

Energizer Bunny Plays on Hair Loss

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Hair Loss News

Energizer Bunny makes fun of hair loss snake oils with Growzan Commercial Recently a commercial on prime time television caused quite a stir in the world of hair loss sufferers. Many of you may have seen the commercial created by Energizer, which is intended as a parody on hair loss products. Dubbed "Growzan", the commercial starts out by shouting the praises of the new treatment for hair loss and looking like every other cheesy infomercial we've all seen many times before...As they continue making lavish statements about it's incredible effectiveness, the bunny suddenly makes its way across the screen, and a surprised Growzan customer turns to see what the noise is. The viewing audience is presented with his back, covered in thick brown dense body hair.

To supplement the commercial, the folks at Energizer even went so far as to create a web site featuring Growzan. You can see it here: <http://www.growzan.com/>

Not surprisingly, some people are very angered by this commercial and are calling a boycott on Energizer. Their reasoning behind the boycott is the disservice they feel Energizer has done to all the work people are doing to make hair loss a serious issue with a serious need for a cure. They feel the commercial works to ruin the growing public concern for hair loss by once again making light of the condition.

While the majority of hair loss sufferers viewed the commercial with a bittersweet grin, it's all too important that a lesson be learned from this commercial. The reason Energizer spent so much money making it is because there still is an assumption that hair loss products are a joke. Why do they assume this? Because so many DON'T WORK.

You may feel that those calling a boycott on Energizer are over-reacting. Well, let's look at the bigger picture. Its the snake oils that make people laugh at hair loss and cause those Energizer commercials to come about, because its the snake oils that don't work, that cause the frustration, that take money from people, and that eliminate people's trust in the ones that DO work. It's because of the snake oils that the support for research, and the funding from private parties goes right down the drain. Why? They're embarrassed. They're not convinced it's worth the money, and they consider it a useless investment for them.

Ask around. The general consensus out there is that you can't do anything to stop your hair loss. The sole reason for that mentality is the number of snake oils people have spent money on and saw Zero success with. They ruin all the work we all do to get the word out on what's good and true. HairlossTalk has turned down several organizations who have come to us, asking to give us money to place their advertisement on our site for this very reason.

While a boycott on Energizer may be a bit much, you can help change the public's perception by not buying any hair loss product that cannot scientifically prove that its ingredients work for hair loss, or that violate the scientific understanding of what TRULY causes hair loss. Nearly every snake oil out there has broken at least one of these rules. Don't let yourself be deceived. If the whole world isn't already talking about it, it probably isn't the new cure to hair loss.

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