

HEADS UP!

A photograph of a man and a woman smiling and looking at each other. The man is on the left, wearing a blue and white striped shirt. The woman is on the right, wearing a light blue tank top. They are both smiling warmly. The background is bright and slightly out of focus, suggesting an outdoor setting.

The essential guide to
managing thinning hair

In association with Dr Deborah McManners, GP and Medical Author,
Eoin Wright, Trichologist and Leading Stylist and Terry Calvert,
Internationally Renowned Stylist.

MEET THE EXPERTS



Dr Deborah McManners
GP, Medical Author and
Naturopath



Eoin Wright
Trichologist and
Leading Stylist



Terry Calvert
Internationally
Renowned Stylist

THE HAIR GROWTH CYCLE

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

► 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.

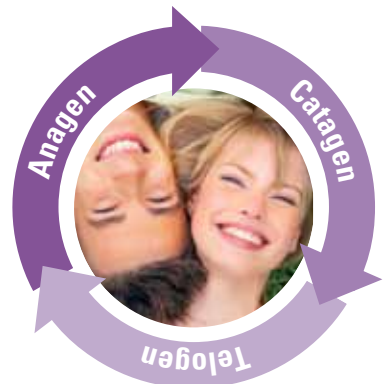
► Catagen

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 thinning hair 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 THINNING HAIR?

Dr Deborah McManners

GP, Medical Author and Naturopath says:

“There are many reasons for thinning hair 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 thinning hair 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 thinning, 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 thinning.

Cancer

Thinning hair is a common side-effect of chemotherapy. 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 thinning 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 history of thinning hair, it can become apparent at this time.

Polycystic Ovary Syndrome (PCOS)

Women with Polycystic Ovary Syndrome can experience thinning hair 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 thinning at one time.

Smoking

Scientists in Taiwan discovered men who smoked 20 or more cigarettes per day had a greater chance of developing thinning hair. 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 thinning hair. 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.

Thyroid conditions

An overactive or underactive thyroid gland can often lead to thinning hair due to changes in hormone levels.

TAKE THE TUG TEST

While bald areas are an obvious sign of thinning hair, 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 THINNING HAIR

Trichologist and
Leading Stylist

Eoin Wright says:

"As a Trichologist and Stylist, I recognise thinning hair is a very stressful problem for all sufferers. It is important to identify the cause of the thinning hair, so a solution may be found. In our fashion driven society, our hair is more important than ever and thinning hair is a more frequent occurrence so a good hair regime is vital."

Thinning hair commonly takes one of the following forms:

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

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

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

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

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

Androgenetic Alopecia is thinning hair that is identified as hereditary. In men it is commonly known as Male Pattern Baldness and causes hair thinning 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 thinning 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.

DID YOU
KNOW?

One in three women and one
in two men will suffer from
thinning hair at some
point in their lives



THE ROAD TO RECOVERY

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

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 experiencing thinning 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 thinning hair

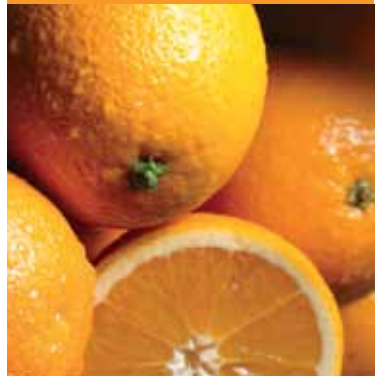
Being honest with friends and family and most importantly, your hairdresser, will ensure you look and feel better.

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 -
Internationally Renowned
Stylist 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 thinning hair 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 thinning 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 thinning 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 thinning hair 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 experiencing thinning hair, 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. Recognised 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 promote existing hair growth.

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, **Maximum (rrp€59.95)** with 22% protein and **Regular (rrp€49.95)** with 18% protein. Both supplements contain 60 tablets providing one month's supply.

The Viviscal Man Supplement (rrp€59.95) which contains 30% protein and has the same blend of ingredients as the Viviscal supplement but also contains Flax Seed and Zinc – an essential mineral for healthy hair. Viviscal Man contains 60 tablets providing one month's supply.

Viviscal Shampoo (rrp€11.95) which is pH balanced and strengthens and protects the hair whilst it gently cleanses, removing dead skin cells to create the ideal scalp environment for healthy hair growth.

Viviscal Conditioner (rrp€11.95) 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 moisturising and strengthening properties leave hair looking and feeling healthy and silky.

Viviscal Scalp Lotion (rrp€26.95) which helps to accelerate absorption of essential nutrients by the follicles.

Viviscal Scalp Guard (rrp€14.95) which has been scientifically formulated to help people with fine and thinning hair. It has a SPF20 with both UVA and UVB filters to protect the scalp, head and face from the damaging effect of the sun and the environment and is water resistant.



The Viviscal range is available from leading pharmacies and health stores or call our Customer Careline on 1890 601 801 or www.managethinninghair.ie

CELEBRITY THINNING HAIR

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."

"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 promotes existing hair growth, 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."



Celia Holman-Lee, TV fashion presenter and former model became worried when she noticed her hair beginning to thin.

Celia says:

"After years of visiting the hairdressers and having my hair styled, my hair was worn and torn and as I got older it thinned considerably. So I had no hesitation when a friend of mine recommended I try Viviscal Maximum Strength.



"A couple of months on and my hair looks better than it has for over a decade!"

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

Cheryl says:

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



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Former Wimbledon Champion and TV presenter Pat Cash has chosen Viviscal Man to keep his healthy head of hair.

Pat says *"My family has a history of thinning hair and I wanted to avoid that if I could. Over the years I've treated my hair abysmally. Taking Viviscal Man to help look after it is an easy way to give it a bit of attention and make sure it grows healthily."*



For more information about thinning hair visit:

Irish Association of Dermatologists: www.irishdermatologists.com
Institute of Trichologists: www.trichologists.org.uk • Viviscal: www.viviscal.ie
Managing Thinning Hair: www.managethinninghair.ie

For additional copies of this leaflet call 1890 601 801, email info@lifes2good.com or go to www.managethinninghair.ie where you can download a copy direct.