

# EXPERT ADVICE

## The Psychology of Hair Loss in Women



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**H**air loss — something commonly associated with men — is now increasingly affecting women as well. Hair loss in women has been a growing issue since women entered into the work force — a fast-paced world increasing our daily stress. Diets high in genetically modified and processed foods may also contribute to hair loss. In fact, current statistics report half of the female population will incur some degree of excessive hair loss throughout their life.



### HAIR LOSS STATISTICS:

- Hair loss affects roughly 50 per cent of women
- 60 per cent of hair loss sufferers would rather have more hair than money or friends
- More women are seeking methods of non-surgical hair restoration, up 31.8 per cent between 2004 and 2008
- Almost half (47 per cent) of hair loss sufferers would spend their life savings to regain a full head of hair
- Roughly a third (30 per cent) of hair loss sufferers would give up sex if it meant they would get their hair back
- Women feel hair loss makes them appear unattractive to men

The degree of mental stress over hair loss is more than purely a decrease in self-confidence. Studies show hair loss is an instinctual stress. In today's society we sometimes forget we are instinctual species. So much of our self-confidence depends on how our hair looks.

Until recently, it seems the only remedy for hair loss in women was a wig or expensive hair transplants. Many women

with diffuse hair loss or naturally thin hair have turned to conventional hair extensions, though not every woman with hair loss is a good candidate for them. Many women have been appraised for the wrong methods of installation for their individual hair type, causing further cuticle damage. Women who have fine, brittle, low density hair or hair loss issues should always steer clear of any methods which use adhesives, glues or solvents in the hair, as this process greatly increases the odds of further damage.

There are now progressive, new concept alternatives that are socially acceptable, even welcomed, by women experiencing hair loss. Hair augmentation in the form of hair replacement services are a non-surgical, long-term remedy for women to replace the hair on the top of their head with zero damage to existing cuticles. Virtually undetectable, hair replacement services are a one year investment that women wear full time can wash, style and treat like natural hair.

Finally, women have an instant solution to the hair loss problem alleviating unwanted stress and increasing self-confidence. For more information, feel free to contact The Extensionist. ■