

I'VE LOST IT

Everything You Wanted To
Know About Hair Loss & More



A comprehensive reference for Salon Professionals

THERAPRO™
MEDIceuticals®

— Thinning Hair Treatment —

© J. Cannon Inc. 1999

Published in the United States of America in 1999 by
Essential Services, Crowley, Texas.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, without prior permission of the publisher.

Table Of Contents

Preface	2
Introduction	3
Chapter I	
Anatomy of Hair Growth	4
Chapter II	
Factors Causing Hair Loss	6
Chapter III	
Hair Loss Treatments	9
Chapter IV	
The Therapro Difference	11
Chapter V	
Therapro Treatments and Benefits	13
Chapter VI	
In Salon Medicetical Treatments	21
Chapter VII	
Common Questions Concerning Hair Loss	26
Glossary of Terms	27

Preface

As a leader in specialized dermatological scalp care treatments for professional salons, we have felt for some time that there is a need for improved understanding of the causes of hair loss and the solutions available to treat them. In this book we have endeavored to provide the salon professional with information necessary in the diagnosis and treatment of various thinning hair disorders and scalp diseases.

We hope that the content will be of practical value to cosmetologists faced with the vast array of hair and scalp problems which cause such distress to the millions of men and women who suffer from them.

--John Cannon, Founder and President
Therapro™ MEDIceuticals©

For more than 20 years, MEDIceutical@ Laboratories has been a leader in providing FDA approved scalp and skin treatments for professional salons. It is this experience that brings you Therapro™ Thinning Hair Solutions, a unique program for controlling excessive hair loss.

Therapro™ was developed by dermatological scientists utilizing the most advanced pharmaceutical methods and proven herbal medicines. Since 1994, Therapro™, treatments have been used by thousands of satisfied clients in the United States, Canada and Australia.

It is our objective to continue to develop the most effective hair loss treatments for professional salons that modern pharmaceutical and herbal science can provide. Therapro™ MEDIceuticals© do not cover-up hair and scalp problems, but are developed to correct or prevent them from occurring. I am personally aware of the psychological trauma men and women suffer when experiencing excessive hair loss. As a young man I discovered I was genetically predisposed to Androgen Alopecia. In my pursuit to avoid total hair loss, I tried every treatment available with minimal results. Today, I attribute a healthier and thicker head of hair to Therapro™ MEDIceuticals©.

Controlling excessive hair loss is like treating many other medical disorders, the sooner a preventative program is started, the greater the opportunity for controlling or preventing the problem. You are never too young or too old to begin a preventative therapeutic program. The results may stop excessive hair loss, and regrow a beautiful, thicker, and healthier head of hair for the rest of your life.

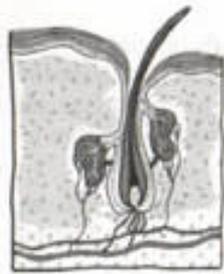
Start today and take control of your hair's future.

---John Cannon



Anatomy of Hair Growth

Scalp hair does not provide a critical function for humans, but when excessive hair loss occurs, the psychological effects can be profound. Unfortunately, hair is not a permanent body part.



Hair grows out of follicles located in the epidermis and dermis layers of the skin. At the base of each follicle is the derma papilla, where nerves and a vascular network are responsible for growing healthy hair. To form a new hair, a signal is sent to the immature cells in the bulge area of the follicle. The immature cells then migrate towards the papilla and are triggered to divide and mature. In approximately three months, a new hair develops and grows beyond the surface of the skin.

1) Anagen Stage

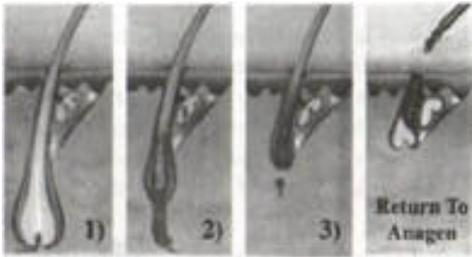
The growing or active phase that varies for each individual, lasting 2-6 years, growing 1/4 - 1/2 an inch per month.

2) Catagen Stage

The regressive or resting period where there is no growth activity. As soon as the growth phase is completed, degeneration of the hair follicle begins. This stage lasts 1-2 weeks.

3) Telogen Stage

During this phase, which lasts 5-6 weeks, the hair is shed and a new one begins to replace the lost hair and reenters an anagen phase. Regrowth will continue as long as the papilla is active and healthy.



Daily hair loss is a natural biological occurrence. Normal hair loss may be between 50 - 100 hairs per day. At any given time 90% of a healthy head of hair is in the anagen (growth) phase and 10% in the catagen/telogen phase. A normal head of hair consists

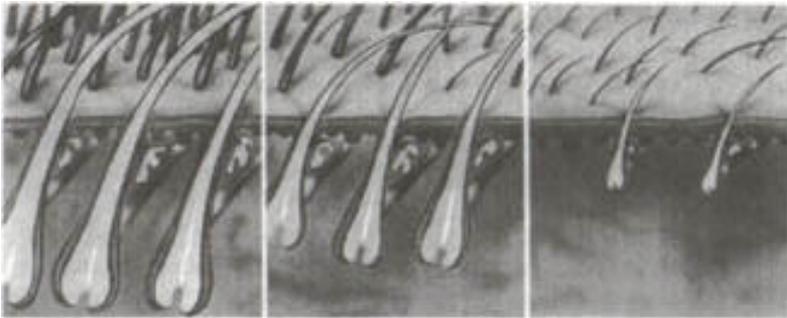
of 100,000-150,000 hairs. If you are losing more than 100 hairs per day, this would be classified as excessive loss. Excessive hair loss for six months is considered severe and may result in various forms of Alopecia, total or partial loss of scalp hair. The condition may be temporary or permanent.

Healthy hair growth is dependent on several factors including vascularization of the dermal papilla. A rich source of blood flow to the derma papilla is essential for delivering oxygen and nutrients necessary in the development of healthy hair follicles.

Under normal conditions, hair growth is randomized or nonsynchronized. Only certain physiological states such as postpartum period or after episodes of significant systemic diseases will synchronization of the hair cycle be precipitated.

Each hair follicle goes through the hair cycle 10-20 times in a lifetime. Each follicle is independent of its neighbor but has the same growth control characteristics.

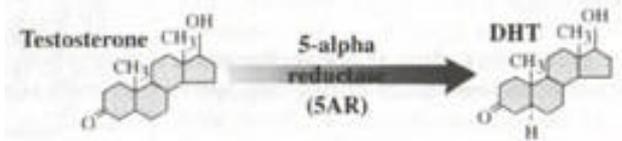
Human hair growth may show seasonal changes at different body sites. Hair growth is at its maximum during late spring and early summer.



The Evolution of Hair Loss

Factors Causing Hair Loss

Androgen Alopecia - This is the most common type of hair loss responsible for 85-90% of all male and female temporary or permanent Alopecia. Androgen Alopecia probably occurs to a degree in all adults sometime after puberty. Androgens are hormones present in men and women. Normally higher levels are indicated in males. These hormones develop masculine characteristics. The onset of male and female excessive hair loss is inherited, and the growth of susceptible hair follicles is negatively affected. Thus resulting in temporary or permanent baldness (androgenetic alopecia).



Testosterone is converted to a powerful destructive androgen hormone, dihydrotestosterone (DHT) when it reacts with the enzyme 5-alpha reductase. Androgenic hair loss will not occur in men or women without the presence of DHT. DHT binds to the hair follicle and a progressive follicular miniaturization begins producing a shorter anagen cycle and increases the number of telogen hairs. Male androgenic alopecia may begin anytime after puberty. Females may experience the condition as early as their mid twenties.

Inadequate vascular circulation - A rich source of blood supply to the dermal papilla is essential for continued healthy hair growth. Blood is the source of nutrients and oxygen for hair cell production. During the telogen phase, capillaries supplying essential growth elements to the hair follicle become inactive. Increasing microcirculation may lengthen the anagen (growth) phase producing longer, stronger and healthier hair. The hair follicle will not survive without a rich blood source.

Seborrheic Alopecia - A normal supply of sebum from the sebaceous glands is necessary to give hair its pliability and softness. Excessive sebum production may oxidize in the hair follicle and impair the hair's growth. Excessive sebum may produce an "androgenic environment" containing DHT which can increase the tendency towards hair loss. This paste-like substance is an excellent breeding ground for bacteria and fungi.

Alopecia Areata - This type of hair loss is indicated initially by small circular patches but may progress to Alopecia Totalis where all of the hair on the scalp is lost. Alopecia Areata is usually associated with a deficiency in the immune system. A hypothyroid, other autoimmune diseases, and psychological problems may lead to this disorder. Thyroid disease is the

most frequent described disease in association with alopecia areata. Other autoimmune associations related to alopecia areata include vitiligo, lupus, arthritis and others. Stress has been suggested to be an important factor in some cases of alopecia areata.

Telogen Effluvium Alopecia - This condition exists when more than 10% percent of the hair follicles progress to the telogen (shedding) phase. Prolonged stressful situations, high fever, hormonal changes, and a wide variety of medications may contribute to this disorder. Telogen Effluvium normally occurs 3-6 months after childbirth and may last up to a year.

Traction Alopecia - This type of hair loss often occurs as a result of hair styles and head wear that puts undue stress on a region of the scalp.

Nutritional Alopecia - Excessive hair loss is often observed in the malnourished. Deficiencies in zinc and iron, high intake of vitamin A, excessive dieting, or sudden weight loss (bulimia or anorexia) often lead to this disorder. Low fat diets are the healthiest for the hair and scalp. High fat diets increase the levels of testosterone and may adversely affect the hair follicle.

Dandruff, Psoriasis and Seborrheic Dermatitis - These are scalp disorders often associated with excessive hair loss.

Medications - Use of prescriptions, over-the-counter drugs and vitamins are perhaps the most overlooked causes of hair loss. Many prescription and nonprescription drugs may cause excessive hair loss such as analgesics (painkillers), anti-inflammatories, anticoagulants, antibiotics, cardiovascular drugs, lipid lowering drugs, retinoids and ibuprofens.

Diffused Hair Loss - Thinning of the hair over the entire scalp, normally most prominent on top of the scalp. There are many factors contributing to diffused hair loss, such as chronic illness, recent surgery, new physical complaints. Surgery, such as a cause of hair loss, includes not only the repair or removal of a damaged organ, but the stress of anesthesia and postoperative complications which, in themselves, can trigger hair loss.

Hypothyroidism - Low thyroid function which can cause diffused scalp hair loss. Excessive hair loss may be the only symptom of hypothyroidism.

Hyperthyroidism - A highly active thyroid condition, which may result in diffused hair loss but is not as clearly substantiated as hypothyroidism.

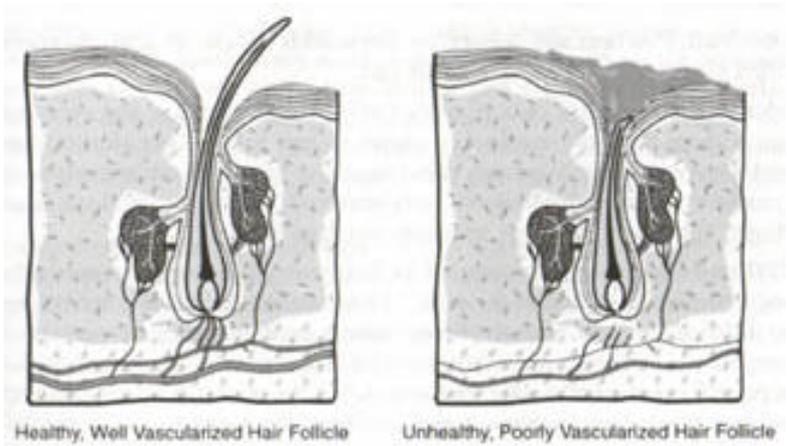
Psychological Stress - Widely thought to be a common cause of hair loss. Hair loss itself is very stressful to a large percentage of people and determining which occurred first, stress or hair loss can be difficult, if not impossible.

Androgen hormones (responsible for developing male characteristics) affect different regions of hair growth. Androgens stimulate the growth of hair (e.g. pubic, axillary, beard and chest hair) and the loss of scalp hair.

Conditions of women experiencing androgen excess include androgen alopecia, acne, hirsutism (excessive hair growth), and virilism.

The essential clinical features of androgenic alopecia in both men and women is the replacement of terminal, healthy hair by progressively finer (vellus) hair, which is shorter and unpigmented. The reduction in the size of the follicles is accompanied by shortening of the anagen phase and by increased hair fallout

There is a link between the lack of oxygen in the cells of the scalp and male pattern baldness, according to a study by plastic surgeon Steven L. Ringler of Butterworth Hospital in Grand Rapids Michigan, "Hair requires oxygen to grow. When circulation is inadequate, the cells will have insufficient oxygen which may prevent the hair from growing. The apparent hereditary nature of baldness may be a genetic predisposition to insufficient circulation".



Healthy, Well Vascularized Hair Follicle

Unhealthy, Poorly Vascularized Hair Follicle

Hair Loss Treatments

Food and Drug Administration (FDA) Approved Drugs

Minoxidil Topical Treatment - 2 and 5% solutions are approved by the FDA to regrow and /or stop hair loss. Minoxidil is a potent vasodilator first prescribed orally for post operative heart treatment and severe hypertension. It is believed topical Minoxidil dilates the hair follicle's microcirculatory network, enabling the anagen phase to be extended.

Propecia Oral Treatment - Finasteride, the active ingredient in this prescription drug, was approved nine years ago in a formula called Proscar to treat benign enlargement of the prostate gland, a condition common in men over fifty. Men taking the 4 milligram dose noted increased hair growth. Propecia was approved for the treatment of hair loss at a 1 milligram dose. Propecia works by inhibiting the conversion of testosterone to DHT (dihydrotestosterone). Propecia is approved for use by men only and is not intended for use by women or children. In clinical studies, 2% of men reported less desire for sex, difficulty in achieving an erection and a decrease in the amount of semen produced.

Non Drug Alternative Treatments

Many of today's widely used pharmaceutical medicines are derived from plants and herbs. A minimum of 25% of all drug prescriptions contain active ingredients derived or synthesized from plant medicines. For centuries, people throughout the world have relied on natural medicines to treat health problems. In recent years, herbal medicines have enjoyed a revival as consumers reacted to the potential side effects of conventional medicines and to the pressure and stress of modern life by turning back to nature. In Japan, the majority of the populations' diet consists of foods rich in soy, a natural phytoestrogen. Japanese men and women do not experience the extreme hair loss as do western cultures. Estrogens are antiandrogens which help reduce the formation of DHT by reacting with testosterone. There are many natural antiandrogens that work in the same method as pharmaceutical estrogens and progesterons with less side effects (see Natural Estrolin Complex™).

The German equivalent to our FDA has approved over 150 natural medicines that can be prescribed as an alternative to pharmaceutical medicines. Examples of herbal medicines prescribed to replace pharmaceutical drugs include St. Johns Wort (Prozac and Zoloff), Soy and Black Cohosh (Premarin), and Saw Palmetto (Proscar and Propecia).



Clinical studies have shown topical natural antiandrogens were effective in reducing hair loss and returning telogen hairs back to the anagen stage. Isoflavones are natural estrogens. Phytoestrogens are not as potent as pharmaceutical estrogens, but are effective with less side effects. Androgen hair loss would not occur if DHT was not present. Proscar is clinically proven to block the formation of DHT. Saw palmetto has been proven to perform the same function as Proscar/Propecia.

The two FDA approved drugs for hair growth are a vasculardialator and a DHT inhibitor. There are natural alternatives to these drugs. It is believed a topical transdermal application featuring a blend of natural vasodilators and DHT inhibitors produces a synergistic action that mimics the approved prescription drugs for combating hair loss.

Natural medicines can no longer be ignored as the FDA is reviewing several herbal medicines for their efficacy and safety. Medical practitioners have shown new interest in prescribing alternative medicines. Throughout the world, herbal medicines are being used as alternatives for conventional pharmaceutical drugs.

The Therapro Difference

- Therapro™ MEDIceuticals© were researched and developed by dermatological scientists who specialize in treating scalp, skin and hair loss conditions.
- Therapro™ MEDIceuticals© feature FDA approved drug formulations and proven herbal medicines.
- Therapro™ MEDIceuticals© are proven to regrow hair.
- Therapro™ MEDIceuticals© are sold exclusively to professional salons.

Therapro's™ exclusive formulations combine science and nature to produce the most effective solutions

Nutrancell Complex™ : A unique complex of three vitamin stimulants formulated to help increase the scalp's microcirculation, improving the blood flow to the hair follicle and delivering higher levels of oxygen and nutrients necessary for developing healthy follicles and hair growth.

Natural Estrolin Complex™: A specialized blend of 16 vitamins and minerals, and natural phytoestrogenic isoflavones. Estrolin is a natural transdermal antiandrogen complex believed to interfere with the formation of DHT, the primary cause of male and female hair loss.

Dermatological Emulsifying System™ : A gentle, non-detergent compound which breaks down scalp surface sebum that may -be laden with DHT.

Ultraviolet Protectors: Help prevent color fading and hair damage caused by ultraviolet rays.



Therapro Treatments & Benefits

Therapro™ MEDIceuticals© offer a versatile assortment of solutions benefiting fine and thinning hair. Three steps are essential in developing fuller, thicker and healthier hair growth.

Step 1 Cleanse - Step 2 Condition - Step 3 Energizing Treatment

Cleansers

Therapro™ cleansers, unlike conventional shampoos, do not contain harsh detergents that may damage the hair. These unique formulas gently and thoroughly clean obstructed follicles, promoting healthy hair growth while preparing the scalp for subsequent treatments.

Bioclenz Antioxidant Shampoo™

Feature	Benefit
Dermatological Emulsifying System™	Gently cleans the scalp and hair without overstimulating the sebaceous glands. Formulated for all hair types.
Nutracell Complex™	Neutralizes the development of cell destroying free radicals. Increases the scalp's microcirculatory network, improving -nutrient and oxygen uptake.
Natural Estrolin™	Helps stop the formation of Dihydrotestosterone (DHT), the primary cause of male and female hair loss.
Ultraviolet Protectors	Helps prevent color fading and hair damage caused by ultraviolet rays.

Saturate Replenishing Shampoo™

Feature

No Weight Hydrating System

Benefit

Remoisturizes dry, damaged hair from the inside out.

Adds body and volume to thin, weak hair without weighing the hair down.

Dermatological Emulsifying System™

Gently cleans the scalp and hair without overstimulating the sebaceous glands.

Nutracell Complex™

Formulated for all hair types. Neutralizes the development of cell destroying free radicals. Increases the scalp's microcirculatory network, improving nutrient and oxygen uptake.

Natural Estrolin™

Helps stop the formation of dihydrotestosterone (DHT), the primary cause of male and female hair loss.

Ultraviolet Protectors

Help prevent color fading and hair damage caused by ultraviolet rays.

Exfoliating Dandruff Treatment Shampoo™

Feature

FDA Approved Scalp Treatment

Benefit

Controls the rapid production of skin cells that cause dandruff, seborrheic dermatitis and psoriasis of the scalp. Exfoliates dead skin cells from the scalp and hair follicle.

Moisturizing and Protein Complex

Moisturizes and repairs dry damaged hair. Safe for permed and color treated hair.

Dermatological Emulsifying System™	Gently cleans the scalp and hair without overstimulating the sebaceous glands.
Nutrancell Complex™	Formulated for all hair types. Neutralizes the development of cell destroying free radicals. Increases, the scalp's microcirculatory network, improving nutrient and oxygen uptake.
Ultraviolet Protectors	Help prevent color fading and hair damage caused by ultraviolet rays.

Scrub Seborrheic Oil Control Shampoo™

Feature	Benefit
FDA Approved Drug Formula	Removes excessive oil and cell buildup. Contains natural astringents with anti-inflammatory, antibacterial, antifungal and antiallergenic properties
Dermatological Emulsifying System™	Gently cleans the scalp and hair without overstimulating the sebaceous glands.
Nutrancell Complex™	Formulated for all hair types. Neutralizes the development of cell destroying free radicals. Increases the scalp's microcirculatory network, improving nutrient and oxygen uptake.
Natural Estrolin Complex™	Helps stop the formation of Dihydrotestosterone (DHT), the primary cause of male and female hair loss.
Ultraviolet Protectors	Help prevent color fading and hair damage caused by ultraviolet rays.

TheraRx Antibacterial Pre-Shampoo Treatment™

Feature	Benefit
FDA Approved Drug Formula	Kills 100 types of bacteria, staph, strep, fungi and viruses. Reoxygenates the scalp's microvascular system. Removes excessive oil and cell buildup. Contains natural astringents with anti-inflammatory, antibacterial, antifungal and antiallergenic properties. Optimizes the performance of shampoo and scalp treatments.
Dermatological Emulsifying System™	Gently cleans the scalp and hair without overstimulating the sebaceous glands. Formulated for all hair types.
Nutrancell Complex™	Neutralizes the development of cell destroying free radicals. Increases the scalp's microcirculatory network, improving nutrient and oxygen uptake.
Natural Estrolin Complex™	Helps stop the formation of Dihydrotestosterone (DHT), the primary cause of male and female hair loss.

Conditioners

Therapro™ offers a selection of conditioning treatments™ specifically formulated for fine, thin or damaged hair.

Therapeutic Scalp Response™

Feature	Benefit
Gentle Exfoliating Action	Removes excess skin cell buildup that may inhibit hair follicle development.

European Cold Press Herbs	Soothe and treats sensitive scalp. Conditions dry scalp and hair.
Rehydrating Conditioners	Returns scalp to proper moisture balance and reduces tightness. Remoisturizes dry, brittle hair.
Proven Medication	Removes flaking and controls itching.
Hydrolyzed Wheat Proteins and Natural Nutrients	Enhances hair shine, condition and manageability. Will not weigh down or build up.
Antioxidant Vitamin Complex	Neutralizes the development of cell destroying free radicals.
Ultraviolet Protectors	Help prevent color fading and hair damage caused by ultraviolet rays.
Light Water Soluble Aroma Therapy Emulsion	Ideal for stress relieving, relaxing, scalp or body massaging.

Therapac Hair Reconstructor Treatment™

Feature	Benefit
Natural Estrolin Complex™	Helps stop the formation of dihydrotestosterone (DHT), the primary cause of male and female hair loss.
Hydrolyzed Wheat Proteins and Natural Nutrients	Corrects and repairs dry, damaged hair caused by chemicals, heat, age and hormones.
No Weight Hydrating System	Remoisturizes dry, damaged hair from the inside out. Adds body and volume to thin, weak hair without heavy buildup weighing the hair down.
Antioxidant Vitamin Complex	Neutralizes the development of cell destroying free radicals.

Ultraviolet Protectors

Help prevent color fading and hair damage caused by ultraviolet rays.

Foaming Protein Treatment™

Feature

Benefit

Low Molecular Weight Proteins in a Gentle Foaming Base

Absorbed into fine, weak hair correcting damage and instantly increasing the hair's diameter, through a covalently bonding process.

Tri-Micro Dermal Compound

Increases the scalp's microcirculation.

Antioxidant Vitamin Complex

Neutralizes the development of cell destroying free radicals.

Energizing Treatments

Therapro™ offers two energizing treatments, an FDA approved drug and a non-drug alternative.

Scalp Energizing Stimulator™

Feature

Benefit

Natural Blend of Microvascular Stimulators

Increases the scalp's circulation, improving nutrient and oxygen uptake.

Dermatological Emulsifying System™

Gently cleans the scalp and hair without overstimulating the sebaceous glands. Formulated for all hair types.

Nutrancell Complex™

Neutralizes the development of cell destroying free radicals. Increases the scalp's microcirculatory network, improving nutrient and oxygen uptake.

Natural Estrolin™

Helps stop the formation of dihydrotestosterone (DHT), the primary cause of male and female hair loss.

Ultraviolet Protectors

Help prevent color fading and hair damage caused by ultraviolet rays.

Numinox Hair Regrowth Treatment™

Feature

Benefit

2% Minoxidil Solution

FDA approved solution to regrow hair. Proven safe and sold without a doctors prescription.

Styling & Finishing

Therapro™ offers two styling products especially formulated for fine and thinning hair.

Thickening Styling Lotion™

Feature

Benefit

Ultra Light, Alcohol and Plastic Resin Free

Will not dry hair, flake or inhibit hair follicle growth.

Unique Volumizing Solution

Creates tremendous volume, strength and hold.

Water Soluble

Easily rinses out. Safe for all hair types.

Ultraviolet Protectors

Help prevent color fading and hair damage caused by ultraviolet rays.

Hold Finishing Spray™

Feature

Benefit

Light Weight, Low Alcohol, Water Soluble Formula

Will not dry hair, flake or inhibit hair follicle growth.

Hair Thickening and Protein Complex

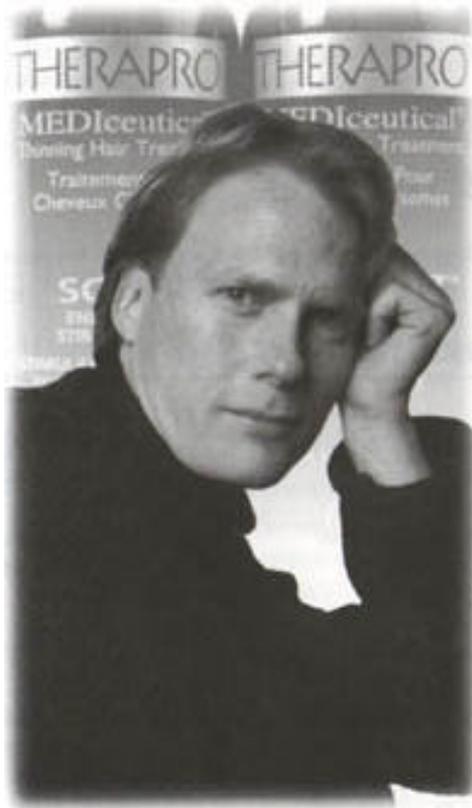
Creates tremendous volume, strength and hold.

Water Soluble

Easily rinses out. Safe for all hair types.

Ultraviolet Protectors

Help prevent color fading and hair damage caused by ultraviolet rays.



In Salon MEDIceutical Treatments

Therapro™ MEDIceuticals® provides Professional Salons
with Rx Treatments for Healthier Hair Growth.

Rx For Normal Thinning Hair

1. Cleanse: Apply Bioclenz, Antioxidant Shampoo™ to wet hair and work the rich lather through the hair onto the scalp. Leave on one minute, then thoroughly rinse. A second application may be necessary to remove excessive buildup.
2. Condition: After thoroughly rinsing shampoo from hair, apply Therapeutic Scalp Response™ and work through the hair to the ends and gently massage into the scalp using your fingertips in a rotating motion. Begin at the front of the scalp and work to the back. For a relaxing, destressing treatment, massage into the neck and shoulders. Thoroughly rinse from hair.
3. Energize: Prior to use, test for sensitivity by massaging 1-2 drops of Scalp Energizing Stimulator™ into a small area near the hair line. Wait 5 minutes, if no irritation occurs proceed by lightly spraying or pouring 2-3 drops of Scalp Energizing Stimulator™ onto dry or damp scalp. Begin applying from front to back of the head, gently massaging into the scalp until completely covered. Do not rinse out. Hair may be combed with a wide tooth comb. If client shows sensitivity to the treatment, dilute the Scalp Energizing Stimulator™ with 50% distilled water. As tolerance increases, reduce dilution.
4. Style: Apply Thickening Styling Lotion™ to damp or dry hair and style as usual. Recommended for blow drying, curling iron or roller sets.
5. Finish: After styling, lightly spray Hold Finishing Spray™ over hair. For a firmer hold, wait 20 seconds and respray.

Rx For Dry Damaged Hair

1. Cleanse: Apply Saturate Replenishing Shampoo™ and work the rich lather through the hair onto the scalp. Leave on one minute, then thoroughly rinse. A second application may be necessary to remove excessive build up.
2. Condition: After thoroughly rinsing shampoo from the hair, apply Therapac Hair Reconstructor Treatment. Work a generous amount through the hair, paying special attention to the ends and gently massage onto the scalp. If hair is moderately damaged, leave on 3-5 minutes. For severely damaged hair, leave on 6-10 minutes, then thoroughly rinse. For optimum results, wrap head in a hot towel after application or put client under a hair dryer.
3. Energize: Prior to use, test for sensitivity by massaging 1 or 2 drops

of Scalp Energizing Stimulator™, into a small area near the hair line. Wait 5 minutes, if no irritation occurs proceed by lightly spraying or pouring 2-3 drops of Scalp Energizing Stimulator™ onto the scalp. Begin applying from front to back of the head, gently massaging into the scalp until completely covered. Do not rinse out. Hair may be combed with a wide tooth comb. If client shows sensitivity to the treatment, dilute the Scalp Energizing Stimulator™ with 50% distilled water. As tolerance increases, reduce dilution.

4. Style: Apply Thickening Styling Lotion™ to damp or dry hair and style as usual. Recommended for blowdrying, curling iron or roller sets.

5. Finish: After styling, lightly spray Hold Finishing Spray™ over hair. For a firmer hold, wait 20 seconds and respray.

Option: If the hair is extremely fine and weak, treat the hair with foaming protein before step 2.

Rx For Dandruff, Flaky and Itchy Scalp

1. Cleanse: Apply Exfoliating Dandruff Treatment Shampoo™ to wet hair and work the rich lather through the hair onto the scalp. Leave on one minute, then thoroughly rinse. A second application may be necessary to remove excessive buildup.

2. Condition: After thoroughly rinsing shampoo from hair, apply Therapeutic Scalp Response™ and work through the hair to the ends and gently massage

into the scalp using your fingertips in a rotating motion. Begin at the front of the scalp and work to the back. For a relaxing, destressing treatment, massage onto the neck and shoulders. Thoroughly rinse from hair.

3. Energize: Prior to use, test for sensitivity by massaging 1-2 drops of Scalp Energizing Stimulator™ into a small area near the hair line. Wait 5 minutes, if no irritation occurs proceed by lightly spraying or pouring 2-3 drops of Scalp Energizing Stimulator™ onto dry or damp scalp. Begin applying from front to back of the head, gently massaging into the scalp until completely covered. Do not rinse out. Hair may be combed with a wide tooth comb. If client shows sensitivity to the treatment, dilute the Scalp Energizing Stimulator™ with 50% distilled water. As tolerance increases, reduce dilution.

4. Style: Apply Thickening Styling Lotion™ to damp or dry hair and style as usual. Recommended for blowdrying, curling iron or roller sets.

5. Finish: After styling, lightly spray Hold Finishing Spray™ over hair. For a firmer hold, wait 20 seconds and respray.

Option: If the hair is extremely fine and weak, treat the hair with foaming protein before step 2.

Rx For Psoriasis of the Scalp

1. Pretreat: For severe cases, spray or pour TheraRx Pre-Shampoo Treatment™ directly onto the scalp. Then thoroughly wet hair with TheraRx™. Do not use water and do not rinse out.

2. Cleanse: Apply Exfoliating Dandruff Treatment Shampoo™ to hair saturated with TheraRx and work the rich lather through the hair onto the scalp. Do not rinse. Wrap hair with a hot towel and leave on until towel has cooled, then thoroughly rinse.

3. Cleanse Again: Apply Exfoliating Dandruff Treatment Shampoo™ a second time, working the rich lather through the hair and onto the scalp. Thoroughly rinse from hair.

4. Energize: Prior to use, test for sensitivity by massaging 1-2 drops of Scalp Energizing Stimulator™ into a small area near the hair line. Wait

5 minutes, if no irritation occurs proceed by lightly spraying or pouring 2-3 drops of Scalp Energizing Stimulator™ onto dry or damp scalp. Begin applying from front to back of the head, gently massaging into the scalp until completely covered. Do not rinse out. Hair may be combed with a wide tooth comb. If client shows sensitivity to the treatment, dilute the Scalp Energizing Stimulator™ with 50% distilled water. As tolerance increases, reduce dilution.

5. Style: Apply Thickening Styling Lotion™ to damp or dry hair and style as usual. Recommended for blowdrying, curling iron or roller sets.

6. Finish: After styling, lightly spray Hold Finishing Spray™ over hair. For a firmer hold, wait 20 seconds and respray.

Rx For Excessive Oily Hair and Scalp

1. Cleanse: Apply Scrub Seborrheic Oil Control Shampoo™ to wet hair and work the rich lather through the hair onto the scalp. Leave on one minute, then thoroughly rinse. A second application may be necessary to remove excessive buildup.

2. Condition: After thoroughly rinsing shampoo from the hair, apply Therapeutic Scalp Response™ and work through the hair to the ends and gently massage into the scalp using your fingertips in a rotating motion. Begin at the front of the scalp and work to the back. For a relaxing, destressing treatment, massage into the neck and shoulders. Thoroughly rinse.

3. Energize: Prior to use, test for sensitivity by massaging 1-2 drops of Scalp Energizing Stimulator™ into a small area near the hair line. Wait 5 minutes, if no irritation occurs proceed by lightly spraying or pouring 2-3 drops of Scalp Energizing Stimulator™ onto dry or damp scalp. Begin applying from front to back of the head, gently massaging into the scalp until completely covered. Do not rinse out. Hair may be combed with a wide tooth comb. If client shows sensitivity to the treatment, dilute the

Scalp Energizing Stimulator"" with 50% distilled water. As tolerance increases, reduce dilution.

4. Style: Apply Thickening Styling Lotion"" to damp or dry hair and style as usual. Recommended for blowdrying, curling iron or roller sets.

5. Finish: After styling, lightly spray Hold Finishing Spray"" over hair. For a firmer hold, wait 20 seconds and respray.

Option: For severe conditions, pretreat with TheraRx Pre-Shampoo Treatment™.

Rx For Radiation and Chemotherapy

For optimum results, treatment should begin as soon as client learns he/she will undergo Radiation or Chemotherapy. Scalp Energizing Stimulator™ should be used daily.

1. Cleanse: Select appropriate shampoo for client's hair type and proceed as instructed.

2. Protein Treatment: After thoroughly rinsing shampoo from the hair, apply Foaming Protein Treatment. Massage into a rich lather through the hair and onto the scalp. Leave on 2-3 minutes and thoroughly rinse from hair.

3. Condition: Select the appropriate conditioner for client's hair type and proceed as instructed.

4. Energize: Prior to use, test for sensitivity by massaging a small amount of Scalp Energizing Stimulator" Into a small area at the damp or dry hair line. Wait 5 minutes, if no irritation occurs proceed by lightly spraying or pouring 2-3 drops of Scalp Energizing Stimulator™ onto the hair. Begin gently massaging 'in at the front of the scalp, working through to the back until entire scalp is covered. Do not rinse out. Hair may be combed with a wide tooth comb. If client shows sensitivity to the treatment, dilute the Scalp Energizing Stimulator"" with 50% distilled water. As tolerance increases, reduce dilution.

5. Style: Apply Thickening Styling Lotion"" to damp or dry hair and style as usual. Recommended for blowdrying, curling iron or roller sets.

6. Finish: After styling, lightly spray Hold Finishing Spray"" over hair. For a firmer hold, wait 20 seconds and respray.

Option: For additional benefit, before rinsing conditioner from the hair, spray Scalp Energizing Stimulator TM into the conditioner and down onto the scalp. Wrap hair in a hot towel, leave until cool. Remove towel and thoroughly rinse.

For Hair Color, Tints, Bleaches, Relaxers and Permanents:

Foaming Protein Treatment can be used as a buffering agent to reduce dryness and improve hair condition by adding 1/4 oz. to solutions. Will not slow or compromise processes.

Salon R_x Treatments

“Prescriptions for Healthier Hair Growth”

Treatment	Normal Hair	Dry & Damaged Hair	Dandruff Flaky, itchy Scalp	Oily Hair & Scalp
Shampoo	BIOCLENZ Antioxidant Shampoo™	SATURATE Replenishing shampoo™	EXFOLIATING Dandruff Shampoo™	SCRUB Seborrheic Oil Control Shampoo™
Condition	THERAPEUTIC Scalp Response	THERAPAC Hair Reconstructor Treatment™	THERAPEUTIC Scalp Response™	THERAPEUTIC Scalp Response™
Energize	SCALP Energizing Stimulant™	SCALP Energizing Stimulant™	SCALP Energizing Stimulant™	SCALP Energizing Stimulant™
Style	THICKENING Styling Lotion™	THICKENING Styling Lotion™	THICKENING Styling Lotion™	THICKENING Styling Lotion™
Finish	HOLD Finishing Spray™	HOLD Finishing Spray™	HOLD Finishing Spray™	HOLD Finishing Spray™
Options	For thin, weak hair apply FOAMING Protein Treatment™ weekly, after shampooing. Follow with usual regimen.	For thin, weak hair apply FOAMING Protein Treatment™ weekly, after shampooing. Follow with usual regimen.	For thin, weak hair apply FOAMING Protein Treatment™ weekly, after shampooing. Follow with usual regimen.	For thin, weak hair apply FOAMING Protein Treatment™ weekly, after shampooing. Follow with usual regimen.

Common Questions

How long does it take to see results?

You should notice that your hair feels thicker and fuller after one application of the complete Therapro™ System. Excessive hair loss should stop in 8-10 days if you are in good health.

Is Therapro™ the same as Rogaine®?

Therapro™ works by stimulating hair growth naturally. It contains a scientific blend of stimulants that naturally energize the hair follicles, enhancing microcirculation to the scalp allowing for healthy hair development. Minoxidil solution may take up to 4 months or more of use before minimal results are noticed. Therapro™ offers a complete system, including specifically formulated shampoos, conditioners, and natural scalp energizing stimulators at an affordable price.

Are there side effects using Therapro™

Less than 1% may experience mild skin irritation.

If I discontinue using Therapro™ Will my hair fall out?

If you discontinue using Therapro™ treatment, nourishment to the hair follicle may be diminished and over time your hair may return to its previous condition.

How often should I use the treatments?

Use the shampoos and conditioners as often as you would normally shampoo and condition your hair. Foaming Protein Treatment™ is a conditioning treatment to be used on an as-needed basis. It is recommended to use Therapeutic Scalp Response™ after Foaming Protein Treatment™ to detangle the hair and re-moisturize dry, damaged hair. Energizing Scalp Treatment™ should be used daily, preferably twice a day for optimum results. Use Hold Finishing Spray™ as often as necessary to create and maintain your hairstyle.

Should I use all of the products or can I use Scalp Energizer™ alone?

It is recommended to use all the Therapro™ 3-Step products for optimal results, but it is essential to regularly use a Therapro™, cleanser with Scalp Energizing Stimulator.

Is Therapeutic Scalp Response a good treatment for chemically treated hair? Yes, it is recommended as a light conditioning rinse after each shampoo or after using Foaming Protein Treatment™. Also, may be used as a leave-in treatment by working through damp hair and drying or styling as usual. The most effective conditioning treatment for dry, damaged hair is Therpac Hair Reconstructor Treatment™.

5-Alpha Reductase

The enzyme responsible for the conversion of testosterone to Dihydrotestosterone (DHT), It is produced in the skin and hair fibroblasts. 5 alpha-reductase activity is higher in balding vs non balding scalps.

Acne/Oily Skin

It has been noted that men and women experiencing oily, greasy, acne prone skin have abnormalities in circulating androgens which may contribute to excessive hair loss if the condition persists.

Albumin

A protein that binds androgens such as DHT, reducing the amount of available androgens, testosterone and androstosterone. Only active, unbound androgens cause hair loss.

Alopecia

Baldness; absence of hair from skin (scalp) areas where it is normally present.

Alopecia Areata

Hair loss in sharply defined areas, commonly a round or oval patch and usually involving the beard and scalp. Thyroid disease is frequently associated with Alopecia Areata. It is probably an autoimmune disease but may be caused by emotional stress.

Alopecia Totalis

Loss of hair from the entire scalp.

Alopecia Universalis

Total loss of hair from the entire body.

Anagen Growth Cycle

The growth phase of the hair during which the matrix cells maintain a constant high metabolic rate which provides a rapid stream of cells into the central portion of the hair bulb and then outward to the skin surface. The anagen cycle lasts 2-6 years.

Androgen

Hormones that stimulate male characteristics. They alter the size of the hair follicle and diameter of the hair. They also reduce the duration of the hair growth cycle. Common male and female baldness will not occur without the presence of androgen hormones (testosterone, dihydrotestosterone, androstosterone).

Androgen-Dependent Hair

The growth of facial, trunk and extremity hair in the male and of pubic and

axillary (under arm) hair in both sexes, is clearly dependent on androgen hormones. The development of such hair after puberty is parallel to the rise in androgen hormones in both sexes.

Androgen-Independent Hair

Scalp hair is different than other body hair in that its growth does not require any androgen hormone stimulus.

Androgenetic Alopecia

Characterized by progressive follicular miniaturization, a shortened anagen cycle and an increased percentage of telogen hairs. Caused by abnormal or higher levels of androgen hormones.

Androgenetic Alopecia in Females

100% of 564 women over 20 years old were studied and indicated some level of hair loss; 87% of premenopausal women showed first stages of thinning patterns and 13% more defined hair loss. Postmenopausal women showed an increased tendency to male patterning with 63% showing the first 3 phases of hair loss and 37% more advanced with deep M-shaped recession.

Antiandrogen

Any substance capable of inhibiting the biological effects of androgen hormones.

Antioxidant

A substance that prevents cell damage caused by free radicals. Vitamins A, C, and E are effective antioxidants.

Atrophy

A wasting away; a diminution in size of a cell, tissue, organ or part.

Average Hair Loss

A normal, full head of hair (100,000- 150,000 hairs) can average 50- 100 hairs lost each day.

Biotin

A member of the vitamin B complex, required by or occurring in all forms of life; biotin binds to testosterone and helps prevent the conversion to DHT. It is a basic nutritional factor in hair growth and helps control hair loss.

Biotin Deficiency Alopecia

Biotin disorders may be congenital or acquired. One symptom of biotin deficiency is excessive hair loss. Hair regrowth may be noted between 2-4 weeks after starting biotin replacement therapy and is completed after two months.

Blood Flow

When measured, it is diminished in the scalp in early male pattern baldness.

Brush Alopecia

This is a form of traction alopecia. Vigorous brushing may cause significant damage to hair that is already fragile as the result of a developmental defect. Brush bristles with square or angular tips, present in some brushes made of synthetic fibers, may prove particularly traumatic.

Bulge

An enlarged area of the hair follicle above the papilla. Recent evidence has found the bulge area is responsible for follicular generation which initiates the new hair cycle'

Chronic Hair Loss

Excessive hair loss experienced for six months.

Clinical Features Androgenetic Alopecia

In men and women the replacement of terminal hairs by progressively finer hairs, which are eventually short and virtually unpigmented. The process may begin at any age after puberty and may become clinically apparent by the age of 17 in normal males and by 25-30 years in normal females. The reduction in the size of the hair follicle is accompanied by shortening of anagen (growth) and by increased fallout of telogen hairs.

Common (Male/Female) Baldness

It is certain that early onset (before the age of 30 in men) and late onset baldness is inherited and that both depend upon androgen hormone stimulation of susceptible hair follicles.

Cosmetic

A product which produces a surface of decorative effect, but does not cure, treat or prevent any disease condition.

Dermal Papilla

Small area at the base of the follicle which plays an important roll in orchestration of follicular growth.

Dermis

The layer of skin below the epidermis, consisting of a dense bed of vascular connective tissue, hair roots, sebaceous and sweat glands. Small terminal hair follicles in anagen phase and follicles in the telogen phase lie in the dermis skin layer.

Diffused Hair Loss

Implies more or less even distribution of hair loss throughout the scalp area. More common in women.

Dihydrotestosterone (DHT)

Powerful hormone produced when testosterone reacts with the enzyme 5-alpha reductase. When hair follicles are exposed to DHT they weaken and shrink. The hair growth (anagen) cycle shortens and the fallout (telogen) phase lengthens. The hairs themselves become increasingly thinner, shorter

and less deeply rooted. Eventually, hair growth ceases. DHT is substantially more active than testosterone in causing androgenetic alopecia.

Drug Induced Alopecia

Any drug which disrupts either cell cycling or the production of a specific component may cause an interruption in the development of the hair shaft or an alteration in the hair follicle with resultant alopecia. Many substances, including medications, chemotherapy and environmental hazards may contribute to the development of hair loss.

Epidermis

The outermost, nonvascular layer of skin, made up of five sublayers.

Essential Fatty Acid Deficiency Alopecia

Hair and skin changes may occur after 2-4 months of inadequate intake of fatty acids. Redness and scaling of the scalp and eyebrows are early symptoms and are followed by significant telogen hair loss. Topical linoleic acid (vitamin F) has shown to reverse the symptoms.

Estrogenic

Estrus producing, having the properties of, or similar to an estrogen.

Estrogens

A generic term for estrus-producing compounds; the female sex hormone, including estradiol, estriol and estrone. A class of hormones; acts as antiandrogens; decrease the amount of free testosterone. Responsible for the development of female secondary sex characteristics.

Female Androgenetic Alopecia

Hair Loss in women affected by androgen hormones is likely to be first noticed in the late twenties and through the forties. It is particularly likely to be initiated at times of hormonal change, i.e. institution or discontinuing of oral contraceptive pills, the postpartum period, and the premenopausal and early postmenopausal periods when estrogen levels decline. Bitemporal recession occurs in approximately 80% of females. This is generally a diffused decrease in hair density.

Fever Alopecia

Excessive telogen hair loss has been noted 2 to 5 months after an illness associated with fever.

Genetic Clock

At puberty, when genetically prone follicles are exposed to androgen hormones, the "genetic clock" is set running which eventually leads to the hair follicle undergoing cycles of decreasing length, producing finer and finer hair until full vellus hair occurs. It is widely believed the genetic

"switch" was an irreversible process. Recent studies have shown follicles regrow during treatment with Minoxidil, casting doubt on the true irreversibility of common baldness.

Hair Bulb

The area surrounding the dermal papilla.

Hair Density Patterns

There no association between baldness and dense hair patterns in the trunk and limbs, nor is there an association between hair loss and increased fertility or improved sexual behavior.

Hair Follicle

Hair grows from follicles, which are stocking-like, invaginations of the superficial epithelium which encloses at its base a small area of dermis known as the dermal papilla.

Hair Root

The hair developing beneath the skin.

Hair Shaft

Portion of the hair which emerges from beneath the skin (epidermis).

Hirsutism

Abnormal hairiness, especially in women. Growth of hair in androgen dependent areas (face, chest, arms, etc.) caused by elevated androgen hormones.

Hormone

A chemical substance produced in the body which has a specific regulatory effect on the activity of certain cells or a certain organ or organs.

Hypertrichosis

Excessive growth of hair on any given site which is coarser, longer or more profuse than is normal for the age, sex and race of the individual.

Hypothyroidism

Under active thyroid gland. Major symptom is diffused scalp hair loss. Hypothyroid patients treated with thyroid hormone replacement generally begin to experience regrowth of hair within approximately 8 weeks.

Hypotrichosis

Presence of less than the normal amount of hair.

Indirect Antiandrogens

Estrogen and estrogenic substances increase the production of the sex hormone binding globulin (SHBG), therefore reducing the bioactivity of free testosterone.

Inositol (Vitamin B)

Vitamin vital to hair growth which may prevent thinning hair and baldness.

Iron Deficiency Alopecia

Hair loss reported to be present in as many as 72% of women with diffuse alopecia.

Jojoba

Traditionally used by Native Americans to promote hair growth, jojoba oil contains vitamin E and B complex, silicon, chromium, copper, zinc, and iodine, and removes embedded sebum.

Male Androgenetic Alopecia

Hair loss may begin any time after puberty when serum androgen testosterone levels rise above low levels seen in young boys. The first hair loss is usually a bitemporal recession, which is seen in 96% of sexually mature Caucasian males.

Male Pattern Hair Loss

Presence of less than the normal amount of hair.

Massage Alopecia

A form of traction alopecia where the over-enthusiastic massaging of the scalp may cause baldness and "weathering".

Mechanically Induced Alopecia

In adults and children, an acute or chronic mechanical insult to the scalp may lead to reversible or irreversible alopecia. If this alopecia persists for a long period, permanent hair loss due to follicular atrophy develops. Mechanically induced alopecia is usually of three types; trauma, pressure and/or traction.

Menopause

Cessation of female menstruation; average age is 52.

Metabolism

The sum of all of the chemical, physical processes by which living organized substance is produced and also the transformation by which energy is made available for the uses of the organism.

Natural Progesterone and Estrogenic Sources

Saw palmetto, black cohosh, licorice root, ginseng, wild yam root, don quai, hops, nettle, and soy are a few of the herbs which have progesterone and estrogenic affects. Isoflavones are a natural source of estrogen.

Niacin (Vitamin B3)

Known hair loss treatment; member of vitamin B complex, improves circulation; removes lipids.

Obesity and Hypothyroidism

Androgen hormone activity tends to increase in these conditions.

Phyto-

A prefix denoting that the substance is of plant origin. A term used to describe "Natural" ingredients or compounds.

Polysorbate 80

An emulsifier and mild solvent which helps remove DHT from the scalp. May reduce 5 alpha-reductases; breaks down sebum.

Postpartum Alopecia

The most commonly recognized form of telogen hair loss. During the 9 second and third trimesters of pregnancy, 90-94% of scalp hair is in the anagen cycle, compared to 84% in nonpregnant women. Excessive hair loss begins from less than a month to 4 months postpartum and may last as long as a year but typically lasts less than six months.

Premarin®

A pharmaceutical drug prescribed for estrogen replacement therapy produced from the urine of pregnant horses. May cause breast and uterine cancer.

Premenopause

Hormone fluctuations may be noticed 10-15 years before menopause. Symptoms include hair loss, dry hair, dry skin, mood swings, hot flashes, and hirsutism.

Progesterone

A steroid hormone that is a potent inhibitor of 5 alpha-reductase activity. A progesterone can compete with testosterone, and DHT for androgen receptor binding; can be an antagonist or agonist; impedes the formation of DHT. Precursor for estrogen and testosterone.

Propecia®

Oral prescription drug for male pattern baldness (androgenetic alopecia) which contains 1 mg. finasteride. It works by blocking the conversion of testosterone to dihydrotestosterone, but it can only be prescribed for men.

Psoriasis of the Scalp

A chronic disorder marked by thick silvery scales that may eventually cover the entire scalp. Psoriasis of the scalp may be prominent in AIDS patients. 2-3% of the world population is affected by psoriasis. There is increased hair loss and reduction of hair density in the common plague of psoriasis.

Retinol Palmitate (Vitamin A)

May prolong the anagen (hair growth) phase; helps convert vellus hair to terminal hair.

Rosemary

Natural herb used for centuries to help prevent premature baldness and is a hair bulb stimulant.

Sage

For centuries has been used to improve hair growth, contains vitamin B, sulfur, vitamins A, C, and calcium.

Seasonal Changes

Human hair growth may show seasonal changes at different sites - growth being maximal during late spring/early summer in temperate climates.

Seborrheic Dermatitis

An inflammatory condition caused by excessive secretion of sebum; dry scaly patches on the scalp. It may be associated with transient alopecia.

Sebum

Produces an "androgenic" environment which maintains and worsens the tendency towards alopecia. A breeding ground for bacteria, viruses and fungus. Secretions from the sebaceous gland lubricates and conditions the hair.

Soybeans (Soy)

Important class of phyto-estrogens (isoflavones). Cultures (Asia) with a diet high in soy do not suffer from many of the conflicts of premenopause and menopause (hair loss, hot flashes and dry skin) as women do in the west.

Subcutaneous Tissue

Bulbs or terminal scalp hairs in the anagen phase may lie deep in the subcutaneous skin tissue; below the epidermis and dermis layers.

Surgery Alopecia

Stress of anesthesia and postoperative complications can trigger hair loss.

Telogen Effluvium

In a normal adult scalp, 80-90% of follicles are in the anagen phase of the hair cycle. Telogen effluvium describes the condition when more than 1020% of the hair follicles are in the telogen phase (fall out). Common response of the follicles to many different types of stress; fever, prolonged and difficult childbirth, postpartum, surgical operations, hemorrhage, sudden severe reduction of food (crash diets), emotional stress and medications.

Telogen Hairs

Phase of the hair cycle when the hair growth has ceased and is preparing to fall out. Normal scalp has approximately 10% of its hair in the telogen phase at any given time.

Terminal Hair

Longer, coarser, healthier hair developed from vellus hair after puberty.

Testosterone

A hormone secreted by the interstitial cells of the testes, which function in

the induction and maintenance of male secondary sex characteristics.

Topical Minoxidil Treatment

Minoxidil solution is an FDA approved solution clinically proven to enhance hair regrowth. Most effective when used at the onset of hair loss. Minoxidil is a potent vasodilator first prescribed orally for severe hypertension. Minoxidil appears to be a safe therapy with side effects only of local irritation and a low incidence of contact dermatitis. Clients should be told that in order to maintain beneficial effect, twice daily applications must be continued without interruption . Three months after treatment is ceased, the state of baldness that would have existed if no treatment had been applied will occur. The effectiveness of topical Minoxidil in treating men and women with androgenic alopecia is equal.

Transdermal

The passage of a substance from the outer skin layer into the inner skin tissue via the skin layer rather than through the skin's pores.

Trichotillomania

A form of traction alopecia characterized by an irresistible urge to pull one's hair out. This disorder is estimated to affect 1 million Americans.

Vascularization

The formation of new blood vessels in tissues.

Vasodilator

An agent which causes dilation of blood vessels which increases blood flow.

Vellus Hair

Soft, fine hair, occasionally pigmented and seldom growing more than 2 cm. long.

Vitamin F (Linolenic Acid)

An essential fatty acid; may bind testosterone in the hair follicle and reduce the formation of DHT

Weathering of the Hair Shaft

All hair fibers undergoing some degree of cuticle and secondary breakdown from root to tip before falling out during the telogen or early anagen phase of the hair cycle. The slower the rate of hair growth will correspond with the degree of weathering. Procedures such as combing, brushing, bleaching' and permanent waving may cause weathering. Scalp hair subject to more friction damage and cosmetic treatment shows deeper cuticular and cortical degeneration than hair that has not.

Weight Loss Alopecia

Stringent dieting may result in diffused hair loss with hair loss within 1-6 months after the onset of diet.

Zinc Deficiency Alopecia

Zinc deficiency may be hereditary or acquired. One of the symptoms of zinc deficiency is excessive hair loss.

Zinc Sulfate

An antiandrogenic that helps avoid the development of DHT by reacting with the 5 alpha-reductase.

Testimonials

Dear Sir or Madame:

Your Therapro MEDIceuticals treatment program has been a welcome find for me!

After a substantial hair loss due to medication some years ago, I had given up on any hope of hair recovery. A friend recommended your product about 2 months ago and I now am experiencing new, additional hair growth.

Thank You, for Your product.

-Margaret Kellogg (San Bruno, California)

Hello,

I want to tell - you how much I like your Therapro line. I do not have a hair loss problem but am in my early, 50's and the menopause years. At the recommendation of in my stylist, I began using Therapro exclusively in order to safe guard against hair loss in the future. MY hair is fine and so not just an any product will work for me. I have tried many over the years and most are just too "heavy" for my hair type. I love the Therapro products as they add body, volume and shine without weighing my thin hair down.

Thanks for Your superb product family.

-Carol Dodge (Gig Harbor Washington)

Dear Sir or Madame:

In May, of 1997 I was diagnosed with ovarian cancer. When I was told I had to have chemotherapy and would lose all in my hair, I went to in my beautician. She recommended the Therapro product line. I started using the Bioclenz shampoo, Therapeutic Scalp Response conditioner, and the Scalp Energizing Stimulator 4-6 weeks before starting my, chemotherapy, treatments. I continued to use them during and 3 months after my treatments and only, lost 1/3 of my hair With the type of chemotherapy I had, I should have lost it all. My, doctor and nurse were amazed

Thank you for a wonderful product.

-Mitzi Glegner (Merrill, Wisconsin)

To look is one thing

To see where you look a another

To understand what you see is a third

To learn from what you understand is still something else

But to act on what you learn is all that really matters