

# Don't suffer hair loss in silence...

Find out how The Alopecia Clinic can help restore your confidence...

**L**OOKING at an unrecognisable reflection in the mirror was a daily chore for Jane Naylor, after she developed alopecia, a severe hair loss condition. But it wasn't just her physical appearance that changed, her personal character disintegrated too, leaving Jane practically agoraphobic. Jane said: "After a few years I could barely recognise myself. Sometimes I would wish I was a man so people would stop staring. "My confidence vanished, making it almost impossible for me to hold conversations with anyone. I was constantly aware of people staring and I hung my head and tried to draw as little attention to myself as possible. "It was my hairdresser who finally found a solution. He came across an advert for The Alopecia Clinic in a local paper," continued Jane. "I had already looked into similar treatments but found that there wasn't much available, so I was determined to give this a go. I was instantly reassured by clinic director Andrew McCarthy that he could help and I set up an appointment."

## Volumising treatment

At Jane's initial consultation, Andrew found that it would not be possible to re-grow the hair follicles as there were only a few strands remaining. Instead, he suggested a new, highly acclaimed volumising treatment which would give her instant results. Jane said: "I was a little sceptical about the volumising treatment and concerned that people would stare and ask if I was wearing a wig." Andrew said: "Jane's initial concerns were perfectly natural. She had spent six

years of her life practically bald and was now being offered a chance to regain her confidence and enjoy life.

"There are a variety of hair replacement options that people suffering all variations of hair loss can undertake. It completely depends on the

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state of the hair and the concerns of the client. Jane's hair loss was severe, so the volumising treatment offered a complete life-changing alternative."

The treatment is a combination of thin lace netting, combined with human hair which is matched to the original hair's colour and texture. The client's hair is then pulled through the netting adding natural volume to the new hair piece.

## Amazing results

After the volumising treatment Jane was amazed with the results. She said: "I instantly regained my confidence and felt 'normal' again. Everyone began to comment on how great I looked – and how I was back to my old self."

Jane goes back to The Alopecia Clinic every three weeks for washing and maintenance and home care is easy; she uses specialist alcohol-free shampoos and conditioners.

Andy said: "There are so many women suffering like Jane. Severe hair loss alters how a person sees themselves. It is aesthetic condition, but it is also crippling in the sense that it can be mentally scarring. "Alopecia has a stigma attached to it and we need to start raising more awareness of the condition and the treatment and support that is available."

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**For details visit [www.alopeciaclinic.com](http://www.alopeciaclinic.com) or contact the clinic on 0161 320 8333.**



**BEFORE** Severe hair loss



**AFTER** Volumising treatment