

A FINE point

THINNING HAIR

GHOST RETAIL LTD.

Claire Rutter looks at the causes
and treatments of thinning hair

Hair is often a big feature of one's personality and when it is fine or thinning, it can really knock consumer confidence. Recent studies have shown that 60% of women in the UK suffer from hair loss, according to celebrity hairdresser Martyn Maxey, while hair camouflage manufacturer Nanogen claims 50% of men will have noticeably thinning hair by the age of 40.

Hair thinning and hair loss affects men and women in different ways. For women it is more evident around the parting area, whereas it is more common on the crown for men. It is likely to occur between 30 and 40 years of age in women, which is thought to be ten years later than in men. Men often experience

“ Hair loss and thinning can occur for a number of reasons including age, illness or stress ”

progressive hair loss and women are more likely to experience seasonal or temporary hair thinning. The most common form of hair loss for men is hereditary. This is caused by excess levels of dihydrotestosterone (DHT), which destroys the blood supply to the hair follicles.

Hair loss and thinning can occur for a number of reasons including age, illness or stress. Martyn Maxey, who has worked with Naomi Campbell, Myleene Klass and Elle MacPherson, says: "There can be many reasons for fine and thinning hair. Some causes are easily identified while others require in-depth diagnosis by an expert using a blood sample to determine what the problem is. Often the cause is missing minerals, or it can be hormonal, or dietary, but it can be hundreds of other reasons." Women often complain of thinning hair during pregnancy or menopause, caused by changes in hormone

levels. Post-pregnancy hair loss gradually corrects itself in most cases. Maxey says another likely cause of hair loss is a lack of iron in people's diets. "It can be caused by missing red meat out of your diet, which is the richest source of iron that can be easily absorbed into your system. 'Fashion' diets and health scares mean that many women choose chicken or fish, instead of red meat." There are secondary factors that may also contribute to hair loss, including medication and pollution. Top hairdresser Richard Ward says there are several steps

one can take to improve the look and feel of their hair to increase confidence: "There are various supplements on the market that help to supply levels of vitamins vital to healthy hair growth, but it is far better to boost vitamin intake through diet. Go for foods rich in blood-producing nutrients like green leafy vegetables (such as curly kale and broccoli), and superfoods like blueberries, nuts and seeds, which are rich in zinc," he says.

Richard Ward, who has his own product range, says: "Invest in a good root-boosting product and spray onto the roots for movement and volume. Velcro rollers are great for giving volume - larger rollers give soft movement, whereas smaller rollers give a more sleek and dressed look. To maximise volume, recommend that the hair is vertical when putting the rollers in and roll it down from the tips to the roots, so that the hair at the roots is pulled upright. Heat with a hair dryer, allow to cool, and then lift rollers out of the hair and use the hands to rake through. Recommend a high shine and hold spray to eliminate frizz and make the style last."

MYTH BUSTER

Cures: Many people believe that there are few solutions available to combat thinning hair. "On the contrary, getting the right cut, using the right styling products and choosing the right shampoo can all help fine or thinning hair appear thicker," says Ben Skervin, international hair stylist for Head & Shoulders. Blow-drying will give hair more of a lift, providing the correct styling products are used. Styling with lighter, dryer products such as gels, sprays and mousses prevents the hair from dropping and appearing flat. Dr Rust, senior scientist with Head & Shoulders, adds: "Using the wrong hair products, for example shampoos and conditioners designed for long and thick or stubborn hair, can make hair look thinner than it actually is." This is because products designed for thick hair include ingredients that thinning hair doesn't need, which can end up weighing down and flattening hair, so always recommend products that are specifically designed to suit a customer's individual hair type.

Hair brushing: Some believe that brushing the hair outwards gives it more body. "In reality, over-brushing or combing can be detrimental to your hair. Over-combing can put stress on the hair and can stimulate the scalp's oil-producing glands which can make hair look greasy and often makes fine hair look flat," says Dr Rust. He suggests recommending a natural bristle brush to customers, as this will be kinder to weakened hair and scalps. "The more friction created when combing or brushing your hair, the more damage to the hair surface you cause. Mechanical damage is one of the most common forms of hair damage that can ultimately lead to the hair breaking off."

Frequent shampooing: Washing the hair too regularly does not make hair fall out prematurely, contrary to what some people think. "Those who are worried about going bald are often afraid to wash their hair frequently because they think that shampooing somehow hastens the process, but it doesn't," says Dr Rust. We shed between 40 - 100 hair fibres every day because the hair reaches the end of its natural growth cycle. It's these hairs that often end up around the plughole and cause panic. Washing hair doesn't cause the hairs to fall out; it just dislodges the ones that are already loose.

SALES PATTERN

Recommend a supplement that encourages hair growth along with volumising care and styling products, for a double-pronged attack.

TREND SPOTTING

TOP 10 BRANDS

Fine/thinning hair treatments

1 Aussie Haircare 3 Minute Miracle Reconstructor

2 Ojon Restorative Hair Treatment

3 Pantene Pro-V Volume and Body Conditioner

4 Pantene Pro-V Volume and Body Shampoo

5 Aussie Haircare 3 Minute Miracle Frizz Remedy

6 Head and Shoulders Damage Rescue Conditioner

7 Aromatherapy Associates Enrich Hair Oil

8 Pureology Antifade Complex Essential Repair Shampoo

9 Neil George Indian Gooseberry Treatment Oil

10 Pureology Antifade Complex Essential Repair Hair Conditioner

(Products Ranked by Number of Editorial Mentions in National and Key Consumer Press, results from publications dated 1/1/09 - 31/8/09. Provided for Pure Beauty by mymarketmonitor.com.)



CARING FOR FINE HAIR

Celebrity hairdresser Martyn Maxey, winner of Young Hairdresser of the Year and the Golden Scissors award, gives his top tips for keeping fine and thinning hair looking its best:

- ✓ Don't ignore the problem. The sooner you act the better, so determine the root cause.
- ✓ Stick to medium to shorter hairstyles, with layering to add volume.
- ✓ Ask your stylist about experimenting with colour. Highlights both add volume and create an illusion of depth to hair.
- ✓ I would suggest someone with fine and thinning hair visit the salon every six weeks for smart and clever maintenance.
- ✓ When recommending shampoos and conditioners make sure they are for fine and thinning hair - these will often contain ingredients that are specific for this hair type, such as panthenol, which swells the hair shaft thereby making each hair feel 'fuller'.

THINNING HAIR

Foltène treatment for Hair and Scalp is designed to help restore a normal scalp condition and prevent the hair from early ageing. It is to be used at the first sign of weakening hair and hair loss. The formula contains three active ingredients including tricosaccaride, which is Foltène's patented hair growth active. It is rich in polysaccharides and is proven to promote natural hair growth and strengthen the hair shaft. The formula also contains a complex of multivitamins and amino acids that are designed to revitalise and nourish the hair and scalp.

The third active ingredient is zanthin, which is a powerful antioxidant of vegetable origin that acts as a neutraliser from the damaging effects of free radicals.

Price: rsp £24.95
Manufacturer:
 Foltene Laboratories
 S.p.a
Contact: 0845
 609 0055



Viviscal Maximum Strength is a food supplement containing 100% natural ingredients designed to tackle hair loss. The daily supplement provides the specific nutrients to nourish the hair follicles from within, helping to reduce hair loss and support existing hair growth. It contains an exclusive marine complex called AminoMar C, a combination of marine protein and polysaccharides, key to regenerating new cells and feeding existing cells; extract of horsetail (organic silica), a plant known to have beneficial effects on hair, skin and nails by promoting microcirculation and improved elasticity; and acerola cherry, a strong anti-oxidant believed to improve the ability of the follicles to absorb important nutrients. A study by the Swedish Alopecia Society showed that 95% of patients showed re-growth of hair after six months of use.

Price: rsp £49.95
Manufacturer: Lifes2good
Contact: 0845 399 0022



Head & Shoulders Hair Endurance has been designed for men, to be used as part of an everyday hair care routine. It helps to make hair look thicker and healthier while reducing hair breakage, which causes the hair to look fine and thinning, and was created in response to Head & Shoulders' research that found dandruff and hair loss associated with breakage can be linked. The product includes a new blend of care and conditioning ingredients especially formulated for men. It protects the hair surface against damage and enhances the appearance of the hair shaft without making the hair look thin or limp. It also contains Head and Shoulders HydraZinc technology, which cares for the scalp and works against dandruff by effectively reducing the growth of the yeast malassezia globosa, and has been scientifically proven to have an effect from the first wash.

Price: rsp £1.89
Manufacturer: P&G
Contact: www.headandshoulders.co.uk



PhytoCyane is a hair and scalp treatment designed to combat hair loss in women. Developed by natural haircare specialist Phyto, it has been medically proven to have a significant effect on hair loss caused by external factors such as stress, hormones and pregnancy, as well as a proven anti-ageing effect. It combats hair loss by oxygenating the scalp, stimulating cell and keratin production and improving circulation to the hair bulb. It also provides an anti-ageing action by protecting the cells of the hair follicles and slowing down greying by stimulating melanin production. Key ingredients include grapeseed procyanidols to help protect from free radicals and slow down ageing, ginkgo biloba to stimulate cell metabolism and hair resistance, and vitamins B5 and B6, which aid the formation of keratin and play a role in hair growth.

Price: rsp £31
Manufacturer: Phyto
Contact: 0207 620 1771



Regaine is a hairloss treatment containing the active ingredient minoxidil, an over-the-counter treatment clinically proven to help prevent further hereditary hair loss. For most men, using Regaine can even reverse the process, resulting in regrowth. Regaine Solution is available in Regular Strength and Extra Strength. Both contain the active ingredient minoxidil and should be applied to the scalp twice a day to help stimulate the hair follicles. Regaine for Men Gel, meanwhile, is an easy-to-use formulation that also contains 2% minoxidil. Scientists believe minoxidil works by helping the blood flow to the hair follicle, stimulating and prolonging hair growth. It has been shown to help prevent further hair loss in four out of five men and help stimulate regrowth for a thicker, fuller head of hair. Regaine for Women, a clinically proven product formulated to treat hereditary hair loss, is also available.

Price: rsp from
 £24.95
Manufacturer:
 McNeil Healthcare
Contact: [www.
 regaine.co.uk](http://www.regaine.co.uk)



NanoFibres is a cosmetic microfibre hair camouflage product that disguises the appearance of thinning hair, and is designed to have instant results. Its nanofibres bind securely to each individual hair by electrostatic charge, giving hair more volume and weight. The nanofibres are applied by being shaken on to the hair and smoothed through, then set with a Locking Mist. The fibres are made from keratin, which is the same substance found in natural hair. The product is durable through bright light, wind and rain, and is available in ten different colours.

Price: rsp from £14.95
Manufacturer: Pangaea
 Laboratories
Contact:
www.nanogen.co.uk

