

WOMEN AND HAIR LOSS -

Crowning Glory, or Sad Story?

Is Hair Loss predominantly a male issue?

We in the Irena office thought so, until more and more female customers came to us complaining of thinning hair.

Normal hair

Hair loss

Up to 50% of the hair may be lost before you or anyone else even notices!



Unlike hair loss in men, women tend to suffer from diffuse loss over the whole scalp.

If you always considered premature balding to be a male problem, think again, as the latest research shows that around 40% of women have noticeable hair loss by the time they reach 50 years.

Why do we lose our hair?

The most common reason why women suffer from hair loss is Androgenetic Alopecia, although women tend to complain of diffuse thinning of the hair mainly on the top and sides of the scalp. (This is slightly different from male pattern baldness where frontal loss tends to be the main complaint).

The reason for this thinning is that, as we grow older, the anagen or growth phase of the hair cycle becomes progressively shorter under the influence of androgenic hormones. The hairs thus become shorter and shorter until eventually the hairs do not even grow long enough to pierce the skin of the scalp. At the same time, the follicle size gradually miniaturizes so that the hair itself becomes finer.

The cause of androgenetic baldness in women is similar to the cause in men, in whom two factors need to coexist: the genetic predisposition *and* excess circulating levels of the androgen dihydroxytestosterone. Dihydroxytestosterone exerts the negative influence on the hair growth cycle, and on hair follicles as described above.

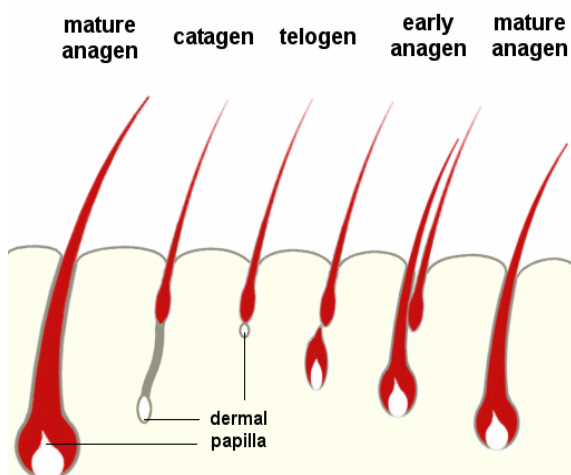


Diagram 1 shows how the miniaturization of the hair follicle leads to finer, shorter hairs. If the miniaturization continues, the hairs will be so short that they don't even penetrate the scalp.

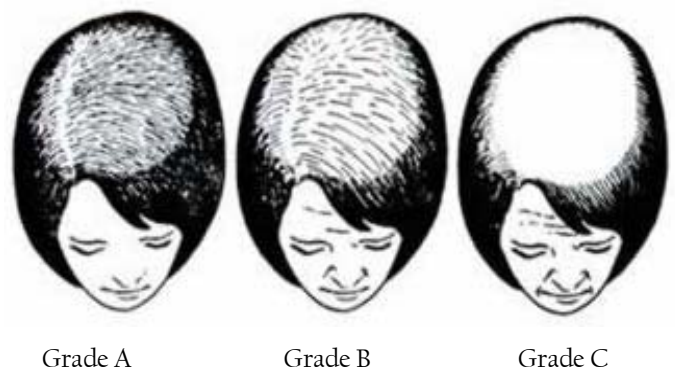
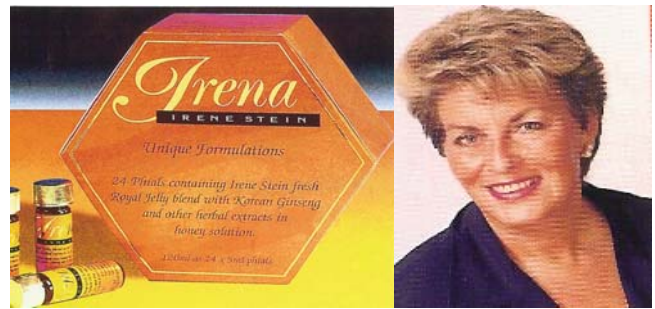


Diagram 2 shows the different grades of female pattern baldness. These changes occur progressively over a number of years.

Interestingly, in women androgenetic hair loss is **not** always associated with androgen excess as it is in men, but there is **always** a genetic factor.

As women, we are also more likely to suffer from hair loss as a result of hormonal changes following childbirth, at the menopause or after stopping the Oral Contraceptive Pill (OCP). You may have noticed that your own hair, or that of a friend's, was thicker and glossier during pregnancy – it was not just your imagination. The increased levels of progesterone in the bloodstream actually prolongs the anagen/growth phase of the hair cycle so pregnant women **do** have more hairs on their heads than the rest of us. When the hormone levels return to normal after the birth, the hair that has been in a prolonged anagen/ growth phase enters the telogen or rest phase and is shed. Generally speaking, the hair growth returns to normal within 3 months of the birth, as this is how long it takes for the hair to pass through the rest phase to the next growing phase. Hair loss after stopping the OCP, or at the time of the menopause, occurs for similar reasons.



the baddie that converts testosterone into dihydroxytestosterone (DHT). By doing this the Saw Palmetto reduces the circulating androgen levels that can adversely affect the hair follicles growth cycle, *and* it also plays a part in maintaining follicular size and hence keeping hairs to a larger, thicker size.

The naturally occurring hormones (oestrogen and testosterone) in Irena Royal Jelly Unique Formulation work to **balance your own hormonal system** and reduce the shock to the body from any sudden change secondary to menopause or childbirth.

And at times when you and your body are facing extreme physical or emotional stress, **Irena works to balance your well-being on every level**, and support you throughout difficult times.

And if you are dieting, you can rest assured that Irena not only provides you with the essential amino acids, vitamins and minerals that your body needs, it also makes sure that you have the additional required energy to keep up your willpower .

Irena contains all the other essential ingredients to improve your hair's colour, shine and condition, while keeping a strong structure – zinc, which enhances the immune system and also inhibits 5-alpha-reductase (remember it causes increased levels of DHT), the silica in the formula works to slow down hair loss, the capsicum minimum stimulates the hair follicle and ensures a good blood supply to the dermal papilla, the vitamin B6 blocks DHT receptors, whilst the pantothenic acid improves the hair's colour, shine and condition – it has even turned grey hair back to its original colour. Finally, the inclusion of calcium, iron, vitamin E and the amino acid methionine (which helps to build strong keratin fibres) ensures that the hair grows as healthily as possible.

So you can see that no matter *why* you are losing your hair, or if you just want to maintain the locks that you've got, with Irena you are in excellent hands.

For further information on the benefits of a daily dose of Irena, please call Irene on +972(0)9-950 9850 / +972(0)545 305 125
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Above—
Telogen Effluvium
following childbirth.

This type of hair loss is known as Telogen Effluvium in trichology circles, and occurs because an increased number of follicles move out of the anagen phase and enter the resting (telogen) phase of the hair cycle. Other factors that can cause telogen effluvium include: extreme physical stress such as surgery or sudden extreme weight loss or gain, emotional distress perhaps secondary to psychiatric illness, or the death of a loved one. Numerous pharmaceutical medications can trigger telogen effluvium (in particular blood pressure lowering medications); even too much Vitamin A can do it! And if your thyroid gland is not functioning properly and is either under or over active, your hair can also be affected.

How can Irena Unique Royal Jelly Formulation help?

Fortunately the Irena Unique Royal Jelly Formulation can be of assistance for all these different conditions and causes of hair loss.

The **Saw Palmetto Extract** in the formula is known to inhibit the enzyme 5-alpha-reductase,