

March 2010

American SALON

BEAUTY LIVES HERE

MALICE IN THE PALACE

Paul Gooch brings
fantasy to life in
Alice in Wonderland

FREE DVD INSIDE!

Redken takes you
backstage at the
Spring 2010
fashion shows

Act Naturally

Karine Jackson's Symbiosis
collection for Organic Color Systems

Growth Plan

Offering products and services that address hair loss helps restore clients' confidence and boost salon business.



Created to fight temporary, nongenetic hair thinning, **Phyto** Phytocyanine Revitalizing Serum contains viburnum and ginkgo biloba to stimulate growth, grapeseed procyanidins to combat free radicals, soybean to restructure the hair fiber and vitamin B6 to encourage keratin production. phyto-usa.com



The Trichology Hair Recovery System from **American Crew** consists of the Hair Recovery Shampoo, Patch and Concentrate, which are formulated with hops, rosemary, swertia japonica and silica to promote fuller, thicker, stronger hair and prolong its life. americancrew.com



XFusion Keratin Hair Fibers are an affordable and convenient solution for clients with thinning hair who are looking for immediate results. Available in eight colors, XFusion bonds instantly to existing hair and won't come off in wind or rain but can be easily removed with any shampoo. xfusionhair.com



DS Laboratories Spectral DNC is formulated with Minoxidil, Aminexil, Adenosine, Procyanidin (B-2 & C-1), T-Flavanone, Retinol, copper peptides, and a vitamin and mineral complex to fight hair loss and grow healthy hair on the entire scalp. divineskin.com



Bosley Professional Strength Healthy Hair Follicle Energizer leave-in drops repair the hair follicle while supporting healthy hair function in areas of low density. Key ingredients include the LifeXtend complex, a blend of marine, plant and biogenic ingredients, and Biotinyl-GHK. bosleypro.com



Part of **Keune's** Care Line Man collection, Fortify Lotion stimulates the growth of healthy hair from root to end with red ginseng, which activates the cells to encourage growth, and caffeine, which promotes blood circulation and extends the hair growth cycle. keune.com

Industry studies show that millions of men and women nationwide are affected by hair loss and thinning hair, the causes of which include genetic factors, stress, diet and medical issues. Fortunately, there are a number of products and services salons can offer their clients to address the problem.

"There's no cure for hair loss, but we *can* control it," says Daniel Khesin, CEO of DS Laboratories, which manufactures topical products that combat hair loss and conducts extensive clinical studies on the condition in-house. "What DS Laboratories does is that we essentially develop treatments that attack the problem from a very broad perspective."

DS Laboratories' Spectral DNC, for example, is formulated to combat various causes of hair loss and grow healthy hair on the entire scalp, including the frontal area. The key ingredient is high-grade Minoxidil, but additional hair regrowth agents including Aminexil, Adenosine and Retinol boost the product's effectiveness.

For salons, retailing at-home treatments like Spectral DNC that address hair loss can attract new clients and also increase revenue. "One of the advantages for the salon owners is that these products require continuous use," Khesin says. "A person who starts using the products will need to come back regularly to buy them, which has the effect of boosting foot traffic."

In addition to retail products that tackle hair loss, salons can also add special services that address the issue. Gavert Atelier in Beverly Hills, CA, for example, now offers the Nagomi Hair Spa Anti-Aging Hair and Scalp Treatment, which incorporates René Furterer Triphasic (for hereditary hair loss) or RF 80 (for reactionary hair loss), depending on individual hair needs. Intended to provide a relaxing experience for clients while restoring vitality to the hair and scalp, the treatment is provided in the salon's luxurious reclining Takara Belmont Yume chairs using a Balinese massage technique to open the follicle and increase blood flow to the hair root.

For a more immediate solution to hair loss, Virtual Reality and Virtuésse (a division of HairUWear) offer men and women nonsurgical permanent hair solutions that last up to four weeks. The process, which takes about an hour and is performed by trained salon professionals, involves the application onto the scalp of an invisible, nondegradable synthetic "layer of skin" called Dermalens, into which human hair that is compatible in appearance to the wearer's own hair is inserted. The results are remarkably natural looking, and clients can wash, condition and style their hair as usual.

"Topical and oral treatments work best in the beginning stages of hair loss, when we want to cut back or eliminate DHT deposits that strangle the hair bulb," says Lance Centofanti, innovator of Virtual Reality and Virtuésse. "In more advanced stages of hair loss, these options are not as effective. Virtual Reality and Virtuésse are the perfect solution."

These are just a few of the options available to salons for addressing clients with hair loss and thinning hair. Here are some additional solutions you can share with your clients. ☞ —Lotus Abrams