

Neeta's Herbal offers a safe and natural formula to combat hair problems.

Look after your crowning glory

LOSS of hair presents a rather difficult problem. It may not be life-threatening but its effects can make life a living hell. But, as always, there's hope for the follicularly-challenged.

If you have been one to watch in despair as your luscious locks disappear down the plughole every day, there is hope to save your crowning glory. Neeta's Herbal, a hair solution centre, offers a safe and natural solution to combat hair problems.

A pioneer in ayurvedic hair treatment, founder Neeta Gosalia has been practising herbal therapy for the past 23 years, and owns 33 outlets worldwide.

While lustrous, healthy hair is a source of pride for men and women alike, many are forced to battle hair problems.

Neeta introduces her corrective formulas after years of search for a product to halt her own hair thinning.

Commonly encountered hair dilemmas among clients are:

- > Hair thinning
- > Premature greying
- > Hereditary hairfall
- > Male pattern hairfall
- > Alopecia areata or patchy hairfall
- > Dandruff

There are many reasons why a person starts losing hair. Research has shown that stress plays a vital factor in determining hair conditions.

Poor hair care, environment, lifestyle and diet have this effect on hair growth.

"It is very important to ascertain what kind of hair you have and then look after it accordingly," says Neeta.

"Dry hair, for example, needs plenty of nourishment; the roots need extra oil and feeding. Oily hair, on the other hand, requires a completely different therapy."

Hair thinning falls into two categories, where it is distributed over the whole scalp and where hair thinning is limited to localised areas.

Hair thinning is often more than a beauty problem. "In some cases of alopecia, the condition is caused by bacteria or other infections or may even indicate a severe systemic disease," says Neeta.

She has seen clients walking in with utter hopelessness and pessimism but walking out with a whole different attitude.

However, Neeta stresses that science has its limitations and treatment would only work if clients are cooperative, patient and possess a healthy attitude.

She also stresses the importance of general hair care. Little things that we do and take for granted can result in hair thinning. For example, excessive perming, colouring, bleaching and drying can all precipitate hair thinning.

"I have seen a client lose almost half of her hair after only one perming session," she adds.

Even the way we wash our hair needs to be looked at.

"The way you wash your hair should be similar to the way you wash your face," explains Neeta, adding, "after all, the scalp is just another part of the body."

Apart from hair care, Neeta also administers therapy for skin problems such as blemishes, black heads, white heads, scars, lines, under-eye dark circles, discoloration and other skin disorders.

• For details, call the headquarters at 03-2282 8868 or other branches at 03-772 86751/03-5638 4935.

Neeta's Herbal is located at 101, Jalan Maarof, Bangsar Baru, Kuala Lumpur. Log on also to www.neetasherbal.com