

# STYLISH OPTIONS FOR THINNING HAIR

**APPEARANCES COUNT.** Let's face it, we're judged by first impressions. As we strive to look the best we can, age can take its toll. One issue a woman is faced with as she gets older is thinning hair or patchy hair loss. It's bad enough for a man, but for a woman it can be devastating. Sex and even age has little bearing on thinning hair or hair loss.

The most common cause of thinning hair in women is genetics. Blame it on mom? Contrary to popular belief, androgenetic alopecia (inherited female pattern baldness) can come from either the mother's or father's side of the family. Most often, this presents as hair loss of 50-150 strands a day and typically starts occurring on women in their 20's and 30's. There are other types of hair loss, patchy hair loss (alopecia areata), total hair loss (alopecia totalis), or hair loss over the entire body (alopecia universalis).

In addition to genetics, hair loss can be caused by poor nutrition, excessive dieting, vitamin deficiency, illnesses/diseases, stress, child birth, drugs and hormonal changes. Wearing hats, rubber bands or barrettes or washing your hair frequently does not contribute to hair loss, unless used or done improperly. AMS Designs, Inc., a Chicago-based company owned by **Carmelita and Anthony Santangelo** has helped women with thinning hair for more than 20 years. The Santangelos launched the company with their collective expertise, Anthony has been a licensed cosmetologist for over 28 years and Carmelita for over 18. After receiving several compliments and inquires about a wig they designed and styled for a friend, they realized there was a need for a specialized salon dealing with the sensitive issue of thinning hair and hair loss in women.

"Thinning hair is a taboo in society, client want privacy" explains Anthony. "They have a special need and that need was not being met, that's why we created what we did."

AMS Designs, Inc., a full service salon specializing in all forms of non-surgical and topical hair replacement, has a clientele of both men and women. This includes custom designed hair systems and additions, integrated hair pieces, extensions, custom and readymade wig along with a full array other options. They also provide the full range of styling services specific to maintaining both your existing hair and your added or "new" hair, as Carmelita prefers to say.

Hair replacement is considered an art, an art that has evolved dramatically over the years. Techniques used today have greatly improved, and women today now have as many if not more options than their counterparts. Hair replacements have been developed that look, feel and react exactly like your own hair. At AMS Designs, only the finest quality human hair from the central European states is used to insure the texture and feel of the hair replacement system is natural and consistent with your own hair. "it's imperative for the hair to be right. If the hair is wrong, it's like the difference between wearing polyester and silk," explains stylist Don Beneda. Anthony said, "We have a client that was married for a year before she told her husband she had a hair replacement, and she told us he was completely shocked when she told him."

Advances have also been made in the area of topical solutions used in treating hair loss and thinning hair. One such advancement is dhtSensor, in a one year study, dhtSensor, 80% of the test subjects showed an increase in the amount of growing hairs and 100% showed increases in the diameter of the hair.

"Hair, our crowning glory, allows you to express your individualism. It make you look younger, healthier, glamorous and yes even sexier," affirms Sarene Cordova, a stylist at AMS Designs. ■