

Your *Guyde* to Good Grooming



a full service salon for guys

Featured Service: The No-Hair Solution

So this edition of the *Guyde* is for all those guys who are seeing a reduction in hair follicle production. It's a fact of life, yes - but American Male wants you to know that having a few less hairs is nothing to worry about. There are quick fixes that will make your hair look thicker and fuller. If you have no hair, no worries either. Bald is back.



It is never a good day when you wake up and notice the sink filling up with your hair or when a young child points out the beginning of a bald spot while riding your shoulders.

Fear not. There is help out there if you are willing to commit - and we aren't talking Britany Spears in rehab commit. Read more for information on why people lose their hair and home care products that will make your hair appear thicker and fuller in a matter of minutes.

Why am I losing my hair?

It's a combination of genetics and environment.

This one thing you really can blame on mom. Genetics say that the maternal grandfather can

mirror your hair loss pattern. If you want to peek into your future hair loss, check out your mother's father. Armed with this knowledge, you can start to take preventative measures to ensure your hair stays thicker longer.

There are also medicines and illnesses that can cause hair loss. Check with your doctor if you just started a new prescription or are experiencing unexplainable hair loss as it may be a sign of something more complicated.

Hair loss is also caused by a build up of Dihydrotestosterone (DHT) on your scalp blocking the flow of blood to the hair follicles.

Help is on the way

For hair loss that you want to conceal, American Male provides home care products to help reduce the appearance of thinning hair.

- Redken for Men Densify Thickening Shampoo
- Redken for Men Bulk Up Thicken Spray

Using both of these products together will ensure a fuller looking head of hair. Ask your stylist for a recommendation.

Your stylist will be able to tell if you have a build up on your scalp. You may need a scalp cleanser and DHT blocker that can double as your daily shampoo and conditioner.

Buy any thickening grooming product and receive a second of equal or lesser value at half off the original price. Offer good at participating salons through August 30, 2007.