

When It Comes to Your Hair...THIN IS NEVER IN!®

The American Hair Loss Association reports that by middle age two out of three men and more than one in four women are losing their hair.

This process may begin as early as adolescence and continue into adulthood, and is so common now that by age 35, about 40% of all women and 65% of all men show signs of thinning hair. There are many potential causes—thyroid disorders, nutritional deficiencies, medications, stress, menopause—but a vast majority of those experiencing hair loss can attribute it to Androgenetic Alopecia, or hereditary hair thinning.

Although there is no doubt that hair loss is very difficult for men, it is considered more acceptable for men to lose some—or all—of their hair. Unfortunately, society has conditioned women to suffer in silence about hair loss, and for the more than 30 million women who face this problem, it can mean a real blow to their self-esteem and emotional well-being. In addition, both men and women face a medical community that treats the issue of hair loss as if it were a minor inconvenience. Since hair loss isn't life threatening, many physicians pay little attention to patients' complaints about hair loss. Consequently, many people feel as if they are on their own dealing with a confusing amount of information, misinformation, and products that seem promising, but often offer disappointing results.

Renata Marie Vestevich, owner and director of Advanced Hair Solutions in Auburn Hills, Michigan, consults with clients of both sexes who have suffered from hair loss. And she finds that “almost every client I meet describes their physician's response to their hair loss as dismissive and lacking in serious consideration.” Typical responses often include: “your hair looks fine to me,” or “it's no big deal,” or “you'll just have to live with it.” Of course, what some physicians don't seem to understand is that the psychological damage caused by hair loss and feeling unattractive can be just as devastating as any serious disease, and that this emotional toll can actually have a direct effect on their patient's health.

But there is no need to suffer in silence. A certified and licensed hair replacement specialist will provide information about hair loss, discuss treatment options, and offer names of knowledgeable and compassionate physicians who *do* understand hair loss issues and *are* willing to help with diagnosis and treatment. There really is hope of never having another “bad hair day!”

Renata Marie Vestevich is the owner and director of Advanced Hair Solutions in Auburn Hills, Michigan. Her experience spans 25 years in the cosmetology and hair replacement industry. Vestevich studied nursing and worked for seven years in the medical field before leaving to pursue her dream of creating and operating her own salon. But after ten years as a successful salon owner, she faced a personal struggle when she saw her courageous, beautiful sister-in-law battle leukemia and subsequent hair loss during treatment. Inspired by this, Vestevich decided to further her professional education. She traveled extensively throughout the United States to study with leading hair replacement educators in order to provide her clients with the most advanced information and solutions pertaining to hair loss. For further information, please visit: www.advancedhairsolutions.com.