



## Hair loss product programme

# FIVE THINGS YOU MUST DO IN ORDER TO GET THE ABSOLUTE BEST RESULTS FROM USING YOUR HAIR LOSS PRODUCT



## Lesson #2: Duration: Committing to Seeing Results



## Committing to Seeing Results

If you haven't yet taken a look at lesson #1 all about the importance of consistency then stop now. Go back and watch the first video or download and take a look at the PDF.

The 'seed' of *this* lesson on your Commitment to Seeing Results is held within Carl's account of his visit to the hair and scalp specialist or, the trichologist as they are known in the industry.

During Carl's visit the trichologist explains to him:

*"If on examining a hair loss sufferer's scalp after six months of treatment, it is found to be in the same condition as it was on their first visit – with no further reduction in hair 'density' – then the treatment is considered a success."*

Anyone serious about starting a successful hair loss treatment should re-read and really understand this. Because comprehending this from the very start may help patients from becoming despondent with what might seem like the lack of results.

When there are no 'visible' signs of improvement it doesn't mean that your treatment *isn't* working. Knowing this can keep you on track when you may otherwise have given up or switch products (cyclic product usage).

We want to believe that our hair loss problem can be resolved. We read the claims and amazing case studies made by hair and scalp experts and product marketers, and many of them are true.

But by definition we simply have to accept that the majority of users (of any hair loss product) will *not* see a result in the shortest amount of time.

Of course there are going to be variances; it's going to be different for everyone. Although there will be an average, there is a scale with polar opposites.

This means no matter which hair loss product or programme you choose – from the strangest home-made Aborigine hair loss balm to the world's most advanced treatment system, somewhere there will be a single individual that using the same system that will experience the quickest result and somewhere else another individual at the other end of the scale that with no result at all.



In fact many users of any product will have no results at all simply because they won't use the treatment that they have purchased. Or they will use it in an ad-hoc and inconsistent manner or they will discontinue use and start a cyclic product usage pattern by beginning yet another hair loss treatment.

Incredibly, just like the millions of unread books that people buy every year there are bathroom cabinets all over the developed world with half used hair loss treatments. It is estimated that 9 out of every 10 of such bottles is the first bottle purchased by its owner.

"The majority of customers only ever purchase one bottle of hair loss treatment." states Director of Ahead Solutions, Lee Cunningham.

A month's treatment with any hair loss product on this Earth isn't going to make a difference. Thirty days is simply not long enough for the hair follicles to respond to treatment. It's like taking one single antibiotic capsule from a course of 7 days and expecting it to work.

Remember from lesson #1 how the trichologist also states:

*"It can take 2-3 years for hair to thicken back up to levels experienced in the past before a period of sustained hair loss [...] no one is going to get a result with a single bottle of any hair loss product currently available. It just isn't going to happen."*

So slowing down excess hair loss to 'normal levels' may take six months it could take four to six times that to experience a transformation of hair density back to that a user had before the [excess] hair loss began.

Now whilst these time-frames are not typical it's vital for those embarking on a hair loss treatment journey to know about them. It can help people make a more informed choice.

Indeed the awareness of this information could help *some* to accept hair loss as a fact of their life and to spend their time, energy and finances on life experiences that are more enjoyable than the pursuit of having a full head of hair again.



## In Summary:

Hair grows slowly.

Shrinking hair follicles may take many months to become capable of producing thicker hair again.

Those experiencing hair loss and/or thinning should remember that loss levels need to be controlled before growth, replenishment and thickening occur.

This is not a 'one bottle fix' regardless of which hair loss treatment is used.

It's possible for a hair loss treatment regime to take up to six months just to slow down hair loss to what might be considered normal for a patient.

Regaining a hair growth density comparable to pre-hair loss levels may take two to three years.

The above two points assume a treatment regime that is consistent – see lesson #1 if you have not studied 'Consistency is Vital'.

Setting your expectations of what your results may look like throughout the stages of hair loss treatment and the length of time it may take to certain milestones can help reinforce your commitment to success.

Knowledge of these facts may also help by reducing anxiety in the early stages of any hair loss treatment programme; when there is, as yet, no visible sign of success.

## Still to come...

- ✓ 60s hair Loss Count: Count & track your treatment progress
- ✓ Identifying the cause of your hair loss
- ✓ Application: the way you 'do it' can affect your results