

NOT *JUST* A VANITY CASE.....

Although often viewed as a trivial and unimportant condition by those who have a full head of hair, to people that suffer from it, baldness is a devastating disease that can chew away at one's self-confidence and self-worth.

In this article, Irene Stein takes a look at just why hair loss is so distressing.

The profound effect that hair loss has on emotional well-being has been well-documented in many different scientific studies. It seems that we are very attached to our hair, and the way we perceive ourselves and others is strongly related to the appearance of our hair.

This is hardly surprising given the way that the media chooses to portray people with a full head of hair as beautiful, sexual beings filled with youthful vigour. In contrast, one seldom sees a bald person in a leading "sexy" Hollywood role, or even as a successful politician. On TV, bald men may be stereotyped as less successful characters. If you consider that 96% of Caucasian men will suffer some degree of hair loss, that figure is not represented in movies or on television. It is also very interesting that, even in these times of over-the-top political correctness, it is still considered OK to make bald jokes.

For women who have hair loss, the psychological effects are even more pronounced. How often have we heard the old saying that a woman's "crowning glory" is her hair? And it can clearly be seen from advertising campaigns just how **much** value our society places on the way hair looks. No wonder then that losing hair can lead to a myriad of emotions.

Many sufferers, in particular women, will lose their self-esteem. They may perceive that others are ridiculing them. Although men do get sympathy (albeit often in a humorous manner) from their friends and family, women do not have the same support for hair loss; mainly it is felt to be a male issue.

For both sexes, feelings of anxiety may emerge, along with worry about further hair loss, frustration, helplessness, and extreme self-consciousness. Alongside all that runs the worry of how others view them, if the hair loss will adversely affect career, relationships including marriage, sexual activity, and general level of attractiveness.

And as with any kind of loss that we suffer as human beings, many people who lose their hair will go through a grieving process, which has a definite effect on every area of life.

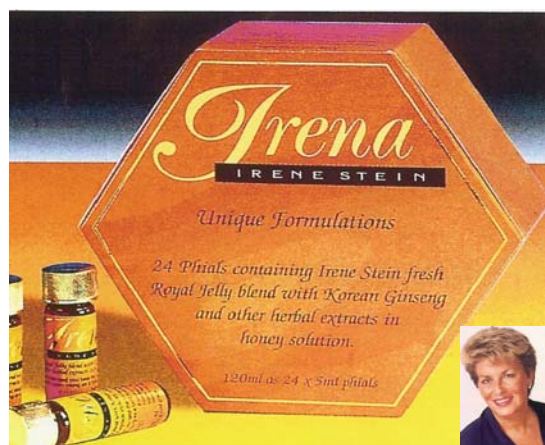
So it is not simply a question of vanity that fuels so many balding men and women to seek help for their hair loss. These people are genuinely suffering on a daily basis, and the loss can affect their lives in a detrimental way.

How can Irene Stein's Unique Irena Royal Jelly Formulation Help?

The Irena formulation will work to improve not just the condition and colour of the hair (through the pantothenic acid) or the structure (by providing the full range of vitamins, minerals and amino acids that are required) or even by improving the function of the hair follicle by balancing each individual's hormones (both male and female hormones). It also has a mood-lifting effect due to:

1. Royal Jelly, which has the anti-depressant elements aspartic acid, glutamic acid, magnesium, chromium, iron, thiamine (B1), riboflavin (B2), niacin (B3), pyridoxine (B6), tyrosine phenylalanine and ascorbic acid (C).
2. Ginseng, which contains calcium, has long been praised for its quality of life enhancing effects.
3. Damiana Aphrodisiac has an anti-depressant action.

Unlike other hair growth solutions, Irena is treating the root of the problem from a multitude of different angles, *and* working to make you feel better about yourself almost immediately. Although it may take 3 months to see any real improvement in the thickness of the hair, Irena's many other benefits will be seen more quickly - clear, glowing skin and eyes, an abundance of energy **and** that oh-so-important feeling of well-being.



For further information on the benefits of a daily dose of Irena, please contact Irene Stein on:

09 950 9850 or 055 305 125;

UK customers 07831 641199;

Or email Irene at— irenest@netvision.net.il