

A photograph of a man and a woman smiling and embracing each other. The man is on the left, wearing a light blue and white striped shirt. The woman is on the right, wearing a light blue tank top. They are outdoors, with a blurred background of what appears to be a boat or a waterfront. The overall mood is warm and intimate.

# HEADS UP!

## The essential guide to managing thinning hair

In association with Dr Deborah McManners, GP and Medical Author,  
Vetta Thompson, International Trichologist and Terry Calvert,  
Vice President of The Fellowship For British Hairdressing.

# MEET THE EXPERTS



**Dr Deborah McManners**  
GP, Medical Author and  
Naturopath



**Terry Calvert**  
Vice President of The Fellowship  
for British Hairdressing



**Vetta Thompson**  
International  
Trichologist

## THE HAIR GROWTH CYCLE

Hair follicles produce a new hair every few years in three distinct cycles:

### ► Anagen

The 'Anagen' or growing phase lasts two to five years and determines the length of our hair. Approx 90% of the hairs on our head are in the growing phase.

### ► Catagen

When the Anagen growth phase comes to an end, hair enters into a 'Catagen' phase which lasts between one to two weeks. Hair stops growing during this phase, the hair follicle shrinks and part of it starts to die.

### ► Telogen

The 'Telogen' or resting phase lasts around five months. There is no growth during this time. At the end of the resting phase, the hair is shed and the follicle starts to grow a new hair. Approx 10% of the hairs on our head are in this phase.

Noticeable hair loss occurs when hairs enter the Telogen or resting phase too early causing excess shedding of the hair.



**DID YOU  
KNOW?**  
Hair grows at a rate  
of about 1cm  
a month.

# WHAT CAUSES HAIR LOSS?

**Dr Deborah McManners**  
GP, Medical Author and  
Naturopath says:

*"There are many reasons for hair loss which encompass a whole range of medical, emotional and lifestyle conditions. For example, stress, hormonal changes and poor diet can prevent the body from effectively absorbing the essential nutrients it needs to support healthy hair."*

## Age

In our twenties and thirties we typically have 615 hair follicles per square centimetre. The number falls to 485 by the time we hit fifty and to 435 at eighty. Each hair also becomes thinner, therefore reducing hair volume.

## A poor diet

Hair thrives on a plentiful supply of protein, vitamins and minerals. In fact, a lack of protein is often at the root of hair loss and because hair is considered 'non-essential' by the body, if you're lacking in nutrients it'll often be your hair that suffers first. Eating badly affects new growth which slows or can halt altogether, leading to excess shedding, hair breakage and weak connection of the hair strand at the root.

## A reaction with the male hormone testosterone

Both men and women have the male hormone testosterone circulating in the blood. Some individuals, often genetically determined, can be more sensitive to what is called an Androgenetic Alopecia with the male hormone triggering hair loss.

## Cancer

Hair loss is a common side-effect of chemotherapy. Lost hair usually starts to grow back within six months of the end of treatment.

## Diabetes

Diabetes is a disorder that can have a very gradual onset which reduces the overall state of health which may affect hair growth.

## Medicines

Medicines which in some cases may have hair loss as a side effect include cholesterol lowering agents, ulcer healing agents, anti-diabetic drugs, blood pressure medication and birth control pills.

## Menopause

During the menopause hair can feel thinner as hormone levels fall. For women with a family tendency to hair loss, it can become apparent at this time.

## Polycystic Ovary Syndrome (PCOS)

Women with Polycystic Ovary Syndrome can experience hair loss due to a hormone imbalance and increased sensitivity to the male hormones we all have.

## Pregnancy and childbirth

When a woman is expecting a baby, pregnancy hormones delay the shedding phase. After delivery, many hairs enter the resting and shedding stage causing what seems to be a huge amount of hair to fall out at once.

## Smoking

Scientists in Taiwan discovered men who smoked 20 or more cigarettes per day had a greater chance of developing baldness. Cigarette smoking has been shown to cause poor circulation, which can affect the amount of blood flow available to the hair follicles of the scalp.

## Stress

Stress affects many people and is one of the most common reasons for hair loss. Its effects are often not instantaneous – typically occurring between four and 16 weeks after the stress point.

## Styling

Over-styling, heat treatments, hair extensions and frequent use of strong chemicals on hair can break the hair shaft and cause thinning and slow growth.

## Thyroid conditions

An overactive or under active thyroid gland can often lead to hair loss due to changes in hormone levels.

## TAKE THE TUG TEST

While bald areas are an obvious sign of hair loss, it can be difficult to tell whether your hair is getting thinner. To find out try the 'tug test': hold about 15 or 20 hairs between the thumb and index finger and pull slowly and firmly. If more than six hairs come out there may be a problem.



# THE DIFFERENT TYPES OF HAIR LOSS

International Trichologist  
**Vetta Thompson** says:

*"Hair loss or thinning will affect most of us at some time in our lives. Identifying your type of hair loss will help you understand it and find out the best way to treat it."*

Hair loss commonly takes one of the following forms:

**Alopecia Areata** causes patches of baldness on the scalp about the size of a large coin and has been linked to extreme physical or psychological stress.

**Alopecia Mucinosa** is hair loss that results in scaly patches on the skin.

**Alopecia Totalis** is the name given to complete hair loss on the scalp.

**Alopecia Universalis** refers to a condition of complete hair loss over the scalp and body.

**Anagen Effluvium** is hair loss that is caused by the chemotherapy or radiation therapy that is used to treat cancer.

**Androgenetic Alopecia** is hair loss that is identified as hereditary. In men it is commonly known as Male Pattern Baldness and causes hair loss on the crown of the head or the top, beginning with a receding hairline. In women, it is often known as Female Pattern Baldness and results in thinning hair all over the crown.

**Telogen Effluvium** is the name given to temporary hair shedding from any area of the scalp and is common post pregnancy, after a period of stress or hormonal changes or as a result of poor diet.

**Traction Alopecia** is caused by excessive pulling or stressing of the hair strand at the root and is often seen in women with tight braiding.

**Trichotillomania** is an anxiety disorder where sufferers pull out their hair. When the need to pull becomes too great the sufferer will pull on the hair strand until the hair is tugged out at the root.



# THE ROAD TO RECOVERY

A healthy, strong head of hair can take up to six months to grow after temporary hair loss due to your hair's natural growth cycle. Follow our dos and don'ts to get your hair back on the road to recovery.

## Do

### Wash and style your hair

Just because your hair is thinning doesn't mean you can't continue to look great!

### Identify the cause(s)

Assess your health and your lifestyle and talk to your stylist and GP.

### Feed your follicles

Take a nutritional supplement rich in protein and encourage your body to work from the inside out by providing it with all the nutrients it needs for healthy hair growth. Hair is made of protein so make sure you get enough.

### Find a step-by-step solution

Taking a holistic approach will improve your results. So, for example, make changes to your diet *and* to your hair care regime if you've got flaws in both.



## Don't

### Panic

Take stock of the situation, work out why you're losing your hair and find a solution.

### Pull your hair

Brush your hair as gently as possible and treat tangles with the utmost care. Hair should be allowed to fall in the natural direction of growth – don't drag back at the temples or tie back in a high ponytail.

### Cover-up your hair loss

Being honest with friends and family and most importantly, your hairdresser, will ensure you look and feel better.

### Overstyle

Excessive heat styling, hair extensions or chemical treatments such as perming, dyeing and bleaching can make hair weak and brittle and cause breakages near the scalp.

## THE HEALTHY HAIR DIET

Ensuring you eat a balanced diet including plenty of essential high-protein foods (such as meat, eggs, nuts and milk), and fruit and vegetables will boost your vitamin and mineral intake and keep your hair looking its best.



# STYLING WITH CONFIDENCE

**Terry Calvert** - one of Britain's leading celebrity hair stylists and Vice President of The Fellowship for British Hairdressing says:

*"Make the most of your hair and get your confidence back with my essential styling tips. A good hairdresser should be able to advise you on the steps to take to treat hair loss and thinning without compromising on style."*

## What styles are best for thinning hair?

Long hair puts pressure on the root, which is why it's a good idea to keep your hair short if it's showing signs of thinning. The good news is that there are plenty of fashionable styles to choose from.

## How often should I wash my hair?

Hair loss accumulates between washes giving you an inaccurately high 'shed' when you shampoo. Wash your hair as frequently as you can because you'll keep an accurate track of your hair loss and you'll keep your hair looking its best.

## What sort of brush should I use?

Go for a soft bristle or massaging brush that will help to stimulate the scalp and boost circulation to the hair follicle. Fine hair tends to tangle, so brush gently and avoid tugging at the hair.

## How can I best style my hair?

Use high-volume styling products that maximise your hair. Hair colouring can help add contrast, with gentle highlights providing 20 per cent more visual volume.

## How should I address my hair loss with my stylist?

Be honest and make sure you have a proper consultation before any hair cutting or styling.

## BOOST YOUR CONFIDENCE

To find new hairs simply look along the parting of clean hair for shorter ones. You might still be losing hairs, but you'll probably be re-growing them too.



# THE VIVISCAL RANGE

Developed by Finnish scientists, Viviscal is a hair supplement with an exceptionally high protein content. Recognized by professionals, it is the most scientifically tested and extensively sold worldwide. The range includes both nutritional supplements and exclusive complementary hair products, nourishing the hair both inside and out to help support natural regrowth from temporary hair loss.

The Viviscal range is available in formulations for both men and women. Core to both ranges, the active ingredient in Viviscal is a pure marine protein complex called AminoMar C™. A powerful combination of marine extracts, organic silica and Vitamin C, it contains nutrients to nourish the hair follicles naturally from within.

## The Viviscal range includes:

**The Viviscal Supplement** which comes in two strengths, **Extra Strength (\$49.99)** with 22% protein and **Regular Strength (\$39.99)** with 18% protein. Both supplements contain 60 tablets providing one month's supply.

**The Viviscal Man Supplement (\$49.99)** which contains 30% protein and has the same blend of ingredients as the Viviscal supplement but also

contains Flax Seed, which is believed to slow down the conversion of testosterone into dihydrotestosterone (DHT), a key inhibitor of hair growth. Viviscal Man contains 60 tablets providing one month's supply.

**Viviscal Shampoo & Scalp Cleanser (\$9.99)** which strengthens and protects the hair whilst it gently cleanses, removing dead skin cells to create the ideal scalp environment for healthy hair recovery.

**Viviscal Conditioner (\$9.99)** which protects the hair leaving it soft and easy to comb as well as helping to provide the ideal environment for healthy hair growth. Its moisturizing and strengthening properties leave hair looking and feeling healthy and silky.

**Viviscal Scalp Lotion (\$19.99)** stimulates the scalp and moisturizes to support healthy hair follicles, for strong beautiful hair.



The Viviscal range is available at [www.Viviscal.com](http://www.Viviscal.com) or [Help4hair.com](http://Help4hair.com)

# CELEBRITY HAIR LOSS

When presenter Gail Porter was diagnosed with alopecia, she hid away from the public eye for several months. But Gail, like many others, has bounced back with renewed confidence and a brand-new look. Other female stars who have battled with thinning hair include former Coronation Street star Sherrie Hewson, Dynasty star and actress Pamela Sue Martin and former BBC royal correspondent Jennie Bond.

**Jennie says:** *"Thinning hair became a problem for me as I began to get older. I started noticing a bit of thinness along my parting but it was more recently when I had a fringe cut it really began to show."*

*"It made me feel much more self conscious about my appearance and I tried to disguise it as much as possible by sweeping my hair across the thin area"*



*"I also grew nervous of brushing my hair too vigorously. I've always been interested in nutrition and diet and when I heard that Viviscal was drug-free and contains high levels of protein which helps boost hair growth naturally it made sense to me to feed my hair from within."*

*"After three months of using both the supplement and hair care products my hair looks thicker and glossier than it was before and my family has noticed it too."*



And it's not just female stars whose confidence has taken a knock as a result of hair loss. Jude Law, Prince William and footballer and TV presenter Lee Sharpe are all known to have experienced it.

**Lee says:** *"I noticed my hair was starting to thin slightly. My brother is younger than me and he's gutted that he's already losing his hair. I don't want to go the same way so I now take Viviscal Man to nourish my hair."*

Bucks Fizz singer and TV presenter Cheryl Baker has become an ambassador for women suffering hair loss since she 'came out' about her problem.



**Cheryl says:**

*"My confidence was knocked when I began to lose my hair after I had my twins and again more recently as I reached the menopause."*

*"I just didn't want to be seen - I became paranoid that people would notice why I'd done my hair differently"*

*"I'm always keen to make people aware of the problem and the best up-to-date solutions. Things have moved on since I first took a natural hair supplement and I now recommend Viviscal to anyone with hair loss."*

**For more information about thinning hair visit:**

**Viviscal: [www.viviscal.com](http://www.viviscal.com)**

**For additional copies of this leaflet call 1-800-360-9298 or go to [help4hair.com](http://help4hair.com) where you can download a copy direct.**