

Natural way to treat hair loss

NEETA'S Herbal offers a safe and natural solution to combat hair problems.

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

Neeta introduced her corrective formulas after years of searching for products to halt her own hair thinning.

Commonly encountered hair dilemmas among clients are hair thinning, premature greying, hereditary baldness, male-pattern baldness, alopecia areata or patchy baldness and dandruff.

There are many reasons why a person starts losing hair. Research has shown that stress plays a vital factor in determining hair condition. Poor hair care, environment, lifestyle and diet too affect hair growth.

It is important to ascertain your hair type and look after it accordingly.

"Dry hair, for example, need plenty of nourishment. The roots need extra oil," explains Neeta.

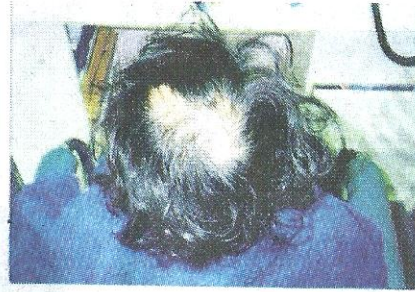
Oily hair, on the other hand, requires a completely different therapy, she adds.

Hair thinning falls into two categories - distributed over the whole scalp and limited to localised areas.

When it is localised, it 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.

Other problems associated with the hair and scalp include alopecia areata, dandruff, scaliness, rashes, itchiness, pimple-like protrusions (sometimes filled with pus), dry and brittle hair, premature greying, patchy baldness and male-pattern baldness.

Dry, brittle hair with split ends can be due to frequent perming, straightening and



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excessive use of the hair dryer.

Pay attention to the hair root because it is the life source of the hair. It is where the essential characteristics of each individual's hair are determined as a result of the biological processes involved in hair formation.

The root is responsible for all the natural qualities, such as colour, texture, length, thickness and shine.

These provide the starting point for hair-care products, which are designed to bring out the best natural qualities. Therefore, root nourishment is essential for healthy hair and that means strong, shiny hair.

"It's difficult to change your eating habits, but you must do it. Instead of taking carbon-

ated drinks for almost every meal, why not take fruit juice, soya milk or barley drink, which are not only nutritious but also help to cool down your body?" Neeta says.

"You may even need a blood test done if you have an illness. But don't go to a hairstylist to seek treatment because if she sees that you have less hair, she may recommend that you have a perm to add body.

"Even if you have inadvertently permed your hair, and you feel awful because there are visible gaps between the curls, do not straighten your hair immediately. I had a female client who went bald because of this."

Wearing a scarf, hat or helmet over damp

hair should be avoided because when the scalp eventually sweats, the dampness will not only give out a bad odour but will also attract fungi and bacteria.

This may contribute to hair thinning, dandruff, scaliness and other scalp conditions. So dry your hair thoroughly before covering the head.

"Washing your hair three times a week is sufficient for this hot and humid climate. But it all depends on the nature of your job. Some people may need to wash their hair daily using a mild shampoo. Use a conditioner to replace moisture loss," says Neeta.

If balding runs among male members of the family, the problem can still be treated depending on the severity of the problem and whether the pores can still be activated.

This can be detected during consultation. As with premature greying, treatment should be done at the onset of the problem.

If you have some grey strands, Neeta advises not to pull them out as it will only worsen the problem. This is because the pulling effect causes vibration in the discoloured pigment and spreads to other follicles.

Protein treatment and minerals and vitamin supplements are said to lessen the problem of greying. Frequent changing of shampoos, which are mostly detergent-based, should also be avoided.

Apart from hair care, Neeta's also administers treatment for skin problems. It also provides hair wigs, hair extension and custom-made wigs.

■ For more information, visit Neeta's Herbal International headquarters at 101, Jalan Maarof, Bangsar Baru, Kuala Lumpur or call the hotline at Bangsar 03-2282 8868 or Damansara Utama 03-7728 6751. Alternatively, visit www.neetasherbal.com