

Hair fall remedies

WE are constantly bombarded by images of celebrities with dazzling hair and marvellous skin. However, there are dedicated professionals to help them in their pursuit of beautiful hair and skin.

Neeta's Herbal strives to achieve the same goal using traditional herb-based products to optimise hair and skin health. In its 25-year history, a vast array of hair and skin conditions has been identified and successfully remedied using only natural, non-synthetic products.

This unique method of haircare combines modern technology with Ayurvedic medicine. Neeta's Herbal founder Nita Gosalia has analysed and tested every known 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 notorious. Androgenic alopecia refers to hair fall caused by miniaturisation of hair follicles due to the overproduction of hormones, primarily testosterone and its active metabolite dihydrotestosterone.

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 occurs primarily over the crown.

Another common form of alopecia is alopecia areata, 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 sufferers have a family history of alopecia while in others, it may be triggered by a major life event such as illness, pregnancy or post-traumatic stress. Its effects manifest physically as patches that appear on non-specific areas of the scalp.

Another hair ailment worthy of mention is telogen effluvium. The



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telogen phase is when a small number of hair shafts are shed from the follicle. However, during telogen effluvium, an increased proportion of hair follicles are forced into this phase, inducing the excessive shedding of hair.

It is important to establish that not all hair fall problems can be attributed to genetic defects or complicated diseases. Most of the time, hair falls into a detrimental state due to unhealthy habits such as excessive smoking and alcohol consumption, an imbalanced diet and irregular sleeping habits.

For most of the disorders mentioned, modern medicine suggests a cocktail of drugs such as minoxidil, finasteride and a variety of corticosteroids. In most cases, however, the negative side effects are not mentioned.

This is why Neeta's Herbal prefers using naturally occurring, non-synthetic ingredients to nurture and strengthen your hair. It is

possible to reverse the problems mentioned using simple herbal countermeasures that are safe and free of debilitating side effects.

Hair fall is an agonising experience as its effects are not only the physical state, but also the mental and emotional state.

Apart from hair care, Neeta's Herbal also administers treatment for various skin problems and disorders. Hair extensions and customised wigs are also available at its centres.

■ Whether you are suffering from a hair disorder or simply wish to maintain a healthy scalp, visit Neeta's Herbal International headquarters at 101, Jalan Maarof, Bangsar Baru, Kuala Lumpur, or call its hotline at Bangsar (03-2282 8868), Damansara Utama (03-7728 6751), Kajang (03-8741 2000) and Klang (03-3318 1412). Alternatively, log on to www.neetaherbal.com or e-mail neetaherbal@gmail.com.