

Beauty

WHERE'S MY HAIR?

Sometimes what you're doing to your hair can cause it to fall out. A style that pulls your hair, such as corn rows or braids, can cause permanent hair loss. In fact, women who wear their hair in tight braids or curls close hair right across the forehead, their hairline, Jones says.

Home colouring can also cause problems. Toronto hairstylist Brad Brown explains, "The first time you use hair colour, you colour the roots, then you comb it through the rest of the hair. After it's been coloured on the ends initially, you're not supposed to do that again in subsequent treatments, but people do. You should just comb through the rest with water and conditioner."

Over-perming, as well as chemical straightening, can also cause hair loss. So can the extensions people often add to thicken thinning hair.

From Mousy to Mousse

While nothing sold in the beauty aisle is going to create more hair on your head, a number of products can give you the appearance of a healthy mane.

Kathryn Bemrose uses a thickening shampoo by Bumble

& Bumble, Curl Life by Matrix, and Whipped Crème by Sebastian. "I've also used

to achieve more volume by bending and spraying hair with a thick hair band, or hair piece that



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When hair is thinner. When blow-drying your hair, start with a thickening spray. Take a large round brush (hair should go around the brush at least one and a half times), and dry your hair in sections.

Brown says you can also

Medicine

Popular pharmaceuticals to thinning hair are covered by making the medication. Side effect factors determine with minoxidil under the name Rogaine or Regaine. The medication, which is rubbed on the head, has a certain amount of success for both men and women: it stops hair loss and in some cases causes hair to grow again.

Dr. Robert Jones says it makes a difference in hair count. "I see women who use it and regrow enough hair that they're happier with their appearance."

The product is sold as a two per cent mixture over-the-counter, while the stronger five per cent requires a prescription. The side effects are minimal, but it must be used continually for it to be effective.

Another drug, called finasteride, works by stopping the conversion of testosterone to di-

Products

According to Tomica Wright of Beauticians Beauty Supply in Toronto, the following products can add volume and increase the appearance of thickness:

- Matrix – Amplify, Vavoom volumizing products
- Biolage – Volumizing Whipped Mousse
- Big Sexy Hair – Blow Dry Volumizing Gel
- Kenra – Volumizing Shampoo and Conditioner
- KMS - Add Volume products
- Graham Webb - Thick Infusion products
- Mark Anthony – Instantly Thick products