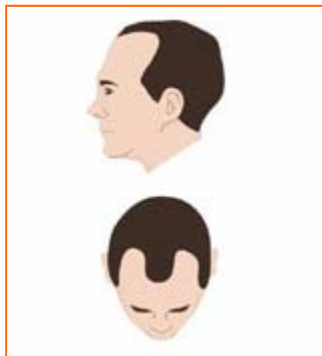


Causes of Hair Loss

As we have been researching the problems of hair loss, and trying to understand why it is that Irena helps slow down and may even reverse premature hair loss, the Irena office was extremely surprised at the number of different causative factors that lead to balding.

Most people are familiar with male pattern baldness (receding hairline and thinning on the crown of the head) and maybe with female pattern (generalized thinning all over) which are often due to increased circulating levels of the androgen DHT.



But did you know that sometimes the body's immune system is responsible for causing hair loss? That is exactly what happens in the disease of Alopecia Areata where the T-lymphocytes attack the hair follicles.

In addition, anything that gives the body a shock either emotionally or physically can trigger the growing hair to enter its resting (telogen) phase, and after a period of around 3 months the hair is shed. Interestingly, thicker-shafted pigmented hair seems to be affected to a greater degree. This leaves behind only the thinner, non-pigmented (grey or white) hair. Hence the appearance of going white overnight! Prescribed medications may also cause this type of hair loss.

Then there is the situation where chemicals or radiation essentially poison the hair follicle and stop it growing hair, such as the situation that occurs during radiotherapy or chemotherapy. This hair loss is usually temporary and hair re-grows when the treatment is completed.

Some systemic illnesses may also affect hair; both underactive and overactive thyroid diseases have been definitely linked – but diabetes and anaemia are also sometimes implicated too.

Finally, there is self-induced hair loss. Trichotillomania is a condition where hair loss happens be-

cause of constant pulling or plucking on the hair. Usually this manifests as bald patches on the scalp, however sufferers sometimes pull out eyebrow or eyelash hair. This psychological condition is more common in women and may require counseling or even psychiatric treatment.

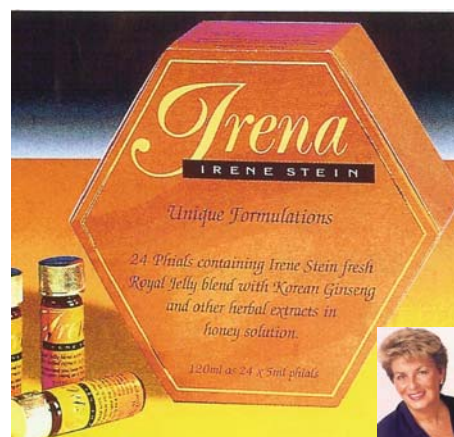


And if you like to wear your hair tightly braided, or in a tense pony tail, beware! These styles can lead to traction alopecia, often around the hairline, although changing style will usually solve the problem.

What is important to remember is that **no matter what has caused your hair loss, with Irena Unique Royal Jelly formulation, you are in good hands.**

The combination of ingredients not only stimulates growth, and prevents an excess level of androgens, but also maintains colour, condition and shine. The formula will also bring balance to all your bodily systems, whilst producing a feeling of well-being and vitality.

And on top of that the formula is **completely natural.**



If you have any questions about the Irena Unique Royal Jelly Formulation and how it can benefit you, your hair and your health, please contact Irene Stein on :

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