



Paula Young® and Especially Yours® are devoted to meeting the needs of women experiencing hair loss.

Our product lines feature a wide range of lightweight, comfortable wigs in styles, textures and lengths to suit every woman. Our wigs are designed for the ultimate in comfort, security, and natural-looking beauty. We also offer a selection of alternative headwear like scarves, turbans and hats with attached hair.

Please feel free to call us with any questions you may have about the process of choosing options to cope with hair loss. Our specially trained representatives will be glad to help.

*This brochure is  
provided by*

**PAULA YOUNG®**

America's Natural Choice for Beautiful Hair

**For a free Paula Young® catalog,  
call toll-free 1-800-472-4017  
or visit us online at  
[www.paulayoung.com](http://www.paulayoung.com)**

*and*

**ESPECIALLY YOURS®**  
HAIR & FASHION FOR BLACK WOMEN

**For a free Especially Yours® catalog,  
call toll-free 1-800-748-6910  
or visit us online at  
[www.EspeciallyYours.com](http://www.EspeciallyYours.com)**

# Your Options for Dealing with Hair Loss



[www.dealingwithhairloss.com](http://www.dealingwithhairloss.com)

It's natural to have concerns about the effects medical hair loss may have on the way you look – and feel.

This brochure was developed to help you understand and cope with medical hair loss. It offers helpful advice on selecting wigs and headwear, as well as answers to many commonly asked questions. This material has been developed with assistance from professional stylists who cater to the needs of women suffering from medical hair loss. Please note that this guide is *not* intended to serve as a substitute for professional medical advice. Always consult your physician or oncology nurse first on any medical or health-related issues.



# Contents

## I. Understanding Hair Loss

The emotional effects of hair loss.....	3
Common causes of hair loss in women.....	3
Thinning hair.....	6

## II. Exploring Your Options

Consider alternative headwear.....	7
Wear your baldness proudly.....	7
Wear a wig.....	8
Choosing the right wig style for you.....	8
Customizing your style.....	10
Wig terms & features.....	11
Commonly asked questions.....	12

## III. Next Steps

Determining your insurance coverage.....	14
Shopping for your wig.....	14

Copyright © 2009 Paula Young® and Especially Yours.®  
Contents may be reproduced only with prior written consent.

# I. Understanding Hair Loss

## The emotional effects of hair loss

Hair loss is a problem traditionally associated with men, but it can be just as traumatic for women. A woman's hair is called her "crowning glory," and for good reason; it symbolizes attractiveness, success, health and social status, among other things. Losing it can have a dramatic emotional impact on a woman's self-esteem. Many women feel that when they lose their hair, they've lost a large part of who they are.

## Common causes of hair loss in women

- Medical conditions involving hormonal imbalances
  - Androgen sensitivity (resulting in Androgenetic Alopecia)
  - Menopause
  - Thyroid disorders
  - PCOS (Polycystic Ovarian Syndrome)
- Lifestyle factors
  - Immune system irregularities (resulting in Alopecia Areata)
  - Physical and/or emotional stress (resulting in Telogen Effluvium)
  - Nutritional deficiencies (especially protein, iron, zinc or vitamin A)
  - Lack of sleep
- Chemotherapy treatments (resulting in Anagen Effluvium)

### **Androgenetic Alopecia** (Say: an-droh-jen-et-ick al-oh-pee-sha)

The most common type of hair loss among women is female pattern thinning, or androgenetic alopecia. Most commonly seen after menopause, it is characterized by thinning of the hair, usually beginning at the crown of the head and moving forward. For many years, scientists thought that androgenetic alopecia was caused by the predominance of the male sex hormone testosterone, which women also have in trace amounts under normal conditions. While testosterone is at the core of the balding process, dihydrotestosterone (or DHT) – a derivative of testosterone – is thought to be the main culprit. DHT

builds up around hair follicles, shrinking them and making it impossible for healthy hair to survive. The hair follicle's resistance to DHT is genetic, so if other members of your family (on either side) have thinning hair, there's a good chance that at some point you'll experience it as well. Androgenic alopecia can also be triggered by a variety of factors tied to hormones, including the presence of ovarian cysts, the taking of high androgen-index birth control pills, pregnancy and menopause.

### **Alopecia Areata** (Say: al-oh-pee-sha air-ee-ah-tah)

In alopecia areata, the immune system attacks the hair follicles, resulting in the arrest of the hair growth stage. Alopecia areata usually begins with one or more small, round bald patches on the scalp and can progress to total scalp hair loss (alopecia totalis) or complete body hair loss (alopecia universalis). In all cases, the hair follicles remain alive and are ready to resume normal hair production whenever they receive the appropriate signal. Re-growth may occur even without treatment, and after many years.

### **Telogen Effluvium** (Say: tell-oh-jen eh-floo-vee-em)

This sudden loss of hair is triggered by stress, but is usually not permanent. It can be caused by emotional stress, such as from a divorce or a death in the family, or by physical stress, such as from childbirth, malnutrition, a severe infection or illness, or major surgery. Many medications can also cause temporary hair loss.

### **Anagen Effluvium** (Say: ann-uh-jen eh-floo-vee-em)

Anagen effluvium is extensive hair loss caused by sudden profound disturbances to the matrix cells of the hair follicles. Rather than shedding, the hair is lost by fracturing of the hair shafts at the level of the scalp. The two most common causes of anagen effluvium are chemotherapy and radiation therapy treatments. Since chemotherapy targets your body's rapidly dividing cancer cells, your body's other rapidly dividing cells—such as hair follicles in the growing (anagen) phase—are also greatly affected.

### **Menopause**

The onset of menopause causes a drop-off in the production of estrogen, and without estrogen to produce testosterone-blocking enzymes, testosterone can be freely converted to DHT on the scalp. The result is a shorter hair growth cycle, finer hair and gradual hair loss. About 50% of women observe some degree of hair loss or thinning before age 50. Although hair loss may worsen with natural menopause, improvement has been observed in women who undergo surgical menopause because androgen levels plummet after the ovaries are removed.

## **Chemotherapy**

While not all chemotherapy results in hair loss, most women do lose some or all of their hair, usually after their second treatment. The reason for this is that the chemicals used to combat cancer cells also weaken hair follicles, inhibiting hair growth. It's important to remember that most hair loss is not permanent and the hair usually grows back after treatments end.

Unfortunately, no topical solutions (shampoos, cosmetic treatments, growth stimulants) can prevent or slow hair loss, and you should be particularly careful about what products you use on your skin during treatment.

### *Actions to take prior to treatment*

Prior to treatment, you should spend some time becoming familiar with your options. For many women, wigs are the best way to respond to hair loss, while others prefer hats, scarves or turbans – and some wear their baldness proudly. There's no "right" option – just whatever makes you feel most comfortable. The earlier you begin thinking about what you'd like to do, the smoother your transition will be.

- **Familiarize yourself with wigs**, and their many benefits and beautiful options. Decide how you want your style to look, what color you want to experiment with, how much effort you want to put into styling it – these are all important things to start thinking about. The more comfortable you become with wig-wearing, the more likely you will be to find the perfect look for you.
- **Cut your own hair short** before transitioning into a wig. This way, the effect of hair loss is less dramatic.
- **Ask your health insurance company** about coverage for the cost of a wig, as well as the procedures for submitting your claim. (See "Determining your insurance coverage" on pg. 14.)

### *Once treatment begins*

After the second treatment, you may begin to experience common side effects, including matted or shedding hair, or a dry, itching scalp. There may also be some redness and flaking. Changes in skin tone and texture are also common.

## Here are a few things to keep in mind:

- Without the insulating factor of hair, you will lose body heat through your scalp at a faster rate – a good reason to keep it covered when outdoors in colder weather. You must also use sunscreen anytime your head is exposed to the sun.
- Once hair loss begins, many women choose to shave their heads of any remaining hair. Not only does this help control hair fall and shedding, it also looks healthier. A bald head also aids in the use of wigs, as they can be secured more comfortably.
- Avoid stress to the hair – do not dye or otherwise chemically treat hair. Also avoid use of thermal styling tools (hair dryers, curling irons, straightening irons), bobby pins, curlers or elastics.

## **Take extra-special care of your hair and scalp during this time, being sure to:**

- Wash hair regularly with mild shampoo (one that moisturizes and replenishes) in lukewarm, not hot, water
- Condition with a crème rinse for fine or limp hair
- Avoid wringing or twisting hair; blot it dry gently
- Comb gently without pulling on hair

### *After treatment has ended*

You will begin to see hair re-growth about 4 to 6 weeks after your last treatment. It may take from six months to a year for your hair to grow back completely. At first, it will grow back finer and more fragile than your hair was prior to treatment, sometimes even in a different color, such as white or grey. In time, both hair color and texture may return to normal. To help stimulate new growth, it's important to nurture your scalp and hair. You can help with the healing process by following the same care guidelines you did during treatment.

## **Thinning hair**

Many women are faced with thinning hair, as opposed to complete hair loss. Partial-coverage pieces (also called volumizers and wiglets) blend in with your own hair to offer targeted coverage, or even just a boost of healthy-looking volume, exactly where you need it.

# II. Exploring Your Options

## Consider alternative headwear

Soft, comfortable headwear can be an easy and attractive alternative. When considering headwear options, look for comfort features such as soft inner linings, padded fronts and elasticized backs for a secure fit. The benefit of wearing turbans, scarves and hats is that you can have different colors and styles to coordinate with your wardrobe, for any occasion.

**Scarves and wraps** offer comfort and convenience in a range of styles, from simple, casual kerchiefs that tie in back to more elaborate head wraps with longer pieces that you wrap around your head and tie. They come in a variety of patterns and fabrics. Kerchief pads can be worn underneath scarves and wraps to help fill out the style and provide added comfort. Bangs attach easily to the kerchief pad.

**Turbans** are typically made with knit jersey or a cotton/poly blend that stretches to fit you comfortably and keeps your head warm. Available in a variety of colors and patterns, they often feature decorative gathered fronts or backs and can be accessorized with colorful pins and headbands – even bangs that attach with a Velcro® strip.

**Hats with attached hair** are a great way to combine coverage with a fashionable accessory. The hair usually attaches with a hidden Velcro® strip and can be detached for easy washing.

## Wear your baldness proudly

Some women choose not to attempt to cover their baldness at all. This largely depends on how comfortable you are with this particular look, which can be quite striking and very beautiful. One particular concern with not covering your head is that your scalp is left vulnerable and unprotected from the elements, including sun, wind, cold and pollution. During treatment, your skin will be extra sensitive; plus, without the

insulating factor of hair, you'll lose body heat. If you choose to leave your head bare, do so only indoors; when you go out, wear a hat and apply plenty of sunscreen (after checking with your doctor about which product you can safely use on your scalp).

## Wear a wig

A wig can help you feel most like yourself. If you feel slightly apprehensive at the thought of wearing a wig, rest assured that today's wigs are different than what you would have purchased years ago. Gone are the burdensome, heavy helmets of the past – they've been replaced by comfortable, lightweight, flattering styles that are easy to wear and care for.

Many women choose a style and color that are similar to their natural hair, while others take this opportunity to experiment with a new look. We recommend a shorter wig style, since these are the lightest and easiest to care for.

## Choosing the right wig style for you

There are several important factors to consider when choosing a wig, such as fiber type, style length, face shape – as well as lifestyle.

### **Consider fiber type: Synthetic vs. human hair wigs**

Many women think that human hair wigs will be more natural looking. They fear that “synthetic” wigs will in fact look synthetic. *This is not true!* Each type of wig has its own unique benefits.

**Synthetic wigs** are the most popular because they require the least amount of care. Today's synthetic wigs offer more styling choices, colors and unique comfort features. Shorter synthetic wigs are considered “shake-n-go,” meaning that all you do is shake them out and they look great. Longer styles simply need to be combed or finger-styled. Synthetic styles are easy to pack and take with you, and the fiber is resistant to humidity, so your style holds in any weather. One thing that's important to remember is that you *never* use heat on a synthetic wig! *Any* heat source, such as a blow dryer – or even an open oven – can damage the fiber and ruin the wig.

**Human hair wigs** are extremely versatile. You can curl and style them as you would your own hair. Because they do not come pre-styled, they require more effort

than synthetic wigs. Human hair wigs are ideal if you enjoy, and are skilled at, styling your own hair. Or you can take them to your regular stylist to have them styled for you.

### **Consider style length**

As a rule, shorter “shake-n-go” styles are easiest to care for. Longer synthetic styles require a little more maintenance. A common mistake women make is choosing a style that’s too long, which might not only be more work, but may overwhelm their features. Also remember that during treatment you may experience bouts of exhaustion, when you won’t want to fuss with your hair. The easier and more convenient your style is, the better off you’ll be.

### **Consider your lifestyle**

What does your typical day involve? Will you be wearing your wig every day, or only occasionally? These questions, as well as others concerning your work, recreational and social activity, may affect which style you choose. Be sure to keep your typical daily or weekly activities in mind as you try different wigs.

### **Sizing**

Many wigs are available in multiple sizes to ensure the ultimate in comfort and security. Remember that your measurements may change when your hair is gone.

### **Choosing a color**

Many women feel most comfortable selecting a shade that matches their natural hair color. To do so, we recommend looking at your hair and color samples together under natural light to determine which color most closely resembles your own.

You don’t have to choose a color identical to your own. Try going just a shade lighter or warmer than your natural color to brighten your features. You can also choose styles with highlights that feature a subtle blending of shades for added depth and dimension.

The goal is to find a shade that complements your skin tone and brings out your natural color. A mistake many women make is choosing a color that’s too dark, especially given changes in skin color that occur during treatment. When in doubt, go a shade lighter. Your stylist can help you determine which shade works best for you.

## Consider your face shape

The guide below will help you determine which wig style will best suit your particular face shape. These are just suggestions... Only you can determine which style makes you feel the most comfortable – and confident.



### **Pear**

Narrow forehead, round chin.

Frame the face with bangs and full layers on the sides and on top, with hair falling below the chin.



### **Oval**

Wider at forehead than at chin, tapers from cheeks to chin.

Try a short style that is angled at the jawbone to accentuate the cheekbones.



### **Round**

Wide, forehead with full cheeks, small chin.

Add height to the face without adding extra width. Wispy side layers flatter.



### **Heart**

Wide forehead, high cheekbones, narrow chin.

Try a style that minimizes the width across the forehead with soft curls or bangs and adds fullness at the jawline.



### **Square**

Angular jawline, same width as forehead.

Styles that lengthen the face and add fullness on top work best. Avoid styles that add width at the jawline.



### **Rectangle**

High forehead, long narrow chin.

Choose a face-framing style with bangs and full sides to add width to the cheekbones. Avoid styles that add height on top.

## Customizing your style

Before wearing your wig for the first time, take it to your hairstylist and have them trim the bangs and sides to suit your face. If you plan on coloring a human hair wig, we recommend having your hairstylist do it.

**Visit [www.paulayoung.com](http://www.paulayoung.com)**  
*for more helpful advice on styling  
and caring for your wig, as well as  
our range of products specially designed  
for everyday wig wear and care..*

# Wig Terms & Features

Below is a list of wig features that provide optimum comfort and styling versatility. It may help to become more familiar with these terms before you shop.

**Hand-tied** Wig fibers are tied by hand and can be combed in any direction for a more natural look.

**Lightweight fiber** The lighter the wig, the more comfortable it feels. Look for wig styles that feature WhisperLite® fiber, which is half the width of traditional fiber, resulting in an exceptionally light wig.

**Monofilament** In monofilament styles, wig fibers are hand-tied to a fine, poly-silk mesh, or monofilament, base. This thin, breathable fabric allows your skin color to show through for a natural-looking appearance.

**Open cap construction** This describes a wig cap designed without lace. Less material in the cap allows for greater air circulation and cool, all-day comfort.

**Open ear tabs** Wigs with open ear tabs allow you to wear your glasses comfortably.

**Sizes** Many wigs come in multiple sizes, ranging from petite to large, for the ultimate in comfort and security. Velcro® sizing adjustments in the wig allow you to customize the fit even more. Remember to consider how much of your own hair you will have under the wig when choosing a size.

**SOFTouch® gel lining** Select wigs are lined with a lightweight, breathable gel material developed by medical professionals that gently cushions the scalp and adheres to the skin for a comfortable, secure fit.

**Thin wefting** Wig fibers are sewn to a thread, creating what is called a weft of hair. Thin wefting means that a single layer of thread and fiber is used instead of two, resulting in a lighter, cooler wig.

**Velcro® sizing adjustments** Allow you to customize your fit by adjusting the wig's circumference up to 1" larger or smaller.

**Velvet comfort band** A soft velvet lining inside the front of the wig provides extra softness against your skin. Perfect for sensitive scalps.



## Commonly asked questions

As you start thinking about your options for coping with hair loss, it's perfectly normal to have questions.

### *Won't a wig be hot? Itchy? Uncomfortable?*

No – you'll be surprised at how comfortable a wig is to wear. To ensure the most lightweight, comfortable feel, look for wigs that feature lightweight fiber and an open cap for greater air circulation and a cooler feel. Other features such as velvet bands provide much-needed comfort for sensitive scalps.

### *How can I be sure my wig won't shift or fall off?*

Your wig should fit you both comfortably and securely. Choosing a wig in your correct size makes a big difference. When your wig fits correctly, it should not move at all.

### *Could a wig cause damage to my scalp, or slow my own natural hair growth?*

No, absolutely not. Wearing a wig will not harm your scalp or inhibit new growth. In fact, a wig will make you feel better and more confident about your appearance, while helping maintain body heat and preventing overexposure of your sensitive skin during this time. Many women choose to wear their wig until their own hair has grown in enough to style and shape.

### *What is a sleep cap and why should I have one?*

A sleep, or slumber, cap is a soft cotton cap that you wear every night. Once hair loss begins, some women wear one to keep hair fall under control. Once you shave your head (which also helps manage hair fall) or lose your hair, a sleep cap is recommended to maintain body heat and keep your head protected.

### *What options do I have, other than a wig?*

For full coverage, you can choose to wear a scarf, headwrap, hat with hair or turban instead of a wig, or you can alternate wearing wigs with these other types of headwear...it's all up to you. If your hair is thinning and you don't require full coverage, then partial-coverage pieces are great options that offer targeted coverage, just where you need it.

### *How much will a wig cost?*

Several factors influence the cost of your wig: the type of wig (synthetic or human hair) and its construction, consultation and fitting, the amount of cutting and styling required, and whether wig care accessories are included. Total cost can run anywhere from \$50 to over \$1,000.

### *Will my health insurance cover it?*

Some insurance providers do reimburse for the cost of a wig; see pg. 14 for more information.

### *Do I need more than one wig?*

Most women find it convenient to have two wigs. That way, they can wash one while they wear the other, giving them the flexibility and reliability of always having one ready to wear at a moment's notice. You might like being able to alternate wigs to maintain their freshness and beauty. But that's an individual decision, and depends on how often you wear your wig.

### *How often will I have to replace my wig?*

For best results, if you wear your wig every day it should be replaced every 3 months. If you wear your wig less often – say, only once a week – then you will only need to replace it every 6 months.

### *How can I be sure my wig won't look 'fake'?*

Before wearing your wig, take it to a stylist you trust to have the bangs and front of the wig trimmed to suit your face. When styling your wig, try not to get every last hair perfectly in place, as this won't look natural. Play with the strands at the hairline and temples so they fall naturally. Many wigs are designed with mono-filament fronts for a natural-looking hairline, and some styles are hand-tied so the hair can be brushed in any direction and it will fall naturally.

# III. Next Steps

## **Determining your insurance coverage**

Your wig may be covered, in part or totally, by your health insurance. Contact your insurance provider and ask if they cover “cranial prostheses” (wigs) required due to medical hair loss, how much they cover, and what types of documentation they require.

If your provider does cover the cost of wig, you may need to have your doctor write a letter or prescription that includes information as to why you need the wig, noting that it is not for cosmetic purposes, but for your emotional well-being. It's important to request that your doctor prescribe a "hair prosthesis or cranial hair prosthesis," not just a "wig." Insurance companies are very particular as to wording. Some providers let you bill them directly, but most will ask that you pay for it out of pocket, then submit proof of payment (e.g., a receipt or invoice) for reimbursement.

If your insurance provider won't cover the cost of a wig, talk to your doctor. Many cancer centers are familiar with local organizations that provide recycled wigs, or free and reduced-cost wigs. You can also try contacting your local chapter of the American Cancer Society for advice and assistance. And remember that a fashionable scarf or turban is still an option.

## **Shopping for your wig**

Some insurance providers require that you purchase from certain stores or retailers, while others do not. You may choose to purchase your wig online or to visit a retail store. Look for a clean, comfortable, well-lit store where you can try on several styles in a private setting, and even bring along friends or family for help in choosing a style.

We invite you to visit the  
**Paula Young®/Especially Yours® Factory Store,**  
located at 400 Manley Street in  
West Bridgewater, Massachusetts!

# Remember...

A close-up photograph of a woman with a warm smile, looking slightly to the right. She is wearing a wide-brimmed hat with a vibrant floral pattern in red, green, and white. Her top is a light, textured fabric. She is holding a large, woven, light-colored bag. The background is softly blurred, suggesting an outdoor setting.

## **Be kind to yourself**

Starting a new beauty regimen can take some getting used to. Spend some time getting comfortable in your new wig or headwear style. Start by wearing it around the house, out on a few errands, then out to meet some friends. You'll be surprised at what wonderful feedback you'll get. Soon, you'll feel so comfortable in your new style that you won't even think about it.

## **Don't hesitate to ask**

There are many resources available to help you get through this difficult time, including support groups where you can talk to other people undergoing treatment. Seek out professional assistance, as well as friends and family, to help you maintain your strength and positive attitude. Maintaining your appearance is critical to your self-confidence, and can affect both how good you feel and how easily you interact with others.