



Women's Hair Loss a Deep Rooted Emotional Issue

Lifes2good, July 27, 2007

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Over 40 million women are affected yearly, but natural treatment can help stop hair loss without the need for medications or expensive surgery

PR9.NET July 27, 2007 - New York - While society has traditionally regarded hair loss as a problem associated with men, losing your "crowning glory" also can be devastating to women and teens.

Stress, poor diet, the Pill, HRTs, childbirth, cancer treatment, and menopause are blamed for a national problem that's ruining the lives of over 40 million women who experience thinning hair and hair loss. It's a real emotional and beauty issue which is being raised in August as the American Academy of Dermatology (AAD) sponsors Hair Loss Awareness Month.

Lifes2good, a leading European natural healthcare company, is generating awareness of a cure for women's hair loss with its flagship product Nourkrin™ - a unique marine-based food supplement that is 100% natural and clinically proven to reverse hair loss. In a survey of 1,000 Nourkrin users, 62.5% saw an improvement in their hair after only two months.

Nourkrin, a decade-old solution for thousands of women in the UK, is now poised to be the natural remedy for all women who suffer from thinning hair and seek alternative and safe forms of treatment besides hair implants, pharmaceutical-based solutions containing minoxidil, laser surgery and other invasive treatments.

"Hair loss is a much bigger issue to women. Up to 60 % of women will lose hair some time in their life, it affects women's self esteem, and they can become depressed," says Dr. David Kingsley, the world's only trichologist (hair/scalp expert) named as a member of the prestigious AAD. He recently authored the book, *The Hair Loss Cure: a Self-Help Guide*, operates two hair loss clinics in the U.S. and treats thousands of women. He uses Nourkrin™ in his therapies with amazing success rates. "Not all hair loss is genetic or permanent. In many cases, hair loss is a temporary issue and will eventually grow back."

Nourkrin contains:

- o Marine based extract of proteins and polysaccharides
- o Silica, an important mineral for reducing hair loss and maintaining strong healthy hair.
- o Horsetail extract, the organic form of silica that increases the strength of the hair and revitalizes lifeless hair.
- o IGG Protein aids in the digestion of the product.

A 30 day supply retails for \$79.95 and is available at Vitamin World Stores, www.help4hair.com or by calling 1.888.577.7277.

Media Contact: Andrea Martone, 516.944.9764, andrea@intuitivevision.com

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About Lifes2good

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E-Mail: Lifes2good@intuitivevision.com