

## Thick and Healthy hair? Easy! Dr. Amerson talks on a National Alopecia Month.

Besides yellow colors on the trees, in fall not only leaves are falling off... If you experienced your hair weakened and shedding help is available! September is a national Alopecia



month. We invited Dr. Linda Amerson, doctor of Trichology to help us understand the reasons and solutions of this cause. Besides being charming, Dr. Amerson is a successful business owner, international educator, guest columnist, and radio and television personality and one of the leading Trichologists in the World. She invigorates your scalp follicles for rapid hair regrowth, and heals scalp conditions.

**S!** Hello, Linda! How are you today?

**LA:** I am fantastic! Thank you so much for asking. Thank you for the opportunity to be on your cover for National Alopecia Awareness Month.

**S!** We are happy to welcome you on our cover story and have many questions from our readers! Often people are shy to talk about their problems with hair. Maximum of the effort would be googling on the internet, or asking family and friends who have no expertise. What would you advise to those, who just started experiencing hair loss or weakness?

**LA:** My first recommendation would be to seek an expert for an analysis and plan of action. Do not listen to family and friends who have no credentials, expertise, and suggest a home remedy/concoction. (Oops I may step on someones toes). As an expert, we get to and analyze the ROOT of the problem microscopically. We use a polarized microscope and trichoscope, to combine science of the structure of hair strand, hair bulb, internal deficiencies visible within the hair strands, show the consumer their areas of concern, and much more. Put simply, we microscopically analyze, give a diagnosis, then recommend a plan of action. We do not guess, we use science, anatomy, knowledge of hair structure, nutrition, combining internal and external factors put simply.

**S!** What are the main steps to take when one start noticing hair problems?

**LA:** The main steps are to have the hair loss or scalp condition analyzed sooner than later. The longer a consumer waits, the more severe the condition may become. In addition, we offer a mail in hair strand service.

Many consumers will mail in their hair strands for an analysis when noticing hair problems. This service has assisted many globally.





**SI:** Wow, that's indeed of great help! Hair loss can be caused by many reasons, right? Some people have their scalp very dry, others on the contrary, have a lot of sebum, third group would suffer from itching. We heard many positive reviews on **Dr. Amerson's™ Hair, Scalp and Skin Therapeutic Essentials, LLC**. Could you explain, how it works? How would it address these three different problems?

**LA:** Yes, there are 100 categories of alopecia. The cause is a case by case basis... internal, self-inflicted, environmental, to name a few. I would be delighted to explain my fabulous, exclusive product line. It has been on the global market for over 12.5 years! For very dry scalp, excessive sebum buildup, and severely itchy scalp we would recommend an analysis for the consumer to come to our Clinic. If the consumer lived in a different state or country... for the very dry scalp we would recommend our Hair and Scalp Shampoo, Revitalizing Conditioner, Moisturizer and Anti-Itch Soothing... inquire about hair texture. For the consumer with excessive sebum buildup, we would recommend our Hair and Scalp Shampoo, and Revitalizing Conditioner.... we would ask more questions about their hair texture for other suggestions. Then, for an excessively itchy scalp, we would recommend our Hair and Scalp Shampoo, Revitalizing Conditioner, and Anti-Itch Soothing Oil... inquire about hair texture.

**SI:** What are the active components of **Dr. Amerson's™ Hair, Scalp and Skin Therapeutic Essentials, LLC**?

**LA:** My products are manufactured at an OSHA Approved facility in Garland, TX. They use the highest quality, natural ingredients for hair growth, and many common scalp conditions. My products have been on the global market for over 12.5 years. This facility has done fantastic formulas for my product line. It was very important to me to have a premium product line to support my clinic treatments for consumers.

**SI:** Does one need to change personal hygiene when one start noticing hair loss?

**LA:** Regarding a person needing to change their personal hygiene after noticing hair loss, it depends on if there is only a hair loss condition. A high percentage of our patients have a combination of scalp conditions and hair loss which they were not aware of. Some hair loss therapies require a more aggressive frequency. Personal hygiene and scalp/hair loss treatments are different.



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Dr. Linda Amerson  
Doctor of Trichology

**S!** Is it possible to recover lost hair? How long can the treatment take?

**LA:** There 3 categories to hair loss recovery. Some cases are 100% reversible. Some cases have limitations, (numerous scalp conditions) resulting in less than 100% reversibility. Then there are severe hair loss and scalp conditions which are irreversible. Treatment for hair loss will vary per patient, depending on the degree of severity. Timelines may be 2 months to 2 years.

**S!** After the treatment, does one need to follow special rules in order to avoid problems again?

**LA:** Special rules in order to avoid a re-occurrence, again will vary per patient. Some patients with mechanical, chemical or hair-style induced conditions need to not repeat the same practices in excess. Some patients with nutritional deficiencies need to have a consistency with a healthy diet, supplements & exercise. Some patients choose to come for monthly continuation of clinic treatments...continuous benefits.

**S!** Besides your amazing product, that already proved to change lives of many, you have a truly great opportunity: your annual alopecia scholarship! How did it go last year?

**LA:** My 2018 Scholarship recipient was Children's Alopecia Project. It was fantastic! I attended the camp in East Texas as a volunteer. Had a great time meeting the parents and kids...seeing the smiles on the kids faces. I knew the founders Betsey, Jeff and their daughter Madison.

**S!** How many winners did you have in 2018? Did they do well?

**LA:** Because I did not have a scholarship submitted, I decided to donate to the organization to sponsor a child attending the 2018 Children's Alopecia Project (CAP) Camp in Texas.

**S!** That's amazing! What about 2019? Have you already selected the winner?

**LA:** My alopecia scholarship winner is college student Alyssa Correia from New Jersey.



**S!** Congratulations to Mrs. Alyssa Correia from "Splash!" group! What made you see that this girl stood out of the crowd?

**LA:** She wrote an excellent essay on our topic 'Educating Peers About My Alopecia'. My panel of judges chose Alyssa as our winner.

**S!** Thank you Linda for this productive and helpful interview! I am happy to spread this knowledge with our readers!

**LA:** You are very welcome. Thank you for helping me spread the word about alopecia and scalp maladies.

