



A CHE SALON GUIDE • ST. LOUIS

The Truth About *Hair Loss*

5 Things Every Woman Should Know Before Hair Thinning Gets Worse



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WELCOME

You Are Not Alone

If you're reading this guide, you've probably noticed something different about your hair.

Maybe you're seeing more hair in your brush. Maybe your ponytail isn't as full as it used to be. Maybe you've noticed more scalp showing than before.

Hair thinning affects millions of women — and many don't know where to begin or who to trust.

The good news is that understanding what's happening is the first step toward healthier hair.

Inside this guide you'll discover

- Common causes of hair thinning
- Early warning signs to watch for
- The most common hair loss myths
- What your next step should be

Let's get started.

CHAPTER ONE

Why Does Hair Loss Happen?

Hair loss isn't caused by just one thing. Many factors can contribute to thinning — and often, several work together.



Genetics

Family history can shape hair density over time.



Hormonal Changes

Pregnancy, menopause and thyroid shifts.



Stress

Physical or emotional stress can trigger shedding.



Nutritional Deficiencies

Iron, protein and vitamin gaps show in hair.



Poor Scalp Health

Buildup and irritation weaken the foundation.



Medications & Conditions

Certain treatments affect the hair cycle.

Your scalp is the foundation of healthy hair.

When your scalp isn't healthy, your hair often reflects it. A professional scalp consultation can help identify visible concerns and recommend the most appropriate next steps. Some situations may also require evaluation by a healthcare provider.

A healthy foundation is where beautiful hair begins.

CHAPTER TWO

Early Signs You Shouldn't Ignore

Hair loss often begins gradually. You may notice:

- ✓ More hair in your brush
- ✓ Increased shedding
- ✓ A widening part
- ✓ A thinner ponytail
- ✓ Hairline changes
- ✓ Slower hair growth
- ✓ More visible scalp
- ✓ Scalp itching or irritation

The earlier you recognize these changes, the more options you may have to support healthier hair and scalp.

*Early action
can make a
meaningful
difference.*

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CHAPTER THREE

Hair Loss Myths

A few beliefs keep women from getting help early. Here's what's actually true.

MYTH

Hair loss only happens to men.

TRUTH

Millions of women experience hair thinning too.

MYTH

Hair oils can fix every type of hair loss.

TRUTH

Oils may nourish the scalp, but they don't address every underlying cause.

MYTH

If I wait, it will get better.

TRUTH

Waiting may allow some forms of thinning to progress. Seeking guidance early can make a difference.

MYTH

Nothing can be done.

TRUTH

Many people benefit from professional scalp care, healthy lifestyle changes, and, when appropriate, medical evaluation.

Knowledge is power.

The sooner you understand what's happening, the sooner you can take the next step.



YOUR NEXT STEP

Imagine looking in the mirror — feeling confident, feeling beautiful, feeling like yourself again.

Hair loss can affect more than your appearance — it can affect your confidence. At CHE Salon, my goal is to educate, support, and guide you with personalized care and professional expertise.

Your Hair & Scalp Consultation includes

- ✓ Professional Scalp Analysis
- ✓ Hair & Lifestyle History Review
- ✓ Personalized Recommendations
- ✓ Home Care Guidance
- ✓ Customized Treatment Plan (when appropriate)

Let's help you feel like *that girl* again.

Confidence begins with taking the first step.

BOOK YOUR CONSULTATION



SCAN TO BOOK



Healthy Hair.
Healthy Scalp.
Healthy You.

Trichology · Scalp Wellness · Luxury Hair Care
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