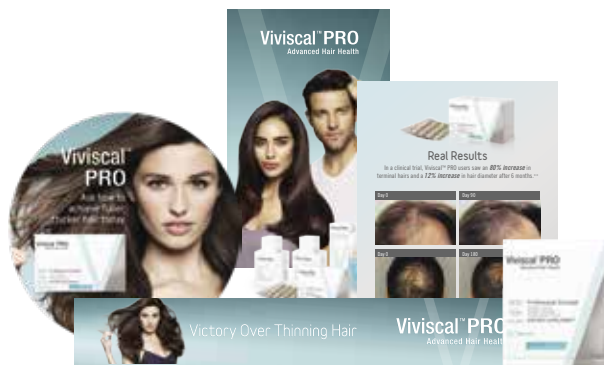
SIZE	RETAIL PRICE
<b>118 ml (4 fl oz)</b>	<b>\$10</b>

## FIBERHOLD SPRAY

XFusion FiberHold Spray strengthens the bond between XFusion Keratin Hair Fibers and hair, for longer-lasting hold.

- Fine mist spray composed of alpha-grade resins that intensify the magnetic attraction between XFusion Fibers and hair strands
- Includes naturally derived ingredients
- The perfect finishing step that also adds shine for radiant, healthy-looking hair

# MARKETING KITS



## VIVISCAL™ PRO MARKETING KIT

A basic marketing kit to help you to promote Viviscal PRO. Contains:

- 3 Viviscal PRO sample packs (20 ct)
- 20 Brochures with Brochure Holder
- Mirror/Window Cling
- 3 Calendar Clings
- Shelf Talker
- 6 Viviscal PRO Hair Ties
- Before & After Easel Card
- Paper 6-Box Display

PRICE

**FREE (\$0)** With Any Order

## VIVISCAL™ PRO DELUXE MARKETING KIT

This complete marketing kit has everything you need to successfully promote and sell Viviscal PRO. Contains:

- 6 Viviscal PRO sample packs (20 ct)
- 30 Brochures
- Mirror/Window Cling
- 6 Calendar Clings
- Shelf Talker
- 6 Gift Bags
- 12 Viviscal PRO Hair Ties
- Before & After Easel Card
- Acrylic 6-Box Display with Brochure Holder

PRICE

**\$50** (or Free With Orders Over \$1,000)



## XFUSION™ MARKETING KIT

The perfect kit to help you retail XFusion by Toppik. Contains:

- 8 bottles of XFusion by Toppik Keratin Hair Fibers (15g) in four best-selling colors:
  - 2 Black
  - 2 Dark Brown
  - 2 Medium Brown
  - 2 Light Brown
- 2 patented XFusion Spray Applicators
- 2 XFusion FiberHold Sprays (4 oz)
- 25 Brochures
- Counter Display

PRICE

**\$130** (Retail Value: \$300)

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## SEE WHAT PHYSICIANS ARE SAYING



**DR. STEVEN DAYAN**  
DOUBLE BOARD-  
CERTIFIED FACIAL  
PLASTIC SURGEON

"I see patients every day, young and old, suffering from the same issue—hair thinning. I like to use myself and my family as a first-hand case study, proving the supplement can be utilized at any age. My very own before and after images are hung around my office and patients respond to them. The fact that as their trusted medical expert, if it works for me, they believe it will work for them!"



**DR. JEANINE DOWNIE**  
BOARD-CERTIFIED  
DERMATOLOGIST

"A lot of my patients come to me when they think they've tried everything, from minoxidil to finasteride, and nothing has worked for them. I educate them on Viviscal PRO, especially if they've never tried a supplement before, because it is a science-based product and it works. My patients end up committing to it and staying compliant. There's no wonder why it is the most popular hair growth supplement on the market."



**DR. SUNEEL CHILUKURI**  
BOARD-CERTIFIED  
DERMATOLOGIST

"I consult with my patients as a specialized dermatologist to see if their hair loss may be stemming from a specific issue. Viviscal PRO is a go-to option to promote existing hair growth, to pop hair back into the anagen phase, no matter the base of the issue (i.e. scarring alopecia, androgenic hair loss, etc.)."



**DR. DORIS DAY**  
BOARD-CERTIFIED  
DERMATOLOGIST

"Viviscal PRO and XFusion by Toppik are non-invasive, reliable treatments. When educating my patients on these two methods, I share the advantages of the products, relying heavily on clinical data, studies and science that supports Viviscal PRO, specifically. Supplements and topicals are the most common treatment options I offer to my hair loss patients. I trust them and have witnessed great success with both."



**DR. PAUL GLAT**  
BOARD-CERTIFIED  
PLASTIC SURGEON

"Once patients learn how to use the XFusion Hair Fibers properly, they're thrilled! It's a simple cosmetic solution that can change their lives. As humans, we are always looking for instant gratification and an immediate fix. XFusion is one of those tried and true products that we have seen patients buying and staying loyal to for years."



**DR. BROOKE JACKSON**  
BOARD-CERTIFIED  
DERMATOLOGIST

"Viviscal PRO and XFusion by Toppik fill a unique space. They are amazing solutions. I have been a long-time user and am happy to be providing them as a trusted hair treatment in my practice. Hair is an 'in' topic right now, especially with the introduction of PRP and other treatments that target hair loss. Until now, patients have hidden their loss, accepted it and transitioned onto other needs. Now they can do something about it."

<sup>†</sup>Existing hair growth. Physicians serve on a Luminary Board which includes an annual honorarium.



## QUESTIONS? CONTACT US.

Customer Service **(800) 844-2536**  
**VIVISCALPROFESSIONAL.COM**  
**XFUSIONHAIR.COM**



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