

The Hair Loss Dilemma: Statistics Every Stylist Needs to Know

A REPORT FOR STYLISTS AND SALON OWNERS

1. Understanding the Hair Loss Market

Hair loss is not just a physical change; it represents a deeply personal journey for many. The largest hair loss market is the U.S. with a **sales volume of \$18.34 billion in 2022 and projected to grow to \$88.18 billion in 2030**. It's a common problem. It is clear that millions prioritize hair regrowth. But beyond the numbers lies the opportunity to change lives through understanding and compassion.

Did you know that **50 million American men and 30 million women experience significant hair loss**? And nearly half of those suffering would spend their life savings to regain a full head of hair. These startling statistics underscore a desire for solutions and hope.

2. Amy's Story: A Personal Transformation

Let me introduce you to Amy, whom I met two weeks before a family wedding. She was very distressed about a **noticeable bald spot**. Together, with empathy and understanding, we developed a **comprehensive treatment plan** to address her long-term needs while also tackling the immediate concern. I advised a **suitable scalp powder** and demonstrated its application, which **instantly boosted her appearance and confidence**. This simple solution allowed her to comfortably pose for photos at the event. Today, **Amy is a loyal client**. Her journey highlights the powerful impact of **combining effective treatment strategies with compassionate support**. It was deeply rewarding to assist her when others had been dismissive.

3. Prevalence of Hair Loss in Women

In women, hair loss, thinning, or balding can arise from various factors. For instance, **women are eleven times more likely to suffer from hair loss due to high stress** — an issue that **affects 50% of women** at some point in their lives, with an increased prevalence post-menopause.



Statistics Every Stylist Needs to Know, cont'd

4. Common Types of Hair Loss and Stylist Support

Understanding hair loss conditions is essential for guiding treatment choices and managing client expectations. In our training, we delve into common conditions like **Female Pattern Hair Loss (FPHL)**, **Telogen Effluvium**, and **Alopecia Areata**. By familiarizing yourself with these conditions, you can offer personalized care and advice, **ensuring clients feel both supported and informed**. While medical diagnoses are solely the doctor's responsibility, having knowledge of these conditions enables you to **provide appropriate support and treatment options**. Notably, this aspect of care is frequently overlooked in medical settings, presenting significant opportunities for stylists to fill an important gap.

5. Role of Hairstylists in Supporting Clients

Every hairstylist has a pivotal role beyond styling. Offering emotional support and practical interventions like customized hair care treatments can transform a client's outlook. **At Remedi, we empower you to lead with compassion and expertise.**

Join us at Remedi in becoming partners in your clients' hair loss journeys. **Our education and training aims to support you in providing innovative hair loss solutions and understanding.**

Elevate your role and uplift your clients TODAY!

1. Erin D. (22 Aug, 2024), MediHair, Hair Loss Statistics 2024, retrieved on 16 Oct, 2024, from: <https://medihair.com/en/hair-loss-statistics/>
2. [n.a.] [n.d.] Cleveland Clinic, Hair Loss in Women, Retrieved on 16 Oct, 2024, from: <https://my.clevelandclinic.org/health/diseases/16921-hair-loss-in-women>
3. York, J., (Jun 1998), Psychol Rep., Stressful Life events and loss of hair among adult women, a case-control study, Retrieved on 16 Oct, 2024, from: <https://pubmed.ncbi.nlm.nih.gov/9676515>