Ageing, Fragile or Thinning Hair Causes & Symptoms

Causes

Healthy, lush hair reflects how we look and feel, yet unfortunately it is not resistant to the impact of time.
Recent studies have shown that a growing number of women now cite hair thinning and loss as a major concern with many having personally suffered from these conditions. These are no longer complaints voiced only by men.
As we age, especially from our late 30's onwards, our hair begins to lose its youthful beauty, strength and elasticity resulting in brittle, fragile, lack-lustre locks. Over time it may also become visibly thinner due to a decline in the number of active follicles that produce healthy hair growth plus a narrowing of the diameter of each individual hair. The hair's cuticle can also become worn and damaged leaving the inner structure vulnerable and prone to further harm. This may result in the loss of essential nutrients and moisture leaving the hair defenceless against free radical attack.

Further reasons for ageing, fragile or thinning hair are:

- Reduced sebum production
- Pollution & free radical damage
- Stress
- A diet lacking in essential nutrients
- Hormonal imbalances - pregnancy, menopause, male & female pattern
- Mis-use of chemicals & harsh products
- Illness and some prescribed medicines

Symptoms

- Hair appears diminished or sparse
- Dry & dull looking
- Loss of elasticity & strength
- Breakage & split ends may occur
- Loss of colour vibrancy in natural hair colour
- Unruly, UV sensitive white & grey hairs

AGE-PREVENT The Energisers

Kitoko® Age-Prevent is a new hair therapy system that rebalances and rehabilitates the scalp, creating the optimum environment for the growth of beautiful healthy hair.

The 3 part system includes a Cleanser, Balm and Scalp Tonic, each blending nourishing botanical extracts with our unique Electron Acceptor Technology® to help combat the signs of ageing hair.

- Special Micro-Algae Extract, clinically proven to strengthen and thicken hair, helps to promote healthy hair growth and prevent thinning and hair loss. May extend the hair's natural growing phase by up to 10.5%.
- Green Coffee, rich in caffeine, and Cacao energise and stimulate the scalp to help boost circulation.
- Electron Acceptor Technology combines powerful antioxidants to combat free-radical attack, helping to prevent damage to hair and scalp.
- Karité and NMF nourish, hydrate and protect the hair and scalp.
- Colour-safe formulations.

Age-Prevent **Cleanser**

- Leaves the hair thicker, strengthened, moisturised and rejuvenated
- With Blue Lotus to help stimulate circulation
- Smectic Clay gently removes impurities from the hair
- Daily use
- pH 4.0-5.0

Available size: 250ml & 1L

Age-Prevent **Balm**

- Helps to restore strength and reduce breakage leaving the hair thicker, softer, radiant and revitalised
- Tamarind extract protects, nourishes and repairs the hair
- Daily use
- pH 3.5-4.5

Available size: 250ml & 1L

Age-Prevent **Scalp Tonic**

- Scalp active, leave-in treatment to rebalance and rehabilitate the scalp
- Enhanced with a higher concentration of Micro-Algae Extracts for maximum effectiveness
- Enriched with Boswellia and Allantoin to soothe and heal the scalp
- Can be used daily with Cleanser and Balm to further enhance effectiveness
- pH 4.0-5.0

Available size: 75ml

Using the full regime may give visible results even after 4-6 weeks.