

Hair Loss: Myths And Truths

(NAPSA)—If you're one of the millions of Americans who suffer from hair loss—listen up.

Hereditary Hair Loss affects up to 40 percent of American men and 25 percent of American women. But findings from a new survey, *Hair Today, Gone Tomorrow*, conducted by Wakefield Research, reveal many are at a loss when it comes to hair loss. Know the fact from fiction.

Myth #1: Hair loss only comes from my mother's side of the family.

What Americans Think:

Thirty percent still say hair loss comes only from the mother's side.

The Truth: Don't blame your maternal grandfather, just yet. Hair loss expert Dr. Robert Leonard, founder and chief surgeon of Leonard Hair Transplant Associates, says hair loss can come from either side of the family.

Myth #2: Stress causes hair loss.

What Americans Think: Seventy-seven percent think stress can cause hair loss.

The Truth: Stress cannot cause hair loss. "This is the No. 1 myth when it comes to hair loss," says Dr. Leonard. "Factors such as crash diets, certain medications and hormones from pregnancy and thyroid conditions can cause temporary hair loss, or Telogen Effluvium. This type of hair loss is strictly temporary and hair will grow back on its own," he adds.

Myth #3: Wearing a hat too frequently or over blow-drying hair can cause hair loss.

What Americans Think: More than one-third think that frequently wearing a hat or over-styling hair can cause hair loss.

The Truth: According to Dr. Leonard, 95 percent of all hair loss is hereditary. He cautions to know the difference between actual hair loss and damaged hair. A good test: If you run your fingers through your hair and eight



Hereditary Hair Loss affects 40 percent of men and 25 percent of women in the U.S.

to ten hairs come out with the bulb attached, this may indicate excessive hair loss.

Myth #4: Hair vitamins and thickening shampoos, conditioners and serums can treat hair loss.

What Americans Think:

Nearly half would try hair vitamins like Biotin to treat thinning hair.

The Truth: Things like hair vitamins, healthy diet, hair-thickening shampoos, conditioners and serums may help hair health but they will not regrow hair.

Myth #5: There is no effective treatment for hair loss.

What Americans Think:

Americans are undecided. Exactly half think there is no effective treatment for hair loss.

The Truth: "There are a lot of smoke and mirrors," says Dr. Leonard. "Go with what works. Rogaine is the only topical brand FDA-approved to regrow hair," he adds. Men's Rogaine Foam with 5 percent minoxidil regrows hair in 85 percent of men with twice-daily use after four months. Most women experience hair regrowth with Women's Rogaine Topical Solution with 2 percent minoxidil after six months. Other options include finasteride, sold under the brand name Propecia (approved for men only), low-level laser light therapy, and hair transplantation.

For more information and expert tips, visit www.rogain.com.