

Chuck Nyvele~Writer/Critic for Billboard Magazine

“Cruise With A Purpose,” Dr. Linda Amerson

Award-winning doctor, entrepreneur, philanthropist, lecturer and radio/TV personality Dr. Linda Amerson, has added songwriter and singer to her robust roster of accomplishments! As one of the leading Trichologists in the world, she specializes in the study of alopecia (hair loss) and scalp disorder conditions. In addition to offering an exclusive online range of hair and scalp products via Dr. Amerson’s Hair, Scalp and Skin Therapeutic Essentials, LLC, in 1999 she opened L.A.’s Hair and Scalp Clinic, the first Trichology Training Center in the nation. Based in Arlington, Texas, Dr. Amerson serves as Director and Lead Trainer.

To help spread the good word about her second CWAP, with scholarships for children- and adult-focused “Cruise With A Purpose” for Alopecia Awareness, Dr. A has released the good-natured, ultra positive song “Cruise With a Purpose.” Produced by Phazz Clark and featuring the doctor herself singing and rapping, the uptempo breezy track glides along like a ship at sea... as she offers the rhyme: “Enjoy yourself while you’re here, because we’d love to see you all back next year/On the Cruise with a purpose (happy today, happy today!).”

The 2014 track follows Dr. Amerson’s song debut two years ago, which she wrote as an icebreaker for the first Cruise With A Purpose. That song went over so well that... how could she resist with a fun follow-up? The scholarship essay winners are Mayaah Peppers and Sanah Jivani. Be sure to check out the accompanying video clip for “Cruise With a Purpose.”

And for much more information about Dr. Amerson’s achievements and awards, check out hairandscalpessentials.com.

Sweden Music Producer- Andrea Laserlife

Alopecia affects many people around the world, yet there is not a lot of awareness surrounding this particular condition. Dr. A set out to take on a fun and fresh approach in order to spread the word: writing a song about it! Unfortunately there aren’t many institutions or professionals who actually devote their time and energy to spread awareness about such issue, so Dr. A’s work truly comes as a blessing!

Her themes song “Cruise With A Purpose” was originally performed as a ice breaker in front of the audience during the first cruise “Dr. Amerson Cruising With A Purpose!”, but the song was received so well that it eventually became sort of a signature track for her! With a modern and fresh beat, the song unfolds with a catchy vibe, as Linda’s soulful vocals take the spotlight and blend in beautifully. Just about the best compromise between that amazing old school vibe and that fresh modern feel! The song is not only remarkable for its reason and meaning, but it is also really entertaining and well-produced, showcasing Dr. A’s talent as well as here knowledgeable and caring personality. Your song is really inspirational!

Head over to the official website to find out more: <http://www.hairandscalpessentials.com/>

Music & Video Review by Larry Stephens

“I am just smiling from ear to ear!! I am very “HAPPY TODAY” to help announce and celebrate my friend Dr. Linda Amerson’s Cruise With A Purpose Official Video!! I was privileged to be on the very first Cruise With a Purpose 2 years ago. It was my first time ever being on a cruise. So, I went expecting to have some R&R and just chill. Well, there was soooo much to do on the cruise including going to Dr. Amerson’s Classes on Alopecia Awareness. Being a cosmetologist, I know the struggles people have dealing with this devastating disorder. Alopecia affects one person in every ten, and genetics play a role in one in five cases. So, Dr. Linda Amerson is doing her part in getting her message out. AND WHAT A MESSAGE!!

She debuted her song “Cruise With A Purpose” and it was a HIT with all of us. So, she asked us should she put music to it. It was a resounding YES!!!! She first produced the song and then..... WOW!! Then the video!! I must say Dr. A, I am so proud of you and your perseverance in getting this video produced and on the airwaves. I invite EVERYONE to click on the link and watch the video and be blessed by it!! BTW, you will see a familiar face throughout the video. YOU GOT ME!! LOL”

Review by UK Music Journalist Tom Targaryen

“Check out the latest Viral hit ‘Cruise With A Purpose’ by Dr Linda Amerson! It is really rare to hear such an important message in music these days, and this is definitely worth supporting! She is using music to spread a positive message about alopecia awareness. She also clearly has a passion to help children and teenagers affected with alopecia. One scholarship given in 2012 to Cayla Staples, two scholarships given in 2014 to Mayaah Peppers and Sanah Jivani for the upcoming 2nd Cruise With a Purpose September 6-13, 2015.”

Alopecia affects over 80 million Americans, and if you need help go to www.hairandscalpessentials.com

Borneangel Music Review CWAP

Alopecia affects millions of people every year, men, women and children alike. Dr. Linda Amerson has been studying hair loss and scalp conditions for years and is a world-renowned specialist in Trichology, dedicating her life's work to raising awareness about this chronic disease and possible treatments available for those who suffer.

The song "Cruise With a Purpose" came into life in 2012 when Dr. A., as she likes to be called, took to the high seas with the Alopecia Awareness Cruise, also known as Cruise With a Purpose. It was a fun way to bring alopecia to the forefront of our awareness, letting people everywhere know there is a treatment and cure, and made a big splash with the hair loss community. Initially, she wrote the lyrics as a way to break the ice using the power of music and debuted the song to listeners of her radio show on June 5, 2013. It was met with rave reviews, and from there the ball was rolling.

Dr. A. is not only talented, but knows how to make her work enjoyable; the song exploded in popularity for its original content. Cruise With a Purpose has a great upbeat tempo that makes it easy to jam to, with a positive message for those with alopecia. The lyrics are catchy and the hook sticks in your brain like barbed wire, consistently reminding you of better things to come.

In early 2013, the doctor met with music producer and composer extraordinaire Phazz Clark, who helped to collaborate on a professional version of Cruise With a Purpose. This year will see a music video go viral on September 19, 2014!

The next Cruise With a Purpose to raise alopecia awareness will be September 6-13, 2015, where Dr. A. will also be giving away scholarships to two lucky essay winner recipients, Mayaah Peppers and Sanah Jivani. Called the Singing Hair Doctor by others in the music industry, Dr. A. is one creative lady who knows just how to capture her audience's attention. Be sure you don't miss the video debut from the doctor who literally crosses borders, both musically and professionally. It's sure to be the event of National Alopecia Awareness month!

Learn more information about Dr. Amerson & her mission @

<http://hairandscalpessentials.com>
