

Women and Hair Loss

There are **20 million women** in America with excessive hair loss. Ten million of them are **under the age of 40**. While it's common to see and hear about men's hair loss, **women's hair loss** is seldom mentioned. It's almost as if society doesn't want to admit **there's such a condition**. The purpose of this pamphlet is to **define the problem and its causes**, as well as to **explain some of the solutions** that are available.

What is excessive hair loss?

All people, men and women, lose hair. It's natural to do so. A normal person loses from 15 to 40 hairs every day.

Hair goes through three growth cycles. The Anagen phase is when hair grows. This cycle lasts about three years. The second phase is called the Catagen phase. During this time, hair growth ceases and no pigment is produced for about 10 days. The Catagen phase is followed by the Tologen phase, when hair is shed. This cycle usually lasts for about three months.

In individuals with healthy follicles, about 90% of the hair on the scalp grows at one time. Because the vast majority of follicles are in the Anagen phase—and only a small percentage of them are in the Tologen phase—a normal amount of hair fall out isn't noticeable.

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When a follicle is unhealthy, for whatever reason, the hair growth cycles are suspended and the follicle stays in the Tologen phase for an indefinite period. As more and more follicles stay in the Tologen phase, less new hair is being produced. This results in thinning, and ultimately, balding.

How long do afflicted follicles stay in the Tologen stage? In many cases, forever; in some cases, hair production resumes. The determining factor is what caused the follicles to stop producing hair in the first place.

Why women lose hair

Women can lose hair for a variety of reasons. In pregnancy, changes in hormone levels can produce hair loss. Stress and anxiety can also cause hair follicles to cease production. In some cases, a

vitamin deficiency can lead to hair loss. Certain medications can cause hair to fall out, too. But in all the aforementioned cases, the hair loss is only temporary for most people. Once the condition causing the hair loss ceases, either naturally or through intervention, the hair follicles will “wake up” and begin producing hair once again.

There are two conditions in which hair loss is irreversible. The first is from the condition known as alopecia universalis. Very few people are afflicted with alopecia universalis, but those who are facing the devastating effects of all hair production ceasing on their body—they actually produce no hair at all, from their scalps to their toes. The condition is believed to be caused by a virus and there is no “cure” for it.

The overwhelming majority of women suffer from what is known as androgenic hair loss. This is caused by hormones. It was previously mentioned that pregnant women can experience hair loss due to changes in hormonal levels. With androgenic hair loss, the principle is the same but the cause is quite different.

Both men and women have hormones of the opposite sex. Men have levels of estrogen in their body, just as women have levels of testosterone. In women, the cause of what is known as female pattern baldness is the testosterone hormone. Women with hair loss do not have abnormal levels of testosterone in their body. These women are just unable to “break down” testosterone properly.

There is much testosterone found in a person's scalp. If the hormone does not break down properly as it ages and is ready to be disposed of as waste, a by-product known as dihydrotestosterone (DHT) exists. When too much DHT accumulates in the scalp, hair follicles are affected. They begin to atrophy. The hair being produced becomes smaller, weaker in structure, and lighter in color. Finally, the hair follicle enters a permanent dormant state and no hair is produced at all. In most cases, there is no way to induce the hair follicle to produce normal, healthy hair again. The hair follicle is essentially dead.

What can be done?

In cases of hair loss that are due to stress, medication or pregnancy, hair growth will return to normal as soon as the condition causing the hair loss ceases to exist. When hair loss is caused by scalp disorders or vitamin deficiencies, these conditions can be corrected with the proper therapies, many of which can be obtained without a prescription.

However, for the vast majority of women suffering from female pattern baldness (FPB), the answers and corresponding solutions are not as easy to come by.

Topical Lotions

There are many topical lotions sold by beauty salons across the country, specifically for women with thinning hair. For many women, this is the first attempt at correcting their excessive hair loss. However, for women with androgenic hair loss (female pattern baldness), lotions and creams simply will not work.

Drug Therapy

Minoxidil has now been approved for use by women in formulations containing 2% of the drug. Now sold as an over-the-counter product, minoxidil has been approved by the FDA as a hair loss cessation/hair growing drug. However, minoxidil has only been shown to grow hair in the crown, not in the frontal hairline. The hair that minoxidil can grow, even in the crown, is usually hair that is not considered “cosmetically acceptable”, meaning hair that will not grow long and healthy enough to cover the scalp.

...machine-made wigs are not for everyone...synthetic hair can be less than natural looking.

As for minoxidil’s ability to stop hair loss, the success rate varies widely from individual to individual. In most cases, the hair loss still continues but will sometimes do so at a lesser rate. In all cases, once minoxidil use is stopped, hair loss returns to its original levels; any hair growth achieved will also cease.

Transplants

Transplants are now being performed by doctors on women patients. Hair transplants have been vastly improved in the past ten years, and no longer produce the “row of corn” appearance that was the case in the days of “hair plugs”.

It must be noted that transplants do not create new hair. They simply move hair from the back of the scalp (the donor area) to the desired areas of the scalp where there is hair loss. The amount of hair on the scalp itself remains the same. It is just rearranged. In order for transplants to be successful, the patient must have enough hair in the donor area to cover the thin or bald areas. If enough donor hair can’t be harvested, significant cosmetic coverage will not be achieved in thin or bald areas. Another consideration is future hair loss: since your natural hair continues to fall out, the question then becomes, will there be enough donor hair to eventually cover the balding areas without leaving the donor area denude of hair too?

The reason that transplants are more widely touted for men and not women has to do with the amount of hair that can be harvested. Both men and women have the same number of hairs on their scalps, but in men, it is more acceptable for light coverage to be the result—it’s better for a man to be thinning than bald, is the theory. For women, thin hair that makes her look like she is going bald is rarely acceptable.

Wigs

Standard machine-made wigs offer a number of advantages. They provide full coverage of the thinning areas, for one. And unlike many so-called women's hair loss solutions, they're guaranteed to work.

But machine-made wigs are not for everyone. The less expensive ones that use synthetic hair can be less than natural looking. Machine-made wigs can also be hot and cumbersome. For women with an active lifestyle—especially women who exercise and engage in other physical activities—wigs can be limiting: you certainly can't swim in them, and even sunning or being intimate can be compromised by a wig's limitations. And of course, they're not part of you; at night, they generally come off.

For some women, the advantages far outweigh the disadvantages. For other women, wigs are not a viable solution. It depends on lifestyle, your expectations, and the trade-offs you're willing to accept. In other words, whether or not to wear a wig is an intensely personal decision.

Hair Augmentation

There are many different methods of women's hair restoration that fall under the general heading "hair augmentation". Some of these methods rival wigs, for the most part. Others are far different.

By definition, hair augmentation refers to the process of adding to a woman's existing hair, rather than covering it up as a wig would. If this is done in such a manner that results in the hair becoming "permanently" part of the scalp, it offers a woman a plethora of advantages over other solutions.

The idea of augmentation was largely derived from yesterday's "hair weaves". The intent was not to cover the entire scalp, but only to add hair where needed. However, weaves had so many disadvantages that other methods were created to overcome them: thus, the beginnings of modern day hair augmentation. However, just like wigs and weaves, there are many different types of hair augmentation, some much better than others.

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Introducing Encore™ hair augmentation, an individualized approach.

What exactly is Encore™ hair augmentation? A method of adding hair to thinning areas and replacing hair in areas where there may be no hair at all.

This is truly a great advancement in women's hair augmentation. Because the amount of hair that is supplemented can come in whatever proportion it takes to cosmetically solve your hair loss problem.

This allows for an optimum level of flexibility. Which is exactly what is needed when confronting women's hair loss. Because though women's pattern baldness may sometimes have the same causes as male pattern baldness, therein the similarities end.

Women's pattern baldness is different.



Men's pattern baldness generally ends up with a "horseshoe" of hair around the sides and back of the head, with the top of the head totally denude of hair.

Not only is the end result fairly common, the path to get there is shared by most men, as well. It usually begins with a gradual recession in the temples.

Then the frontal hairline begins to recede. At the same time, the most forward part of the anterior scalp (mid-scalp) begins to lose hair. This creates the typical "island" of hair that exists between the receding frontal hairline and the middle of the scalp. Somewhere along the way, usually when the anterior scalp begins to lose hair, so too does the crown.

The confluence of the many receding areas leads to a contiguous patch of bald scalp, from the front of the forehead to below the crown. But this is hardly the case with women.

In actuality, the term "female pattern baldness" is largely a misnomer, because there is no pattern to female hair loss.

Women's hair loss different patterns, different progressions.

Very few women with hair loss end up with the horseshoe pattern that is the inevitable result of male pattern baldness. Rather, women tend to lose their hair in various combinations of patterns and progressions. Why this is so is largely unknown; it is simply a fact that is verifiable by both anecdotal and clinical evidence.

How can one solution that helps establish a frontal hairline also work for a woman who is suffering diffused hair loss all over the top of her scalp?

Some women notice their hair loss beginning in the anterior, or mid-scalp region, a few inches behind the hairline. In other women, it is the hairline itself that begins to thin, but there is rarely a true recession as there is with men; rather, the thinning seems to occur randomly throughout the first inch or so of hair without the orderly "march back to the crown" that categorizes most male pattern baldness. As well, very few women experience recession at the temples; most men do.

The wide variety of patterns and progressions in female pattern baldness make a single solution problematic. How can one solution that helps establish a frontal hairline also work for a woman who is suffering diffused hair loss all over the top of her scalp? Quite simply, it can't.

Naturally, there is always the wig, which due to the fact that it covers the entire scalp, means it can theoretically resolve any type or pattern of hair loss. In effect, "one size fits all". However, with this approach the portions of the scalp that are producing hair are also covered, which understandably is less than desirable for most women.

The ideal solution would therefore be for a method to just cosmetically alter the areas where there is hair loss while leaving the areas of the scalp producing hair untouched.

However, there are two problems in taking this approach: the first and most obvious is that the areas of scalp that are being covered with new hair must flow seamlessly into the uncovered areas that produce growing hair. They have to match almost identically. This is far easier said than done. Not only must the hair match perfectly, but the patterns and density of hair growth must also be the same.

The other problem is that in most cases, areas of severe thinning are often positioned alongside areas of scalp that experience more moderate thinning. So even if it were possible for a solution to provide coverage to severely thin areas that matched the areas of scalp with normal hair growth, the areas of moderate thinning would then be prominent. Again, up to now, the solution would be to cover all areas without differentiation in respect to the various degrees of hair loss. That's what a standard wig does. And that's something most women find unappealing.

Compare Encore™ to a standard, machine-made wig:

| | STANDARD WIG |  |
|-------------------------------|----------------------|---|
| Method of attachment | Temporarily attached | <i>Semi-permanently attached</i> |
| Utilizes existing hair | No | <i>Yes</i> |
| Extent of coverage | Complete | <i>Variable</i> |
| Placement of coverage | Entire scalp | <i>Where needed</i> |
| Degree of coverage | Constant | <i>Adjustable</i> |
| Worn when sleeping | No | <i>Yes</i> |
| Worn when exercising | No | <i>Yes</i> |
| Worn when swimming | No | <i>Yes</i> |

What is Encore™?

Encore is not one solution, but a “platform” upon which a variety of solutions to your female pattern baldness can be based, depending upon the degree and location(s) of your thinning hair.



At the heart of Encore is beautiful, shiny, utterly life-like 100% human hair. The hair is integrated to a grid or network of fibers that are nearly invisible to the human eye. The grid allows Encore the flexibility required to solve almost any pattern and degree of female pattern baldness.

For example, the grid can contain a small amount of hair or a larger amount, depending upon the degree of coverage needed. The grid itself can be widened or narrowed to accommodate the exact size of the hair loss area. The grid can also be adjusted to accommodate the location of the hair loss, whether it's the frontal hairline, anterior scalp, a diffused progression on the top of the scalp, or any combination thereof.

How does Encore work?

The grid pattern of Encore is established by the individual woman's state of hair loss. Where the hair is thinning, what areas are not afflicted, and the degree of thinning respective to specific areas, are all taken into consideration.

The next area of examination is the individual's growing hair in areas where there is no thinning. The hair's growth pattern, its degree of density, and the confluence of other factors that affect how the woman's hair falls and lies are also determined.

This information is then used to create the Encore grid and to properly integrate the amount and direction of the hair that will be inserted into the grid.

Then there's the hair itself. Is the individual's hair fine, coarse, or somewhere in between? Has it been subject to coloring and other chemicals? Is it straight or is there a curl or gentle wave?

What about color? Does the client want to maintain the current color of her hair? Does she wish to lighten or soften it? Or choose something entirely different altogether?

The following information also determines how Encore will be designed for the individual: Which areas require supplementation, which will need to be supplanted entirely, how much of the client's existing hair can be incorporated in the process, and the type and condition of the woman's hair that will be incorporated. These are all factors that enable Encore to be custom-tailored to solve a woman's specific hair loss problem.

The results

Let's say a woman came to us with extensive hair loss in the beginning of the anterior scalp, an inch and a half from the forward—most reaches of her natural hairline. Let's also say that the hair loss in the anterior scalp diminished as it progressed rearward to the point where full hair growth was evident forward of the crown.

Let's also say that other than that, this woman has normal, healthy hair growth in every other portion of her scalp. The growth is of medium density without any other distinguishing characteristics.



To further complete the picture, the hypothetical woman we are discussing has hair that is fine to medium in body. Assume also that her hair has not been subjected to excessive chemicals or coloring. This hypothetical woman has decided to continue with her current hair color, a medium to dark brown, and also to continue with her current length, which is just slightly above the shoulder.

The Encore™ augmentation that would be designed to solve this particular woman's problem would begin with fine-to-medium-body 100% human hair. Individual hairs that would range in color from medium to dark brown would be selected for the process. These individual hairs would be blended together to match the woman's current tonal hair color; blending avoids the unnatural "one color" syndrome typical of machine-made wigs.

The custom grid into which these hairs would be inserted would be designed to provide maximum cosmetic coverage in order to supplant the missing hair in the forward anterior scalp area. The amount of coverage would decrease as it moved rearward, acting to supplement the woman's own thinning, but still growing, hair. Where the woman's full growth begins, the Encore grid would end.

The area of full coverage would match the density of the woman's own hair in non-afflicted areas of her scalp. As her thinning hair becomes more full, the amount of hair provided in the supplemental areas would decrease in order to provide uniform density; in all cases, the woman's own hair would be used to the fullest possible extent.

The aforementioned steps ensure that there is no delineation, in either density or color, between the woman's own hair and the new hair supplemented by Encore.

The effects

Using our hypothetical woman as an example, the effects of having Encore hair augmentation would be profound.

Her hairline, which was never affected by thinning, would remain the same. However, instead of giving way to a very thin/nearly bald area, her hairline would now progress normally: she would have the gradual increase in hair density from hairline to anterior scalp that she had before she started losing her hair.

The thinning hair that followed her thin/bald area into the mid-scalp would now also be supplemented. It would match the hair density that was supplanted at the beginnings of her anterior scalp area. The same density in the mid-scalp would then blend into the normal density of her growing hair at the forward edge of the crown.

The fact that the color, pattern and texture of her new Encore hair matches her normally growing hair, adds to the illusion that the new hair introduced to her scalp is actually growing hair

As well, all areas that had been augmented by Encore would progress seamlessly and without transition into the normal growing hair found at the sides of her scalp.

The fact that the color, pattern and texture of her new Encore hair matches her normally growing hair, adds to the illusion that the new hair introduced to her scalp is actually growing hair.



The beauty of Encore™

What makes Encore beautiful goes beyond the fact that no one can tell where the new hair ends and your own growing hair begins.

What makes Encore beautiful is what it does for you.

With Encore, you can wear your hair in nearly any or every style. There are no more restrictions, no necessity to wear styles that are more adept than others at covering your hair loss.... no matter if they flatter your looks or not. Whether you want to keep up with the latest trends or simply find a style that you always liked but never could achieve, Encore lets the choice be yours.

With Encore, you can also be who you are. You can exercise, swim, sweat and perform all of the activities that you do now, without restriction. You don't have to worry about where you can go, such as a boat or an open car, like you would with a standard wig. You also don't have to worry if someone touches your hair, if it gets wet or if it's a particularly windy day.

That's because Encore is part of you...not something you remove at the end of the day, but rather, an enhancement that becomes a part of your life.

To a large extent, Encore also improves your quality of life. You won't have to worry where you sit in a restaurant because the light might be hitting you in a certain way that could highlight your hair's thinness. You won't have to worry about bending down where

others might be able to more fully see the thinness of your hair. In fact, you'll never have to worry about any of the things that have troubled you since you started losing your hair.

With Encore, you'll look at yourself as you did before you started losing your hair. And so will everyone else.

The decision

It's often been said that facts are power. And now that you have read all the facts about women's hair loss, you truly do have the power to make better decisions for yourself.

As you've read, there are various options for doing something about your hair loss, including the option to do nothing at all. You also read about one particular solution called Encore, a new method of women's hair augmentation.

If you think you might want to do something to correct the appearance of your hair loss, and a wig is not for you, you might very well decide that Encore is a viable solution.

But even if you decide this is the case, you still need to learn three more very important facts: how Encore will work for you given your state of hair loss; what results you can reasonably expect; and what it will cost.

The answers can only be found by visiting us for a non-obligation scalp and hair analysis by one of our hair professionals. We'd like to invite you to call us today for a discreet, fact-filled consultation. At that time, we'll give you all the particulars about Encore. We'll also answer every question you might have about Encore or any other method of alleviating your hair loss, even ones we don't provide. So even if you don't choose Encore, at least you'll be armed with the facts...and the power that comes with them. For a woman with thinning hair, that can be very reassuring indeed.

So please, call us at your earliest convenience and let's see if we can help.



Encore

