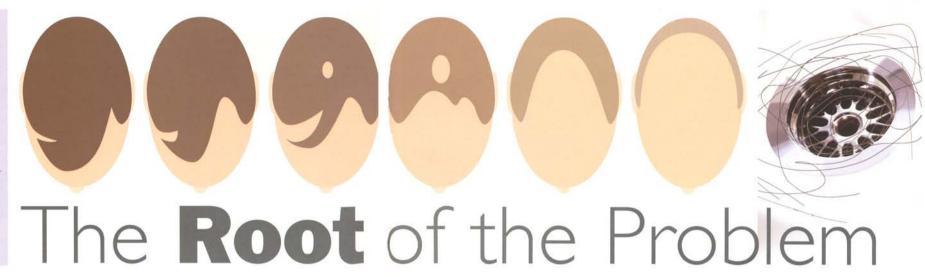
YOUR CLIENTS MAY
COMPLAIN THEY HAVE
BRITTLE, DRY OR GREASY
HAIR, BUT THERE IS A
WORSE CONDITION THEY
MIGHT SEEK YOUR ADVICE
ON — HAIR LOSS. BUT DO
YOU KNOW HOW TO SPOT
THE CONDITIONS AND
WHAT ADVICE TO GIVE?



or many people — especially women — their hair is their crowning glory. Where appearance is concerned it can make or break a look and in more cases than not, it is a person's most versatile asset, fully transformable in just hours.

Society has always placed a great deal of social and cultural importance on hair and hairstyles, dating back hundreds of years. However, not everyone is fortunate enough to have healthy, voluminous hair and many medical conditions and improper hair carepractices can lead to excessive hair loss.

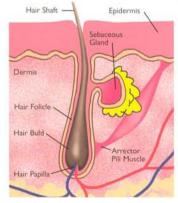
On a normal, healthy head of hair, about 90 percent of the hair on the scalp is growing at any onetime and the growth phase lasts between two and sox years. Ten per cent of the hair is in a restling phase lasting two to three months. At the end of its restling stage, the hair is shed. When a hair is shed, it is replaced by a new hair from the same follicle and the growing cycle starts again. Scalp hair grows about half an inch a month and as people age, their rate of hair growth slows.

"Most people are lucky enough to have a healthy head of hair, but for those who suffer from hair loss it is emotionally devastating," says trichologist Mark. Sharp, co-founder and creative director of the Mark Glenn Clinic in London. "And while society is accustomed to men losing their hair, for women or children it can be a different story."

#### IMPROPER TREATMENT

Particularly relevant (and worrying) for hairdressers is an increasing trend in hair loss resulting from improper hair care and hair cosmetic use.

According to Sharp: "Chemical treatments



including dyes, tints, bleaches, straighteners and permanent waves rarely damage hair. However, if applied incorrectly, hair can become weak and break. Hair can also break if a solution is left on too long or if two procedures are done on the same day and if bleach is applied to previously bleached hair, it can break off. If hair becomes brittle from chemical treatments, it's best to stop until the hair has grown

Hairdressers need able to spot excessive hair loss. Glenn Lyons, senior clinical director of Phillip Kingsley suggests that when an 'unreasonable amount' of hair is coming out — or when shedding is noticed 'more than usual' — that is the time to take note. Most hair shedding is due to the normal hair cycle, and losing 50-100 hairs per day is no cause for alarm. Natural blondes typically have more

hair (140,000 hairs) than brunettes (105,000 hairs) or redheads (90,000 hairs).

Paul Falltrick, owner, Falltricks Hairdressing group in Essex says: "The most common type of hair loss I see in my salons is alopecia. The first sign that this will occur is a red 'glow' around the area where the hair will drop. Soon after this appears the hair will drop completely. The most vital piece of advice I can give to clients at this point is not to stress about it. There will be a small bald patch but now the hair is gone, it will start to re-grow. Although this is very upsetting it is really important to try and remain positive because more stress could trigger more hair loss. It is important too to remember that shampooing, combing and brushing can often cause damage."

He continues: "I always advise clients to use conditioner, as it makes hair easier to comb and more manageable. When hair is wet, it's more fragile, so vigorous rubbing with a towel and rough combing and brushing should be avoided. Don't follow the old rule of 100 brush strokes a day. Instead, use a wide-toothed comb and a brush with smooth tips I also try and educate [clients] a little about diet. Vitamins A. C. and E. are the key dietary components for emsuring healthy hair. There is a vast range of products that can help to reduce or slow hair loss and we try and stock everything from oils to dietary tablets."

Mia McCarthy, manager of Philips Hair Studio in Crickhowell, Powys says: "Reasons for hair loss include poor blood circulation and hormone imbalances, especially during pregnancy and hair loss can also be increased by stress. Unfortunately hair loss can not always be solved completely but there are several options to improve the situation. If the scalp does not have good circulation then hair growth is affected. To overcome this I would recommend to clients that they massage in a sensitive scalp tonic once a week. As far as hairstyles go, to disguise hair loss I would advise hairdressers not to take the hair too short as this will show up any bald patches. However, if thinning hair is left too long, it will lie flat and lifeless. The answer is to keep, it in-between the two lengths. It's important to take hair type into consideration when re-styling. A good hairdresser will be able to give a versatile style that will create extra volume to hide any hair loss."

The Cutting Room salon in Berkhamstead, Hertfordshire has seen a marked rise in male and. fall out. This hair loss can usually be helped by treatment of the thyroid problem. Hair loss can occur if male or female hormones, known as androgens and estrogens, are out of balance, Correcting the hormone imbalance may stop hair loss.

Many women notice hair loss about three months after they've had a baby. This loss is also related to hormone levels. During pregnancy, high levels of certain hormones cause the body to keep hair that would normally fall out. When the hormones return to pre-pregnancy levels, that hair is shed and the normal cycle of growth and loss starts again.

Some medicines can also cause hair to fall out.

# "Reasons for hair loss include poor blood circulation and hormone imbalances..."

Mia McCarthy

female clients complaining about hair loss and as a result, has opened a trichology department in the salon after undertaking a seminar by Lyons. "If it proves popular here, we will consider exanding it to other other salon," says a spokeswoman for the salon.

#### WHAT CAUSES EXCESSIVE HAIR LOSS?

There are many conditions that can result in excessive hair loss. For example, about three or four months after an illness or major surgery, clients may suddenly lose a large amount of hair. This hair loss is related to the stress of the illness and is temporary. If a thyroid eland is overactive or underactive, hair may

These include blood thinners (also called anticoagulants), treatments for gout, medications used in chemotherapy to treat cancer, vitamin A (if too much is taken), birth control pills and antidepressants. The hair loss improves when the client stops taking the medicine concerned.

Certain infections may also result in hair loss and children can experience hair loss caused by a fungal infection of the scalp which is easily treated with anti-fungal medicines.

Finally, hair loss may occur as part of an underlying disease, such as lupus or diabetes. Since hair loss may be an early sign of a disease, it is important to find the cause so that it can be treated.

#### COMMON MYTHS

- Baldness is caused by vitamin deficiencies, poor circulation to the scalp or too much hat wearing
- You can tell if you'll lose your hair by looking at your maternal grandfather and uncles
- Forty-year-old men who haven't lost their hair
- Brushing hair 100 strokes each day makes hair healthler

### Top Five Hair Health Tips provided by Hair Cuttery salon group

- 1. Eat well-balanced meals
- 2. Drink plenty of water
- 3. Get plenty of beauty sleep
- 4. Massage shampoo into your scalp to get it
- Rinse your hair for at least two minutes and use the coolest water you can tolerate
- 4. Dry your hair gently; do not rub dry with a
- Always use a wide-toothed comb on wet hair, never a brush



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#### QUICK FIRE Q&A - PHILLIP KINGSLEY

### Q1: What are three most common reasons for hair loss?

**A:** Genetics, iron levels, nutrition and androgens (male hormones).

### Q2: What are the hormones which trigger hair loss?

**A:** Hormones that can trigger loss are androgens (male hormones)

#### Q3: What is the hair growth cycle?

**A:** Hair growth cycles vary ethnically with Caucasians having an approximate 31/2 years at 6" a year = 21".

At the end of growth (anagen) the hair follicle goes into telogen (rest) and the hair falls out. It rests for three months and then produces another hair. The longest cycle occurs in Asian hair, which can be as long as six to seven years

## Q4:Is it safe to consider extensions in extreme cases?

**A:**Yes. But be careful not to pull too much on the hair to which the extensions are attached as this can lead to traction alopecia and even thinner hair

### Q5:What emotional support can hair loss sufferers receive - i.e. helplines, etc?

**A:**The best emotional support is to do something about your hair loss by seeing an experienced, qualified professional. There is always something that can be done to help. The emotional concerns will certainly diminish — in time — when you see results



#### GLOSSARY — CONDITIONS AND REASONS FOR HAIR LOSS

#### **ALOPECIA**

There are several types including: Androgenetic Alopecia (inherited, male or female pattern baldness); Alopecia Areata -(round, coin-like patches of baldness. Usually temporary and will, in most cases, corrects itself within 18 months); Traction Alopecia (can be caused by ill-fitting wigs or badly fitted weave-on's and human hair extensions. Often temporary, although can be permanent); and Alopecia Totalis (complete loss of scalp hair)

#### **GENETIC THINNING**

Attributed to genetic factors. Can often be patchy, with particular severity in one or two areas

#### **DRUGS AND SURGERY**

Through drug side effects, brain surgery, cancer treatments, cosmetic surgery etc. Chemotherapy and radiation can cause patients to lose their hair. Hair will generally grow back once the treatment has ended. Some cancer treatments will cause hair cells to stop dividing. Hairs become thin and break off as they exit the scalp. This occurs one to three weeks after the treatment. Patients can lose up to 90 per cent of their scalp hair. The hair will regrow after treatment ends

#### TRICHOTILLOMANIA

Damage or loss caused by compulsive hair-pulling and twisting, with increased severity during times of emotional stress

#### **ACCIDENTAL DAMAGE**

Including burns, malicious assault, trauma etc

#### **CHILDBERTH**

After giving birth, a large amount of the new mother's hair will go into the resting phase (a period lasting two to three months, at the end of which the hair falls out and a new hair begins to grow in its place). As a result, some women may experience excessive hair loss. This condition will last anywhere from one to six months.

#### **DIHYDROTESTOSTERONE (DHT)**

High levels of DHT in the hair follicle cause it to malfunction, and decrease the growth phase of the hair. Eventually, the hair will shorten

#### **IMPROPER HAIR CARE**

Hairstyles that pull at the hair, such as ponytails, can cause hair loss along the scalp. In addition, excessive shampooing, brushing, or combing of the hair can result in damaged hair

#### THYROID DISEASE

Hyperthyroidism can cause hair loss. Hair loss associated with thyroid disorders is easily treated.

#### PROTEIN MALNUTRITION

Low protein diets cause the body to save protein by shifting some of the body's hairs into the resting phase. Excessive hair loss will occur two to three months afterwards. Eating an adequate amount of protein can help prevent this type of hair loss.

#### PRESCRIPTION MEDICATION

Some types of prescription drugs can cause excessive hair shedding. Types of drugs that may cause hair loss include those used for depression, heart problems, arthritis, and high blood pressure.

#### **BIRTH CONTROL PILLS**

Women who have a genetic predisposition for thinning hair may experience hair loss while taking birth control pills. This can usually be corrected by switching to another brand of oral contraceptives.

#### IRON DEFICIENCY

This condition can sometimes cause hair loss. Iron deficiency is corrected by taking iron pills

#### RINGWORM

A fungal infection that results in hair loss. This condition is common in children and can be treated with medication

#### **MAJOR SURGERY**

Patients who have had major surgery may notice hair loss approximately one to three months following the procedure

#### **CHRONIC ILLNESS**

Patients with a chronic illness that causes hair loss may experience excessive shedding for an indefinite period of time