

## YOU AND YOUR HAIR

Hair is a very serious business and it requires your serious attention every day. Everything in your life affects your hair; more things than you know can cause damage to your hair.

Water and the chemical additives it contains can injure your hair, as can the wrong shampoo or conditioner. Brushing can damage it, as can using the wrong type of comb.

Environmental pollution, sunlight, medicines, drugs, disease, sexual frustration, tension, career or family stress, what you eat or don't eat, age, exercise or the lack of it, hair dyes, perms, curling tongues, blow dryers, steam heat, bacterial infections, fungal infections, viruses, humidity, pregnancy, menopause, hormones, wigs, certain hair styles, marriage, divorce, promotion, demotion, the death of someone close, the birth of a child. All will affect your hair for good or for ill.

From your prenatal life in your mother's womb, through childhood, adulthood and from there, to maturity into old age, your hair and scalp respond to all that touches your life.

Thus modern effective hair care must be holistic. It must take into account your entire life, your past and present, your future plans and hopes.

Many of the hair problems that you may have in your life time will be only indirectly related to what most people consider to be the traditional causes of a hair disorder, infection or a poor shampoo or shampooing.

A male partner may suddenly have a heavy hair fall or bad dandruff, only to discover that it is a result of stress over his wife's pregnancy. A baby might have severe cradle cap because of his mother's milk. A young woman may suffer bald patches as a psychological reaction to neglect or an older woman may undergo massive hair loss caused by hormonal imbalance.

Proper hair care depends not only on shampooing, conditioning and correct care methods, but also on an adequate knowledge, of which treatment is just right for you as an individual. This treatment does include dietary requirements and correct blood profile levels.

Your hair is a barometer for your health and hair problems can be an early warning of systemic illness. So it is important that you get the correct help when it is needed.

**That correct help must be from a Registered Member of the Institute of Trichologists.**

Registered Trichologists are professionals who can help you with hair and scalp problems. They are easily recognised by the letters after their name. Either MIT which stands for Member of the Institute of Trichologists or AIT which stands for Associate Member of the Institute of Trichologists. The Institute was formed in 1902 and is the recognised spokesman for all matters pertaining to hair and

scalp by both the Press and Television companies.

Some non-registered clinics will offer you a free consultation to induce you to visit their clinics. They will then recommend treatment, usually demanding a non-returnable pre-payment of many hundreds of pounds

**A Registered Trichologist is governed by a strict code of ethics that prevent him from asking for pre-payment. You will be charged a consultation fee which will include a hair/scalp analysis. If further treatment is required you will be charged on a 'pay as you go' basis.**

Consultation and treatment fees may vary at different clinics, so check carefully the fee scales.

### **WHAT WE DO WHEN YOU VISIT A TRICHOLOGICAL CLINIC**

During a consultation the registered trichologist will examine your hair and scalp carefully.

Samples of your hair bulb may be taken for microscopical examination.

You will be asked questions about your general health and medical history, the types of food that you eat, your lifestyle and how you look after your hair. It may be decided that blood profiles of hormone levels, thyroid or iron levels are necessary or that your diet needs adjusting. All in all it is a holistic consultation, not just a hair and scalp examination. The aim is not just to treat the signs or symptoms, but to find out the cause of your problem.

Hair Loss can be caused by many different reasons and thankfully most of these conditions are treatable.

Male and Female Pattern Loss may not be curable but it's effects can be slowed down considerably using the correct treatment.

The earlier that you seek treatment, the better percentage of success, so don't delay make an appointment today.

### **EARLY WARNING TECHNOLOGY**

**The Trichology Centre uses advanced state-of-the-art 'Hair Scanning and Imaging' technology. This is invaluable in helping people to see and understand the problems relating to their hair or scalp.**

**With this technology it is possible to detect early warning signs of future hair loss and related problems before they become apparent. Preventative treatment can then be instituted.**

**The photo-lenses are so powerful that they can magnify the size of a single hair hundreds of times or greatly magnify any area of the scalp. The images can then be instantly frozen and displayed in colour on a plasma screen.**

**They can then be stored on a computer for later observation and comparison with more recent images.**