

Women's Hair Loss Site recognized by AAD

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Industry News

The Women's Institute for Fine and Thinning Hair Sponsored by Rogaine will be recognized by the American Academy of Dermatology (AAD) today at the 5th Annual Gold Triangle Awards in New York City. The Women's Institute for Fine and Thinning Hair Sponsored by Rogaine will be recognized by the American Academy of Dermatology (AAD) today at the 5th Annual Gold Triangle Awards in New York City. The Gold Triangle hallmarks the strides the Women's Institute has taken to increase awareness of hair loss as a public health issue...Nearly 30 million women in the United States -- or one in four -- experience hereditary hair thinning, the most common form of hair loss. Fifty percent of women will experience some degree of hair thinning by age 50. Almost 40 percent of women with hair thinning never expect it to happen to them, according to research.

The Gold Triangle Award honors communications campaigns that further the understanding of dermatological issues and encourage healthy behavior in the care of skin, hair and nails.

"On behalf of the Institute, it is an honor to receive such a prestigious award from the AAD," said Terrence L. Stecz, President, Pharmacia Consumer Healthcare -- North America. "We would like to thank the AAD for acknowledging the importance of female hair loss and hope this award will inspire more women to seek expert advice from the Institute."

The Women's Institute provides women of all ages with a steady stream of information and advice that will help them deal with the physical, emotional, and social realities of hair thinning. The Institute is a forum where women can self-assess their propensity for hair thinning, obtain news about the latest studies and remedies, and share personal experiences with others.

Founded in February 2000, the Women's Institute is an avenue for the exchange of knowledge and information on the prevalence of women's hair thinning, its causes and treatments, styling options, and coping techniques. Since its inception, the Institute has educated millions of women on fine, thin, and thinning hair through its Web site, toll-free number, news reports, and personal appearances by advisory board members.

The Institute is directed by a wealth of experts in the fields of dermatology, psychology, and hair styling.

-- Zoe Draelos, M.D., founder of Dermatology Consulting Services in High Point, North Carolina

-- Lorna Thomas, M.D., board-certified dermatologist with a private practice in Detroit, Michigan

-- Peggy Elam, Ph.D., licensed psychologist and health service provider in Nashville, Tennessee

-- Ellen Rubin, Psy.D, practicing psychologist and clinical instructor at the New York University School of Medicine, New York, New York

-- Robert Cromeans, Artistic Director for John Paul Mitchell Systems, San Diego, California

-- John Atchison, John Atchison Salon in New York, New York and Los Angeles, California

-- Justine Beech, Director of Color for Gavert Atelier hair salon, Los Angeles, California

-- Jose Valdez, stylist with Eiji Salon in New York, New York

In the coming months, the Institute will add an OB/GYN to its board as 54 percent of women consider their OB/GYN as their primary care physician. This addition will open new channels of

communication for women to discuss this issue.

More information about women's hair loss is available by calling the Women's Institute For Fine and Thinning Hair Sponsored by Rogaine toll-free at 877-554-HAIR.

About hair thinning and loss in women

Hereditary hair thinning involves a miniaturization process, causing hair follicles to become smaller and reducing the time period in which they can grow. Since the hair is unable to complete the full growth cycle, the follicle produces thinner, shorter, and less pigmented hair.

Although it has been traditionally considered part of the male's aging process, hair loss affects women too, although somewhat differently. Women generally experience diffuse thinning over the entire top of the head, which can be difficult to detect. Men typically develop "bald spots" and/or a receding hairline.

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