

How does Irena compare to other treatment options?

Hair loss is a huge industry these days and both pharmaceutical companies and health supplement companies are not only battling for the market share, but also investing greatly in research to find a cure.

The two most widely accepted medical treatments are Minoxidil and Finasteride.

1. Minoxidil (Rogaine).

This was originally developed as an antihypertensive, but men taking the treatment noticed that they became hairier. Its mode of action is not fully understood, but it is thought to have a stimulating effect on hair growth from the follicle. As the oral form has too many side effects, a topical solution was developed, and this is just as effective. The product is much more effective at treating loss on the crown of the head, and in many cases merely halts the progression to further balding, although 30% of users will continue to lose their hair.

The most common **side effect** is scalp irritation, occasionally associated with acne, a burning sensation or red skin. Rarely, users may experience chest pains, decreased sex drive, headaches, swelling and weight gain.

2. Oral Finasteride (Propecia).

This treatment option is only licensed for men and works by inhibiting 5-alpha-reductase, the enzyme that converts testosterone into Dihydroxytestosterone (DHT). DHT causes shrinkage of the hair follicle and shortening of the growth phase of the hair growth cycle. 48% of users will experience some degree of re-growth.

Side effects with this treatment are uncommon, but occasionally it may lead to impotence, reduced libido and reduced volume of ejaculate.

How does Irena compare?



All the different elements in Irena combine to have an effect that mirrors both of the most popular medical treatments. **The Capsicum, Silica, Zinc and Damiana all work to stimulate the hair follicle, while the Royal Jelly provides all the nutrients necessary for healthy re-growth. Saw Palmetto or Serenoa Serrulata inhibits the enzyme 5-alpha-reductase, working to reduce the levels of DHT in the blood.** And you have the **added benefits** of both vitamin B6 (pyridoxine), which blocks the DHT receptor, *and* pantothenic acid which works to improve the hair colour and shine. Echinacea reduces the inflammation that often goes hand in hand with androgenetic alopecia and inositol is known to arrest the loss of hair.

And what's more, Irena Unique Royal Jelly Formulation is a **totally natural product** that in over 30 years of use around the world has **never had a single reported adverse effect or allergic reaction.**



Irene Stein is currently building a research study in order to provide you with concrete evidence that her amazing and 100% natural formula can help your thinning hair to re-grow, and may even turn your white hair back to its original colour.