



Hair loss product workshop

FIVE THINGS YOU MUST DO IN ORDER TO GET THE ABSOLUTE BEST RESULTS FROM USING YOUR HAIR LOSS PRODUCT



Lesson #3: Application: Method is Everything



Who is this workshop for?

It's for people who are using or plan to use hair loss product purchased off the shelf or over the counter including online.

Why this workshop has been created

The global marketplace for 'Self-prescribed' hair loss products is large. There are estimated to be over 300,000 hair products available in the northern hemisphere alone.

Many people 'meander' around the marketplace moving from one product to the next without experiencing satisfactory results; they buy a hair loss treatment product and try it. They don't see much of an improvement in their rate of hair fall or new growth so they give up and move onto the next product; or the next big thing.

The reality is that there are a number of key factors which are highly likely to have a share of the responsibility for the lack of results many people experience when using their hair loss product/s.

The lack of professional guidance for those who choose to Self-prescribe may result in the perception of poor product efficacy. Results *may* be improved by a number of simple adjustments of the user's habits and techniques.

This workshop highlights and equips you with these key factors. It tells you what they are and what to do about them.

What should people know?

The workshop has been created by Ahead Solutions (UK) to provide greater service to its customers; to provide advice gathered from registered UK clinical trichologists; experts in the field of hair and scalp maladies and the science of hair growth. A video series of the workshop is in production. Where featured patients may be actors (for confidentiality); experts *always* appear themselves.

Disclaimer

This workshop is not a substitute for professional medical advice and it is always recommended that any person experiencing hair loss and / or scalp



THE VITAL ELEMENTS OF SUCCESSFUL TREATMENT

LESSON #3

problems should consult a professional registered trichologist or as a minimum their GP.



Application: Method is Everything

This is a relatively short lesson though one which is definitely as important to treatment success as the topics of lessons one and two; consistency and duration.

This lesson assumes that you're using a topically applied lotion; hair loss creams and nutritional supplements are not included.

Whichever product you are using the chief aim is to ensure all affected areas of your scalp absorb as much of your product's active ingredients per dose as possible.

Ejected lotion that does not make contact your scalp is ineffective and therefore wastage. Lotion 'misfired' into the air or onto skin other than your scalp or, onto the hair itself is a missed opportunity that you can never get back.

Though this may come across as sensational, the effect of continual inefficient application is compounding and can result in: -

- ✓ A lack of results
- ✓ A delayed result
- ✓ The perception of poor product efficacy ("it's not working so well")
- ✓ Increased cost
- ✓ Your condition reaching an irreparable point of no return

Expert trichologists agree "All of the above increases the chances of the user may become despondent and is more likely to discontinue use of the product.

A user may then be more likely to try an alternative hair loss product only to continue on a constant cycle of unsatisfactory result (cyclic product usage).



So, the time to master your application technique is from the start of your hair loss treatment programme. By getting this aspect of your treatment right from day one you will: -

- ✓ Maximise the amount of active ingredient contacting your scalp
- ✓ Heighten the likelihood of achieving earlier positive results
- ✓ Avoid the negative effects of continual inefficient application
- ✓ Minimise wastage and unnecessary cost

Use the following sections as a framework for application excellence.

Exposing the scalp...

- Use a comb to divide your hair and form a 'parting'. It will then be easier to target and apply the lotion / spray directly to your scalp.

Dosage...

- Apply the correct dosage. Check with your product manufacturer's or trichologist's recommended dosage. Typically, you can apply less product if you are treating a smaller area – such as the crown – than if you are treating the whole of your crown or your entire scalp.

Application...

- Apply your lotion or spray directly to the area where your hair is thinning
- If using a dropper hold directly next to the scalp. If using a spray, trigger from 2-3" from the surface of your scalp to stay right on target and avoid coating the hair with your product.



Distribution...

- Use your finger tips to rub the lotion along the parting into your scalp
- Lotion will usually be absorbed into your scalp within a few minutes

Repetition...

- Create a new 'parting' approximately an inch from that you've just treated and repeat
- Use of a 'tail comb' may help with creating partings especially if you have longer, wavy or curly hair

After application...

- After allowing your product up to five minutes to absorb you may style if you wish
- If your product contains a vasodilator keep in mind that this can cause a temporary pinkish/reddening of your skin wherever applied; scalp, hair line etc. This is normal and disappears soon afterward. If this is a problem for you consider evening treatments prior to retiring for the day.
- Do not re-wash your hair for 3-4 hours following a treatment application



Application frequency...

- Unless otherwise advised by your trichologist or doctor, hair loss must be treated every day
- Frequent, consistent and constant use of your product is vital
- Most importantly: try **never** to miss a single treatment

Application timing...

- Using your product at the same time every day will help in two ways
 - It will help embed the practice as a routine
 - It will ensure the same time between treatments
- Create a routine: frequent, consistent & constant application is vital to success

Still to come...

- ✓ 60s hair Loss Count: Count & track your treatment progress
- ✓ Identifying the cause of your hair loss