

Herbal remedy for hair loss

WE are constantly bombarded with photos of celebrities with dazzling hair and marvellous skin.

However, these are usually achieved with delicate care and, in some cases, progressive therapy by dedicated professionals.

Neeta's Herbal strives to achieve the same using traditional herb-based products to optimise the hair and skin health.

In its 25-year history, a vast array of hair and skin conditions have been identified and successfully remedied using natural, non-synthetic products.

This unique method of hair care combines modern technology with Ayurvedic medicine.

In her quest to find solutions for hair problems, Neeta Gosalia, the founder, has analysed and tested every viable treatment technique.

To solve hair disorders, it is important to first understand the various aspects of each disorder.

Among the commonly known conditions, alopecia is the most common.

In androgenic alopecia, hair fall is caused by the miniaturisation of hair follicles due to overproduction of hormones, primarily testosterone and its active metabolite dihydrotestosterone.

These hormones are present in all of us and play an important role in the development of various biological characteristics.

However, in excessive amounts,

these androgens can prove disastrous to the cells comprising our scalp.

Androgenic alopecia presents in distinct patterns in males and females.

In the male pattern, hair recedes from the front of the scalp while in the female pattern, hair fall is primarily over the crown.

Another common form of alopecia is alopecia areata.

This is considered an autoimmune disease in which multiple structures of the hair follicle are mistakenly antagonised by our own immune system during its growth phase, resulting in improper hair development.

Approximately 20% of areata sufferers have a family history while in others, the disorder may be triggered by major life events such as illness, pregnancy or post-traumatic stress.

The effects are physically represented as patches on non-specific areas of the scalp.

Despite being slightly less common, another hair ailment worthy of mention is telogen effluvium. The telogen phase is a natural phase of the hair growth cycle in which a small number of hair shafts are shed from their follicle.

However, in telogen effluvium, an increased proportion of hair follicles are forced into this phase, causing excessive shedding of hair.

However, it is important to note that not all hair fall problems can

be attributed to genetic defects or complicated diseases. Mostly, our hair is in a detrimental state due to unhealthy habits that contribute to the degradation of the hair follicle and its associated structures.

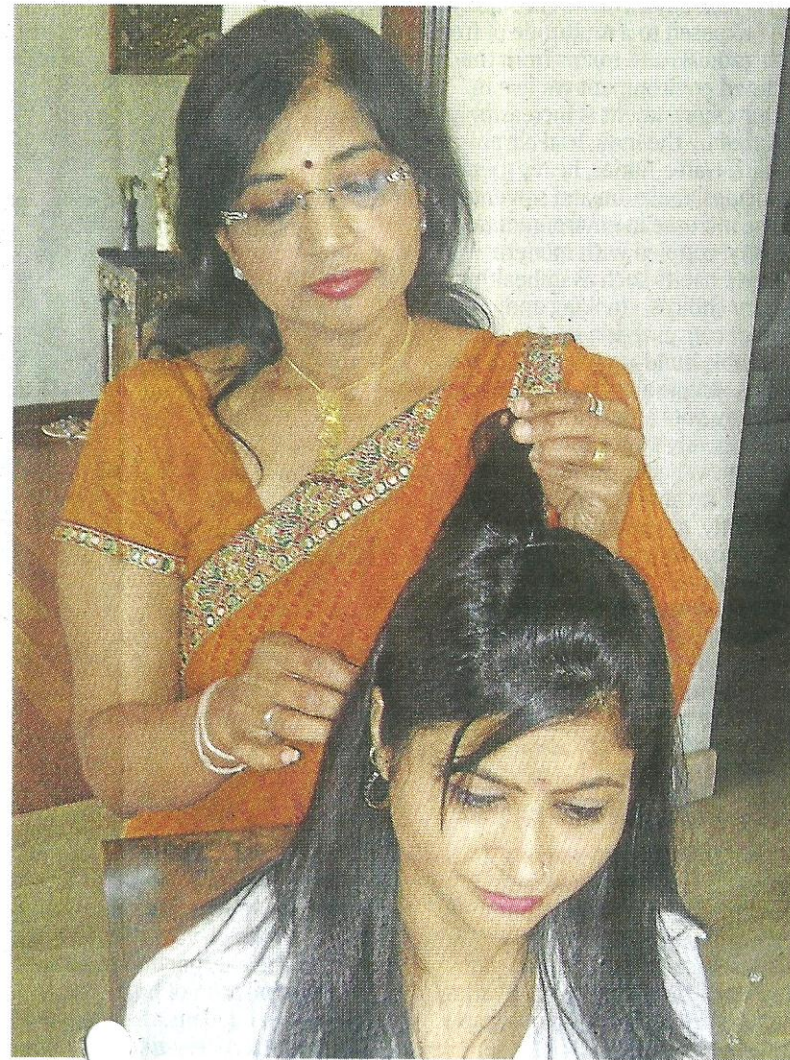
Nevertheless, there are a variety of methods to protect, prevent and cure.

For most of the above, modern medicine suggests a cocktail of drugs such as minoxidil, finasteride and a variety of corticosteroids. However, in most cases they fail to mention the side effects.

It is needless to say why Neeta's Herbal prefers the use of naturally occurring, non-synthetic ingredients. It is possible to reverse the problems above using simple herbal countermeasures that are safe and free of debilitating side effects.

Hair fall effects are not only physical but also mental and emotional. Apart from hair care, Neeta's Herbal also administers treatment for various skin problems and disorders. Wigs, hair extensions and customised wigs are also available.

■ Whether you are suffering from a hair disorder or just want to maintain a healthy scalp, visit Neeta's Herbal International headquarters at 101, Jalan Maarof, Bangsar Baru, Kuala Lumpur, or call its hotline for Bangsar: 03-2282 8868, Damansara Utama: 03-7728 6751 and Kajang: 03-8741 2000. Alternatively, visit www.neetaherbal.com or e-mail neetaherbal@gmail.com.



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