



American Hair Research Society Seal of Recognition Program

Outline

About the AHRS Seal of Recognition

The AHRS Seal of Recognition Program was created to inform physicians and consumers about products whose quality and effectiveness are beneficial in some aspect in promoting healthy hair or scalp, in diagnosing or treating hair or scalp disease, in diagnosing or treating hair loss, or in stimulating or inhibiting hair growth.

Recognition Criteria

The AHRS Seal of Recognition Program is strictly voluntary. In order to be granted the Seal, there are certain requirements that must be met. The requirements vary depending on the product type. Every product is evaluated for specific attributes selected by the company, by either an independent, 3rd party testing laboratory and/or by the AHRS Seal Scientific Review Panel. The program is available to products, treatments, or medications that effect hair growth, hair shaft characteristics, or the condition of the scalp.

The Seal is awarded for up to a two-year period. Continued use of a Seal shall require completion of a renewal application and payment of applicable fees. AHRS may withdraw recognition of a Seal at any time upon the occurrence of one or more events described herein. The Seal of Recognition does not constitute an endorsement by AHRS, and it may not be used in connection with an accepted product in any way that would imply such endorsement.

Why Apply for the Seal of Recognition?

The AHRS name is valued and respected in the hair research and education community.

Recipients of AHRS's Seal of Recognition Program are recognized on AHRS's website along with the attributes for which testing standards were met. During the recognition period, recipients are eligible to use the Seal of Recognition Logo and the Official Seal Statement according to AHRS specifications on the accepted product's packaging, in advertisements and promotions, and on the product's website.

Recognition Process

An application must be submitted for every product for which recognition is sought. All data and information requested in the application must be submitted, along with the non-refundable application fee. All materials must be submitted in English. The AHRS Seal Scientific Review Panel will review only completed applications.

Applications are typically considered within 60-90 days; however, the review process may take longer.

All communications with AHRS regarding the application process shall be in writing and directed to:

AHRS Seal of Recognition Program
American Hair Research Society
Attn: Victoria Ceh, MPA, Executive Director
1932 S. Halsted St., Suite 413
Chicago, IL 60608 USA
Telephone: 1-630-578-3991; Fax: 1-630-262-1520
E-mail: vcch@americanhairresearchsociety.org

Upon its satisfactory review of an application and receipt of a signed Seal of Recognition License Agreement and first year License Fee, AHRS shall advise the applicant that it may begin to use the Seal of Recognition, subject to the terms set forth herein.

AHRS Seal Scientific Review Panel

The Seal Scientific Review Panel is comprised of medical doctors and researchers. The Panel shall consist of current, active members of AHRS subject to the Society's Conflict of Interest Policy and Procedures. For each application, three (3) panelists will be assigned to review the product. The Panel is charged with the responsibility of reviewing applications, data, and test results. Following the review process, the recommendations of the Panel are presented to the AHRS Board of Directors for final action. Decisions regarding the granting of the Seal are communicated in writing. The identity of the members of the Panel is not disclosed to the applicant. Any effort to contact a member of the Seal Scientific Review Panel during the review process will result in the immediate rejection of the Application.

Fee Structure and Payment

Application Fee (submitted with application) USD \$2,500
This fee is assessed for each product submitted for review. Non-refundable.

Fee to Testing Lab, if applicable varies
This fee is assessed by the testing lab to the company and is independent and separate of any fees of AHRS.

Seal of Recognition Annual License Fee USD \$10,000
This fee is assessed annually for license of use of Seal logo.

Renewal Application Fee USD \$500
This fee is assessed on products for which the recognition period has expired, and the company wishes to renew the Seal. Non-refundable.

Product Modification Review Fee USD \$2,500
This fee is assessed for the review of any modification made to an accepted product during the recognition period. Non-refundable.

Seal of Recognition and Official Seal Statement Use Specifications

Following receipt of a Seal of Recognition:

- The name of the accepted product with hyperlink to the product's homepage will be included in a list on AHRS's website. In addition, the attributes for which the product met the testing criteria standards will be denoted so consumers are very clear as to why the product received the seal.
- Recipients of the Seal of Recognition shall use the following Official Seal Statement in connection with any use of the Seal of Recognition Logo: "This product has been granted the American Hair Research Society's Seal of Recognition. Go to www.americanhairresearchsociety.org for additional information."
- Recipients may use the AHRS Seal of Recognition Logo and Official Seal Statement on the accepted product's packaging and in advertisements and promotions, but not on entire product lines. The Seal is product specific, and only the products that earned the Seal may use the Seal Logo and Official Seal Statement. The Logo will be provided in electronic format.
- Recipients may use the Seal of Recognition Logo and Official Seal Statement on the product's website, provided that any such use has an active hyperlink to the AHRS website, www.americanhairresearchsociety.org.
- Recipients may not use the Seal of Recognition Logo or Official Seal Statement in any false or misleading manner or as otherwise reasonably deemed unacceptable by the American Hair Research Society.
- Packaging, advertising and promotional materials of products granted a Seal of Recognition shall be subject to review and approval by AHRS at any time.

Recognition Period and Events Resulting in Withdrawal

A Seal of Recognition may be granted for up to a two-year period. Product recognition shall be withdrawn, and use of the Seal shall terminate, at any time upon the occurrence of any of the following events:

- Nonpayment of applicable License or Renewal fees due and owing to the Society.
- Any modification to the content (ingredients or concentration) or ownership of an accepted product.
- A report of adverse reaction involving the product, which, as determined by AHRS, constitutes a reasonable basis to withdraw recognition of the product's Seal.

- Not reporting the company's internal work that indicates adverse reaction.
- Unauthorized use of AHRS's name, Seal of Recognition Logo or Official Seal Statement, including implied recognition of a product not accepted for Seal.
- Violation of the Seal of Recognition and Official Seal Statement Use Specifications

Neither the Seal of Recognition nor the Official Seal Statement may be used in connection with a product upon the withdrawal or expiration of its recognition.

Renewal Process

Recipients of a Seal of Recognition will be advised of their approaching renewal date prior to the expiration of a recognition period. A Seal of Recognition Renewal Application must be completed in order for a product to be considered for renewal, and the Seal of Approval License Fee shall be payable upon successful completion of the renewal process. Use of a Seal in connection with a product for which renewal is not granted must be discontinued immediately upon expiration of the prior recognition period.

Ineligible Products

AHRS will not consider for the AHRS Seal of Recognition Program products that compromise the integrity of AHRS.

Products Not Accepted

Applicants whose products are not accepted for a Seal of Recognition will be notified of the Panel's decision. Any requests for reconsideration of denial shall be submitted within 30 days. Reconsideration requested will be considered by the AHRS Board of Directors. A reconsideration fee may apply. Except for withdrawal based on nonpayment of applicable fees, AHRS shall notify a recipient of any intention to withdraw recognition of a Seal and provide the recipient with an opportunity to appeal the decision to the AHRS Board of Directors prior to taking any final action.

Confidentiality

AHRS shall use any and all information provided by applicants only for purposes of making decisions regarding the Seal of Recognition program and shall not make public any proprietary information submitted.

Disclaimer

AHRS reserves the right to amend the Seal of Recognition Program at any time.

About AHRS

The American Hair Research Society (AHRS), founded in 1989 and officially incorporated in 2001 as a non-profit 501(c)(3) organization, is dedicated to the advancement of research and education in the field of hair biology and the care and treatment of patients with hair-related disorders. The application and licensing fees are used for operational expenses to maintain the Seal program, as well as to support the mission and purposes of AHRS, including, but not limited to, research grants, mentorship program, annual meeting, and educational activities.

For additional information about AHRS, please visit www.americanhairresearchsociety.org.

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