



## **ALOPECIA AWARENESS TOUR 2011**

My Alopecia Awareness Tour 2011 was awesome! During the months of September and October, we included 5 cities of educational seminars, honoree at the NTMCC 1<sup>st</sup> Anniversary Celebration, and received massive media exposure!!!

**August:** Reporter Tia Williams from Essence online interviewed Dr. Amerson for featured article; "Ask the Experts: Do You Have Alopecia?"

**September:** Radio Talk Show Host Greg Johnson interviewed Dr. Amerson about her Alopecia Tour 2011.

**September:** Encore HD Hair Magazine goes National and includes featured article: Alopecia Tour 2010.

**September:** Trendsetters To Trendsetters Magazine features article: Alopecia Totalis Awareness

**September:** Syndicated Radio Talk Show Host Ken McCoy interviews Dr. Amerson about her Alopecia Tour 2011.

**September 10:** Alopecia Awareness Seminar at LA's Hair & Scalp Clinic, Arlington, TX

**September 17:** Alopecia Awareness Seminar in Killeen, TX at the Harker Heights Activities Center

**September:** Reporter Cheryl Smith interviews Dr. Amerson about Alopecia Tour 2011 and Alopecia Cruise 2012.

**September:** Reporter LaShonda Cooks interviews Dr. Amerson for Dallas Examiner Newspaper.

**September:** Featured article in La-Vida... The Black Voice Newspaper, Ft. Worth, TX

**September 19<sup>th</sup>:** Business Networking Mixer at LA's Hair & Scalp Clinic, Arlington, TX

**September:** Reporter Valencia Muhammad interviews Dr. Amerson for featured article on Alopecia in the Afro Newspaper, Washington, DC

**September:** Several Online Magazines featured my articles.

**September 7<sup>th</sup>:** Ad featured in October Essence Magazine

**October:** Editorials featured in Essence HOT HAIR Special Issue 2011-2012

Pg. 100 "Edgewise"

Pg. 97 "Scalp SOS"

**October 1<sup>st</sup>:** Alopecia Awareness Seminar in Grand Prairie, TX for Diamonds of Distinction Mentoring Group.

**October 8-12<sup>th</sup>:** Alopecia Awareness Seminar in Tyler, TX for the TSABCL #47 at the Holiday Inn Hotel.

**October 13<sup>th</sup>:** Honoree at NTMCC: The Innovative Business Of The Year

(Highlight of my Alopecia Tour 2011)

**October 16-17<sup>th</sup>:** Alopecia Seminars in Houston, TX at The 1<sup>st</sup> Comedy Hair Show hosted by John Micheal.

**October 22<sup>nd</sup>:** Vendor at WOW (Women of Worth) Women's Conference, Arlington, TX



I am so thankful for the opportunity to complete my Tour. This year, I was also blessed to expand my product line to an Educational CD & DVDs, Shower Gels with fragrance, and leather accessories! My product line, Dr. Amerson's Therapeutic Essentials, LLC, CD & DVD's, and Accessories went over extremely well!

We are really excited about my Alopecia Awareness Cruise 2012 and Essay Contest! Submissions are accepted until July 1, 2012. Dates are September 10-15, 2012. Includes a 5-day Western Caribbean to Cozymel and Yucatan, Progreso Mexico. Winning Essay will win a FREE Cruise with one parent. Details are posted on my website: [www.hairandscalpessentials.com](http://www.hairandscalpessentials.com) or Call Dr. Amerson 817 265-8854.

Cruise Coordinator is Ms. Armie Snarley.