

# Alopecia Areata

Alopecia Areata is a very common cause of hair loss that usually affects the scalp, but can affect other areas of the body too. It is an auto-immune condition, meaning that the body attacks its own hair follicles. For some reason that scientists and doctors do not yet fully understand, the T lymphocytes (white blood cells) think that the hair follicles are foreign bodies and attack them, causing the hair to stop growing and enter the telogen or rest phase. About 90 days after this occurs, when the resting phase is over, the hair falls out. New hair will only grow again when the T lymphocytes stop attacking.

This condition affects both males and females of all ages, and around 1% of the world's population is affected. 20% of sufferers will have recurring episodes. In its most extreme form, Alopecia Universalis, the sufferer loses **all** his body hair.



Fig 1. The patchy hair loss that is typical of Alopecia Areata

Affected hair follicles become small, and grow no visible hair for months and years. But in every case the hair follicles are alive and well, ready to resume normal hair growth when they get the signal!

Treatment options are fairly limited; as there is no treatment for the underlying condition, the options are either to suppress the immune system or to stimulate the hair to grow more.

The medical options at the moment include application of steroids and /or Minoxidil solution to the scalp. However, steroid therapy has many potential negative side effects.

## **Irena Unique Royal Jelly formulation offers an alternative measure.**

Working to bring the body into balance, it has already proven its usefulness in other auto-immune conditions. The adaptogenic action of the totally natural formulation (the action changes to fit with each individual body's needs) signals the body to stop attacking itself and return to its natural balance.

The Irena Unique Formula's adaptogenic nature, in combination with the hair stimulating ingredients Inositol, Zinc, Silica and Pantothenic acid, plus the essential amino acid methionine, all work together to improve hair growth, colour and condition.

So if you are looking for a totally natural solution to patchy hair loss, Irena may well be the answer.



**For further information, please contact Irene Stein+972(0)9 9509850/+972(0)545 305125. Customers in the UK, please call 07831 641199.**