



LEARN TO LOVE YOUR HAIR AGAIN

WHAT YOU NEED TO
KNOW ABOUT HAIR
LOSS IN WOMEN

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WOMEN'S
Rogaine®

What You Need to Know About Hair Loss in Women

If you think your hair may be thinning, you're sure to have questions and concerns. Hair loss in women is more common than you may realize, and the good news is there are effective treatments for thinning hair, even in women. This booklet will give you the most up-to-date, science-based information about thinning hair, hair loss, and hair regrowth in women.

Isn't some hair loss normal?

It's true that most people shed an average of 50 to 100 hairs per day, which are normally replaced with new hair. If you notice you're shedding more than usual, it could be a sign that your hair is beginning to thin.

Isn't most hair loss from stress or a poor diet?

No. Most hair loss in men and women is related to hereditary hair loss. However, extreme stress, changes in diet, some medications, even pregnancy and childbirth can cause temporary hair loss from a condition called telogen effluvium, which causes the hair follicles to remain in the resting state. (See How Does Your Hair Grow?) This in turn causes increased shedding and thinning of hair across the scalp. Once the stressor has been removed or the imbalance corrected, the hair gradually returns to its previous thickness. This type of hair loss is different from hereditary hair loss.

What is hereditary hair loss?

Hereditary hair loss, known as androgenetic alopecia (AGA), is a genetic disorder that shortens the time that hair grows. AGA eventually causes the hair follicles to shrink over time. So while your hair may still be growing, the quality of that hair will change — getting smaller, finer, and less visible — until it can no longer produce new hair. Genetic factors are responsible for more than 90% of all hair loss.

Isn't hereditary hair loss only a problem for men?

That's a common misconception. Hereditary hair loss affects both men and women, but in varying patterns and severity. In fact, more than one in four women will experience thinning hair because of genetics.

Does female pattern baldness really exist?

Yes. Genetic hair loss in women is also known as female pattern hair loss. Unlike male pattern baldness, which usually begins as a receding hairline or thinning at the crown of the scalp, female pattern baldness is a general thinning of the hair, mainly on the top and crown. Women often notice a widening of the part.

My father is bald. Does that mean I'm more likely to have thinning hair?

It's a common myth that genetic hair loss is inherited from one side of the family or the other. In reality, you can inherit the thinning hair gene from your mother or your father or both parents. If many of your close relatives have thinning hair, your chance of experiencing it increases.

Isn't it true that only older women experience thinning hair?

Although the prevalence of hereditary hair loss increases with age, women can start losing their hair as early as their 20s, and many experience an upswing after age 40. Regardless of your age, if you have hereditary hair loss, it's wise to work toward reviving the inactive hair follicles before they lose their function.

How can I tell if I'm shedding more than normal?

Signs of increased shedding are all around you, but you may not recognize them right away. Are you noticing larger clumps of hair at the shower drain? Do you have to clean your hairbrush more often? Do you have to make another loop in the elastic band that secures your ponytail? All of these signs could point to excessive shedding.

What could be causing my excessive shedding?

If you're experiencing more than the normal amount of hair loss, take a look at what's been happening in your life. Stressors — and these can be happy events, like giving birth — can affect your hair growth cycle, triggering a temporary state of dormancy. Sometimes an illness or its treatment—chemotherapy or radiation treatments, for example — can step up hair loss. Even harsh hair products or a hairstyle that pulls on your hair may damage your hair and cause it to break and fall out. The good news is that once you eliminate the cause of temporary hair loss, your hair tends to regrow. (See Hair Loss or Hair Slump?)

CAUTION: If you suspect a treatment or drug is causing your hair loss, talk with your doctor. Serious side effects can occur if you immediately stop a treatment or drug.

Won't excessive hair shedding stop on its own?

That depends on the cause of the shedding. Temporary shedding will usually stop after the cause is removed or resolves on its own. For example, a new mom may start to notice excessive shedding from post-partum hair loss about 2 months after giving birth. The shedding usually peaks 4 months after giving birth. As the body readjusts, the excessive shedding stops, and within 6 to 9 months, the hair tends to regain its normal fullness.

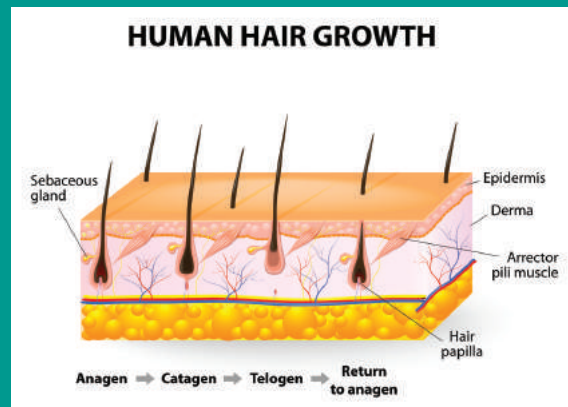
However, there are conditions that can result in permanent hair loss. If you have sudden and/or pathological hair loss, you should see a doctor.

Is there a medical professional who can help distinguish between hair loss and hair shedding?

If you are concerned by the amount of hair falling out, a dermatologist can help. These medical doctors specialize in diagnosing and treating conditions affecting the skin, hair, and nails. A dermatologist can tell you if you have hair loss or excessive hair shedding. Some people have both. Effective treatment

How Does Your Hair Grow?

We have all of the hair follicles we'll ever have when we are born — about 100,000 for the average person — and every hair is continually cycling through three phases of hair growth. Here's what the normal hair growth cycle looks like:



Phase 1: Growing

During the growth phase, which can last from 2 to 6 years, group of cells at the base of the hair, called the dermal papilla, multiply rapidly. As new cells form, the old ones move upward, creating the hair you see.

Phase 2: Transitioning

In the transition phase, called catagen, the cells at the base of the hair stop multiplying and the hair stops growing. This part of the hair growth cycle lasts from 2 to 3 weeks.

Phase 3: Resting

Finally, the hair enters a phase called telogen. At this time, the hair rests for 2 or 3 months before it is shed by the follicle. After the hair has been shed, a new hair begins to grow, and the cycle repeats itself — through anagen, catagen, and telogen — for each hair follicle on your head for as long as it is active.

In people with androgenetic alopecia, hair follicles can become inactive, but often can be revived with treatment. However, if left untreated, they can lose their ability to grow hair. That's why it's important to nurture and treat your existing follicles.

Hair Loss or Hair Slump?

Is your thinning hair a sign of genetic hair loss or just a temporary phase? If you're not sure, the answers to these 3 questions may help you understand what might be going on.

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Question 1: Is your hair just damaged?

Hereditary hair loss happens over time and is linked to a family history of hair loss. One telling sign is a widening part.

Damaged hair, on the other hand, may include dryness, split ends, and breakage. Your hair may feel more delicate, and it may not respond to your usual care and styling routine. Unlike hereditary hair loss, hair damage is usually a short-term issue, and with extra attention, your damaged hair can be tended to and grown out.

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Question 2: Is your hair thinning because of life-style changes?

If you can make a connection between a specific event and changes in your hair, your hair may just be going through a difficult phase. Dietary changes, pregnancy, extreme stress or trauma, some medications, and some medical conditions can cause temporary hair loss. If none of the above applies to you, then it's likely you're experiencing genetic hair loss.

Question 3: Has your part widened?

One of the clearest indicators of genetic hair loss is a widening part. To get a good look at yours, take a photo of your scalp from slightly above your head. Then, compare the photo to the Sinclair and Savin Scales (available online) and decide if your part fits into one of the stages depicted by one of the images along the scale.

If you're unsure if you have hereditary hair loss, it may be time to consult a dermatologist or your primary care physician. If you do think you're experiencing hereditary hair thinning, it's important to keep a few things in mind. The first is that hair loss in women is common. More than 1 in 4 women experience hair loss. So if this is what's happening, you're not alone. Second, knowledge really is power, and acknowledging that you may have genetic hair loss gives you the ability to take back control, talk to your doctor, and start regrowing your hair. Lastly, Women's ROGAINE® brand is here to help with every aspect of thinning hair – from professional care and styling tips, to understanding the science behind hair loss and growth, to the first of its kind approved hair regrowth treatment for women.

options are available for many types of hair loss. The sooner treatment begins, the better the prognosis.

Will the right shampoo fix thinning hair?

Some shampoos can "volumize" your hair by temporarily swelling the hair shaft, but shampoos aren't

formulated to revive your hair follicles and to regrow your hair. Minoxidil, the active ingredient in Women's ROGAINE® Foam, is the only clinically proven and FDA-approved ingredient for hair regrowth in women. The right shampoos can, however, nurture and give the appearance of volume to your existing hair.

Is hereditary hair loss permanent?

Hair follicles in a person with hereditary hair loss are continuously shrinking, and this damage causes them to produce increasingly shorter and finer hairs. Eventually, they can become inactive and can no longer grow hair. Fortunately, it is possible to revive hair follicles and regrow hair if treated before they become completely inactive.

How can I revive inactive hair follicles and regrow hair?

Minoxidil, the active ingredient in Women's ROGAINE®, revives the inactive follicles located near the surface of the scalp, nudging them from the resting phase (known as telogen) into the growth phase (known as anagen). With more follicles in the growth phase at the same time, it is possible to see improved coverage of the scalp with beautiful, thicker hair.

Isn't ROGAINE® only for men?

ROGAINE® products have been studied extensively and have a long history of use to regrow hair in both men and women. Women's ROGAINE® Foam is clinically proven to regrow hair in more than 80 percent of women.*

**In a 6-month placebo-controlled clinical study.*

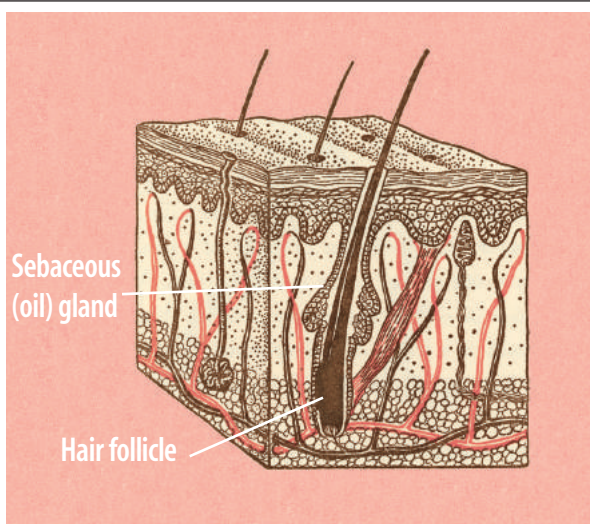
What is Women's ROGAINE®?

Women's ROGAINE® products are FDA-approved topical treatments clinically proven to regrow hair in women. Women's ROGAINE® products come in two forms: 2% Minoxidil Topical Solution and 5% Minoxidil Topical Foam.

How does Women's ROGAINE® work?

In hereditary hair loss, a combination of heredity, hormones, and age causes a progressive shrinking, or miniaturization, of certain scalp follicles and a shortening of the hair's growing cycle. Eventually, there may be no growth at all. The exact mechanism of action of ROGAINE® products is uncertain, but researchers believe that ROGAINE® products work in part by lengthening the time that hair spends in its active growth phase, and by restoring the size of the miniaturized hair follicles so

WHAT IS A HAIR FOLLICLE?



A hair follicle is a tiny sac from which a hair grows. At the base of the hair follicle are sensory nerve fibers that wrap around each hair bulb. Bending the hair stimulates the nerve endings, so you can feel that your hair has been moved. One of the main functions of hair is to act as a sensitive touch receptor. Each hair follicle has a sebaceous gland that produces an oily secretion to help condition the hair and surrounding skin. An inactive follicle is one that can no longer produce new hair.

that they can return to producing thick, long hairs. With more follicles in the growth phase at the same time, it is possible to see improved coverage of the scalp.

Is Women's ROGAINE® right for me?

Women's ROGAINE® products are used to treat hereditary hair loss in women over the age of 18. Women's ROGAINE® products may be right for you if:

- Members of your immediate or extended family, men or women, have experienced hair loss.
- You've noticed a gradual thinning of the hair on the top of your scalp, which may be most noticeable around the part and sometimes may be more extensive near the front of the scalp, forming a pattern similar to an evergreen-tree shape.

If you have no family history of gradual thinning or hair loss, or if your hair loss is sudden or patchy, see your doctor.

IT'S NOT JUST YOU

If you've started to notice some signs of thinning hair, you are not alone. Your first reaction may be, "This can't be happening to me. Women don't have this problem." It's not surprising you'd feel this way, because hair loss in women hasn't been publicized as extensively as hair loss in men, but that is changing. Researchers have discovered that as many as 1 in 4 women experience hair loss in their lifetime.

Learning that you have female pattern hair loss is likely the start of an emotional journey, similar to the stages of grief. Denial may be followed by anger, bargaining, depression, and finally—with emotional support and healthy coping strategies—acceptance.

On a positive note, thanks to ongoing research, medical professionals now understand the psychological impact of hair loss and the importance of recognizing a woman's feelings about her thinning hair and recommending healthy coping strategies. Talk to your doctor about your hair loss. You are not alone, and your doctor can offer you important coping strategies and effective treatments.



What results can I expect when I use Women's ROGAINE® products?

The amount of regrowth is different for each person, and not everyone will respond to Women's ROGAINE®. Women who use Women's ROGAINE® Foam may see results as early as 3 months with once-daily use. For some women, it may take at least 6 months to see results. Response to Women's ROGAINE® products cannot be predicted, and it's important to understand that no one will be able to grow back all of their hair. To see best results, apply the product directly to the scalp as directed.

How should I use Women's ROGAINE® Foam?

Women's ROGAINE® 5% Minoxidil Topical Aerosol can fit conveniently into your existing beauty routine.

Apply a half capful just once daily, morning or night. To be effective, Women's ROGAINE® Foam should be applied directly to your scalp and not to your hair, so that it can easily get to your hair follicles to help regrow your hair. There's no need to shampoo your hair before using Women's ROGAINE® Foam, but if you wish to do so, towel dry your hair so that the skin on the scalp is dry. Following the directions on the label, you can apply the foam with your fingertips and spread it over the hair loss areas, gently massaging it into the scalp.

Can I still use my regular styling products, such as hair sprays and gels, when I'm using Women's ROGAINE® Foam?

You can follow your normal styling routine after

YOU ARE NOT ALONE

Worried that you will lose most of your hair?

Concerned that your hair loss is linked to an underlying illness?

Convinced that others are judging you because of hair loss?

You are not alone. Women with hair loss have a host of concerns about their health and their appearance, and dermatologists are prepared to talk to you about them.

Here's the good news: Female hair loss is progressive, but women don't lose hair in the same pattern that men do; You won't lose it all.

Underlying illness can cause hair loss, but the majority of hair loss is a result of genetics. Talk to your doctor to uncover the cause of your hair loss and possible treatments.

Many women with hair loss report self-consciousness and reduced self-esteem. There are effective strategies to camouflage hair growth. And treatment with Rogaine® for Women can actually help regrow hair.



applying the foam and letting it air-dry. If you blow-dry your hair, it's recommended that you do so on a low setting.

How can I get started on the road to fuller, thicker hair?

If you find yourself agreeing with most of the items on the checklist below, you're probably ready to start regrowing your hair with Women's ROGAINE® Foam:

You have confirmed that you are experiencing genetic hair loss.

You have a desire to regrow thicker, beautiful hair.

You understand that with daily usage, some women see results as early as 3 months, but for some women it may take up to 6 months to see visible results.

You can commit to using the product daily.

You understand that once you start applying Women's ROGAINE® Foam daily, if you stop using it, then any hair regrowth will stop, and hair loss will begin anew.

You are not pregnant or breastfeeding

You do not have heart disease.

Your hair loss is not sudden and/or patchy.

Your hair loss is not associated with childbirth.

You are over 18 years of age.

Your scalp is not red, inflamed, infected, irritated, or painful.

Inspire Confidence

WOMEN'S Rogaine®

Women's ROGAINE® Foam is the only FDA approved once daily minoxidil foam for women.

More than **80%** of women studied experienced hair regrowth.¹

New hair regrew up to **48%** thicker.²

From the #1 dermatologist recommended brand for women's hair loss.

1. Results based on 6 month clinical study of once daily use of WOMEN'S ROGAINE® 5% Minoxidil Topical Aerosol vs. Placebo
2. Based on mean hair strand diameter



Use only as directed.

www.womensrogaine.com

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