

## Consumer Alert: ProSante Hair Loss Products

Posted by : admin on Oct 10, 2007 - 08:19 PM

### Consumer Alerts

A breakthrough hair loss product called ProSante is now available, but its anything but a breakthrough. A new product line just released by Shaklee Corporation called ProSante is being touted a "breakthrough" hair care system for people with Fine and thinning hair. While it may be a great cosmetic product, it is not a hair loss treatment...This article is intended as an informative piece to help the consumer differentiate between a potentially helpful cosmetic product, and a treatment which can be used to stop or reverse hair loss. Shaklee has recently released a line of products called ProSante. It is being marketed to hair loss sufferers, but it is not a hair loss treatment, as medical science labels hair loss treatments today. Shaklee is a good company with a good reputation of quality products, but as a hair loss site dedicated to helping educate hair loss sufferers on what products will and won't stop or reverse hair loss (male / female pattern baldness or androgenetic alopecia), it's important to us that you're aware of where to appropriately categorize products like these.

### What is a Hair Loss Treatment?

Science has established that male pattern hair loss is due to a complex interaction of genetic signals and hormonal related functions involving DHT production, androgen receptors, and an inflammatory response. Consequently, treatments that focus on reversing these major factors, or enabling hair to grow successfully despite them, and which perform in clinical trials successfully doing these things for a minimum of one year are considered legitimate hair loss treatments. Propecia is one such treatment that has extensive FDA clinical trials showing its ability to affect DHT formation and maintain and increase hair counts. Rogaine is the only other product on the market today that has been clinically shown to stimulate hair growth despite all the hormonally degrading activities going on in the scalp. There are a host of potentially helpful ingredients that make up the majority of other products on the market that may or may not help, as well. Hair loss in the average well-nourished human is not due to an insufficiency of vitamins or nutrients, nor is it typically associated with hair breakage. In fact, male and female pattern baldness or Androgenetic Alopecia, whom this product is being marketed primarily to, is associated with the following symptoms:

- Decrease in Hair Count
- Hairline Recession
- Greater number of follicles in Resting phase
- Marked decrease in follicle width, length, and pigmentation over time (miniaturization)

### What is ProSante?

Prosante has not been shown in its clinical trials to assist with any of the above typical symptoms of male or female pattern hair loss.

On the upside, ProSante has been clinically proven to improve hair strength and reduce hair breakage during combing, a condition that many people do have. If you have this condition, these products are definitely for you.

- Legitimate Proven Treatments for Men: Overview
- Legitimate Proven Treatments for Women: Overview

ProSante has done extensive testing on the effects of its products on the cosmetic appearance and health of existing hair. For those of you who have very dry or unhealthy hair, or whom experience a high incidence of hair breakage or poor hair strength, these products may be exactly what you need. According to their privately run clinical trial results (not published in any medical journals as of yet) nearly 65 percent of users experienced a reduction of hair lost or broken during combing.

It is important that one takes note that this does not mean it stopped the processes that cause hair loss. It means a reduction of hair **breakage** while combing, and hair lost during the process of the brush running through the hair. ProSante does not reduce the progression of male or female pattern hair loss in 65 percent of people. It improves the health of the hair, and the strength of the hair, so as to reduce the incidence of breakage and fallout by 65% during combing.

### **Keeping to the Facts**

Shaklee corporation works on a multilevel sales structure where several qualified individuals can act as independant sales reps for the company. Unfortunately several Shaklee sales consultants are making claims about this product which are innacurate, including claims regarding its ability to stimulate hair growth. The FDA has established stringent laws regarding the claim that a product has the ability to grow hair. Without having gone through the necessary channels, this claim cannot legally be made.

The ownership of Shaklee has been very straight forward with us on these matters, sticking to the facts surrounding exactly what ProSante can and cannot do, however several Shaklee sales representatives have been telling consumers that the product "causes hair regrowth" on a regular basis.

We want to encourage our users to remember that this is a cosmetic product, not a hair loss treatment, and it has not been shown to stimulate hair growth or stop male or female pattern baldness from progressing. The ownership of Shaklee themselves have acknowledged this to us. We encourage the informed consumer to not be deceived by anyone claiming otherwise.

Due to Shaklee's long history of high quality products, and concern for the health and well being of the general public, we are confident that the ProSante line of products are a very helpful and high quality line of hair care products for those who have problems with dry, damaged, or weakened hair. It should not, however, be considered a hair loss treatment.

If and when ProSante performs in clinical trials for the treatment of Androgenetic or any other type of Alopecia, we will be the first to promote it as a treatment that our users may benefit from. Until then, we encourage our users with dry or damaged hair to try it out as a potential treatment for that condition only. Focus on the scientifically backed clinically proven treatments for your hair loss.

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