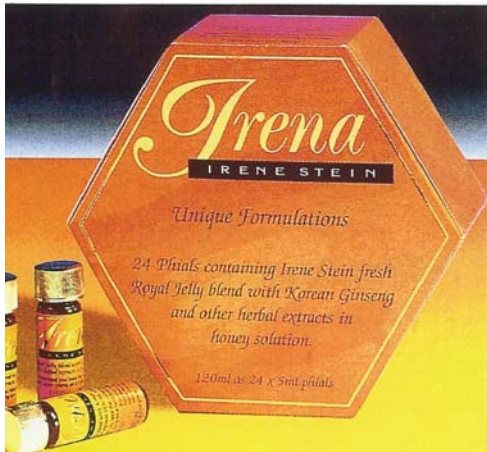


IRENE'S INTERESTING HAIR FACT-ORY

As many of you know, I first developed my personal interest in hair for reasons of vanity! But then after seeing the many beneficial effects that Irena was having on so many of my customers' hair in terms of growth, colour, shine and condition, I decided to really look deeply into the subject. And in my latest investigations, through books, the web and scientific research, I have discovered some facts and figures that are really *quite fascinating!*

Did you know that hair is the 2nd fastest growing tissue in the body, after only bone marrow; and by the way, around 35metres of hair fibre is produced every day on the human scalp? On average the

scalp has 100,000 hairs, but you ginger heads out there only have around 80,000 whilst blondes



really do have more fun with 120,000 hairs! And at any moment approximately 10% of the hair follicles are resting between bouts of exhausting periods of growth during which around 43mm of hair is produced by them every month.

So at any one time 10% of our hair is resting and then falling out - we actually lose around 100 hairs a day naturally. It can be pretty difficult to notice increasing hair loss, and people often lose up to 50% of their hair before they notice any difference at all! Age affects the rate of hair growth, which slows down as the years advance; and be thankful if you are one of the fairer sex, as women's hair grows faster than men's.

The shape of the hair follicle is what creates the shape of the hair, straight follicles produce straight hair, whilst curved follicles produce curly. The colour is created by the presence of Melanosomes (cells similar to those that produce

your summer sun tan) in the hair shafts of terminal hair (the thicker hair that grows on our scalps). Eyelashes are usually the darkest hairs on the body, and along with eyebrows are the first terminal hairs to grow on the body after birth.

And more than that, the percentage of men going bald equals their age; so at 30 years old 30% of men are going bald, and 50% at 50 years and so on... we women lag 10 years behind the male population with only 40% of us thinning at 50 years of age.

Perhaps ladies, we should in fact be more worried if the males in our lives *don't* go bald - a eunuch (a castrated man) never does!

But seriously folks, apparently every Caucasian man possesses the gene that causes male pattern baldness - better luck for black men, whom white men out-number four to one.

And although the men with a full head of hair claim that being bald would not bother them, those who are actually losing their hair are not so sure - between 50 and 75% of men with male pattern baldness say that they look older and are less physically and sexually attractive than their non-balding peers.

As we know, my unique Irena Royal Jelly Formulation can help to soothe away any hair worries that you have, as well as bringing balance and well-being into other areas of your life . I have many, many testimonials from satisfied customers.

I can assure you that I am always available to answer any questions that you may have about the formula, in connection to your hair or any other health-related issue for that matter. I'll be continuing to research this area on your behalf.

With very best wishes,

Irene Stein

Irene Stein.

