

2015 FEMALE HAIR LOSS IMPACT SURVEY

BY LASERCAP COMPANY
RELEASED AUGUST 3, 2015



EXECUTIVE SUMMARY

Female pattern hair loss and “thinning” are statistically common among women after the age of 40. However, little is known about how this symptom of the normal aging process affects women psychologically, and in turn how those adverse effects, if any, express themselves in their daily lives.

Over the years, there has been a considerable amount of anecdotal evidence from treating physicians that women who suffer from hair loss tend to be socially isolated, suffer a serious decline in self-esteem and allow this issue to impact their daily routines and even their careers. This evidence has rarely been formally analyzed or documented, however, so the true status of women with this condition has not been well understood.

LaserCap Company decided to offer women experiencing hair loss the chance to answer these questions directly. The results, gathered in this summer survey, confirm some of the medical community’s general suspicions about the impact of hair loss on women, while at the same time raising questions about how deeply felt some of these effects truly are.

In general, the survey found that female hair loss is generally considered to be socially unacceptable and subsequently

those who suffer from it are much more prone to be self-conscious about their appearance and view themselves as unattractive. However, at the same time, the majority of these women do not admit to having the more extreme psychological effects that are sometimes attributed to this condition.

It is important to note that this survey was conducted online, with all participants remaining anonymous unless they opted to identify themselves at the end

of the survey. That said, however, it is still possible that some women may have answered certain questions more positively than they truly feel. Our hope with this survey is that it will serve as a starting point for physicians to better understand their female hair loss patients, while also providing a baseline measurement of normal behavioral and psychological responses to this physical condition.



Female Hair Loss Impact Survey (FHLIS) May/June 2015

This online survey was conducted between May and June 2015 and polled 101 women, as well as 68 men. Men's results were not included in this report

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DOES HAIR LOSS REALLY HARM A WOMAN'S SELF-ESTEEM?

Generally speaking, female pattern hair loss (FPHL), and the less severe "thinning," does appear to have some effect on a woman's self-esteem and sense of well-being.

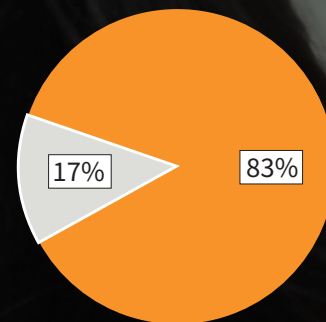
In the survey, **83% of women perceived their hair loss as either "extreme" or "moderate,"** with only **17% believing their thinning was only "mild" in nature.**

While it's impossible to know for sure without physically examining each woman to see whether or not their hair loss was unusually severe, in general women's hair loss tends to be less visible than men's. It's more diffuse throughout the scalp and it also occurs more gradually. When conducting this survey, we were expecting to see the majority of women identify with "mild" hair loss. To see such a high percentage of women who perceive their loss as more significant than the statistical evidence shows for this demographic

may suggest a psychological factor at play.

When examining the extent of this psychological impact, the survey also asked women how hair loss made them feel about themselves. **85% admitted they are more self-conscious about their appearance** because of their hair loss, while **63% also said it made them feel less attractive.** Although these numbers aren't especially surprising, it does show that female hair loss is a significant factor in a woman's sense of self. A more concerning measurement, however, is whether or not this condition will lead to women becoming more isolated. In the survey, **26% claim to feel more isolated and alone** because of their hair loss.

Thankfully, that number isn't much higher than 1/4, but this is one aspect of female hair loss' psychological effect that treating physicians should be aware of with their patients.

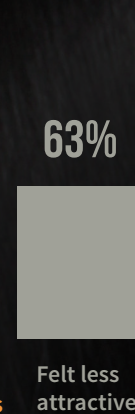


17%
Mild Hair Loss

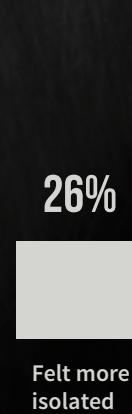
83%
Extreme/
Moderate Hair
Loss



Felt more
self-conscious



Felt less
attractive



Felt more
isolated

IMPACT ON RELATIONSHIPS?

It's often been suggested by lifestyle journalists and some in the medical community that female hair loss is particularly damaging to relationships. While individual cases may certainly bear that out, and certain patient subsets may be more at risk than others, the survey found that for the most part this does not appear to be true in the larger population of affected women.

71% vs. 29%

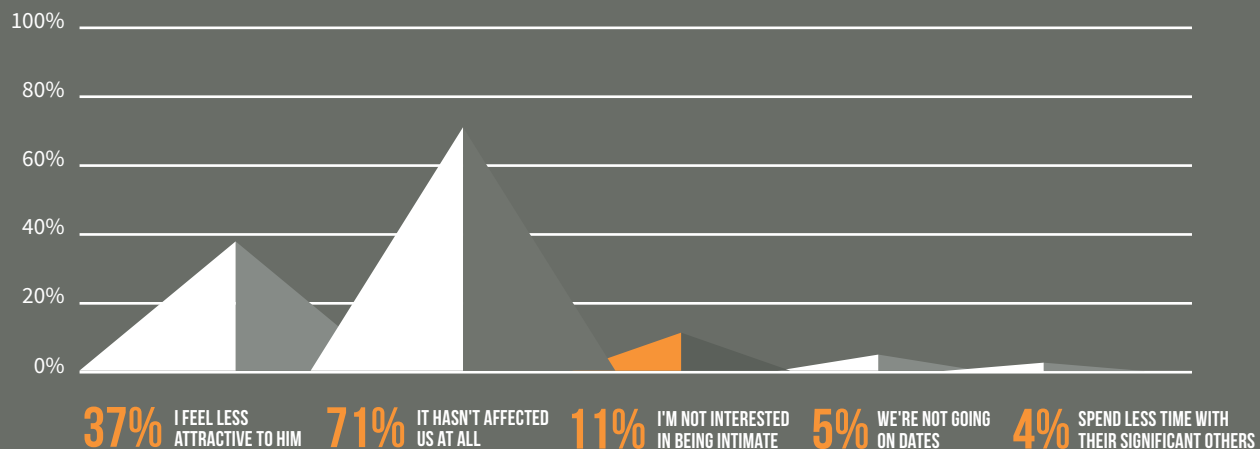
**LESS THAN A THIRD OF
WOMEN SAY HAIR LOSS
HARMS THEIR
RELATIONSHIPS.**

When asked directly if hair loss affected their relationship with their partner, an overwhelming number of women (71%) said that it did not. However, 39% of them did admit to feeling less attractive to their significant other because of FPHL*. One would suspect that this negative percep-

tion of themselves in the eyes of their partner would result in at least some complications within the relationship, but if that is true, women aren't admitting it. When asked if their hair loss made their partner less interested in being intimate with them, only 6% admitted to this problem

and only 11% admitted they felt less inclined to be intimate because of it. Additionally only 4% said they spent less time with their significant others due to this problem and 5% said they went out on less dates together.

FPHL* RELATIONSHIP INDICATOR





These appear to be promising findings and should be encouraging to medical professionals. Although hair loss certainly affects some women in their relationships, it doesn't appear to express itself in overly harmful ways - and such behavior may be more of the exception rather than the rule.

That said, it is important to qualify this finding with the possibility that hair loss may be more disruptive to certain female patient subsets, while in the larger population the impact appears to be more muted. For instance, FPHL may be a larger factor in the relationships of younger women versus

older, women with more severe symptoms versus milder cases, and of course any patients with pre-existing mental health issues. It could also be a more significant factor in 'new' relationships versus established ones. This survey did not attempt to make a distinction between those variables.

WOMEN BELIEVE MEN REACT NEGATIVELY TO FPHL.

What do women think men think about their hair loss? Based on previous responses in the survey, it comes as no surprise that **79% of the women think men will find them less attractive**. They also believe men will think they are old or in bad health (38%). Only 6% are unconcerned and believe that men "don't care or notice" if a woman is balding. What is somewhat surprising, however, is that over a quarter of women also believe that men's negative view of their hair loss isn't just something they think about, but that most men will actually be physically uncomfortable around a woman with FPHL*.



HOW DOES HAIR LOSS AFFECT A WOMAN'S DAILY LIFE?

While hair loss does not appear to have a drastic effect on the average woman's relationships, it does unfortunately appear to play a more significant role in her daily life.

This has been widely suspected in the medical community for some time, as the anecdotal evidence from treating physicians has often suggested concerns over physical appearance result in women either avoiding certain public activities or spending considerably more time "getting ready" and trying to conceal the thinning. Of course, spending more time in the bathroom styling the hair to help hide the thinning areas of the scalp is to be expected. There's certainly nothing abnormal or deeply troubling about such behavior. However, when this self-con-

sciousness becomes all-encompassing and disruptive to normal daily patterns, that is when it should rate as a higher concern among the medical community.

In the current survey, over two-thirds of women say their hair loss has caused them to change their daily routines in some way. When breaking this down, we find that 37% have skipped a social outing or event because of concerns about their hair loss; 35% have been late

to work or an appointment; and 23% have cut back on exercise or outdoor activities. Although these percentages are not above the majority (and thankfully so), they are higher than what one would like to see. All three of these point to a fairly significant disruption in regular activities and a tendency toward isolation, which in certain women could become an instigator for more serious problems. Even more concerning, 18% avoid running errands or going to the store and 11% admit to staying home from work because of FPHL*.

DOES HAIR LOSS AFFECT A WOMAN'S CAREER?

Most women do not believe hair loss interferes with their careers. However, many do admit that hair loss has had some effect on them at their jobs. The most common effect: **a loss of self-confidence (35%)**. Additionally, **14% say they feel less comfortable being around their colleagues** or management. Only **8% say they've avoided out of office gatherings** with their colleagues because of hair loss concerns.

HOW DO WOMEN HIDE THEIR HAIR LOSS?

It's certainly no surprise that **most women who have hair loss try to cover it up before going out in public. According to the survey, 89% of women do so.** The vast majority of women, over 70%, conceal their thinning by combing the hair differently or using styling products. However, they also combine this with other concealment techniques. For instance, roughly one-third also wear a hat or some type of head covering, and another one-third use a special hair camouflage product or concealer. Only 10% wear wigs to hide their vanishing locks.

*FPHL = Female Pattern Hair Loss



1

18%

avoid running errands or going to the store.

2

37%

have skipped a social outing or event due to their hair loss concerns.

3

35%

have been late for work or an appointment due to hair loss concerns.

4

23%

of women have cut back on exercise or outdoor activities.

5

11%

admit to staying home from work due to hair loss concerns.

IMPACT ON DAILY ROUTINE

67% of women say their hair loss has caused them to change their daily routines in some way.



89% OF WOMEN WITH HAIR LOSS COVER IT UP BEFORE GOING OUT IN PUBLIC & MANY COMBINE TECHNIQUES.

70%



Comb the hair differently and/or using styling products

31%



Wear a hat or some type of head covering

10%



Wear wigs



WOMEN'S HAIR LOSS IS NOT SOCIALLY ACCEPTABLE

It is a somewhat interesting finding that while women feel less attractive because of FPHL and are more inclined to avoid public activities because of it, they are not as impacted in their personal relationships.

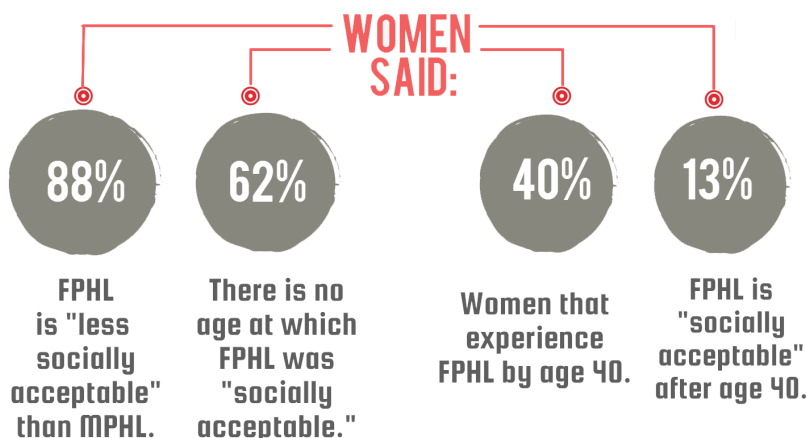
Although admittedly speculative, this may be due to the fact that women perceive a certain degree of 'judgment' from society as a whole for having this condition, whereas in private relationships where the other person 'knows' them, this judgment does not exist, or at least not to the same degree.

Data from the current survey seems to support this interpretation. For instance, the survey found that 88% of women believe that FPHL is "less socially acceptable" than male pattern hair loss (MPHL). Additionally, the survey asked if there was any age at which it was socially acceptable for a woman to lose her hair. Considering the fact that FPHL has been established

as a normal part of the aging process for women, with a 40% chance of experiencing it by age 40 and at least 21 million cases nationwide, the answers from these surveyed women is particularly revealing. Altogether, **62% said there was no age at which FPHL was socially acceptable.** Only 13% said it was acceptable in a woman's 40's, 50's or 60's. Furthermore, women were almost equally divided on whether or not FPHL is a normal part of the aging process.

"The second greatest fear among women with FPHL is that *others will think there is something wrong with me.*"

So how do women believe FPHL is perceived by others in the community? When it comes to this question, the second greatest fear among women with FPHL, (after being seen as less attractive by their peers) is that others will think there is "something wrong with me." Specifically, 34% of women think their hair loss is likely to be attributed to a hormonal imbalance or menopause, regardless of their age. Almost one-third believe people will think they suffer from "bad genes" - and 22% said most people will associate cancer with their hair loss. None of the women polled by this survey said people view this as a normal part of the aging process.



% of women who think men will find them less attractive



Men will think they are old or in bad health

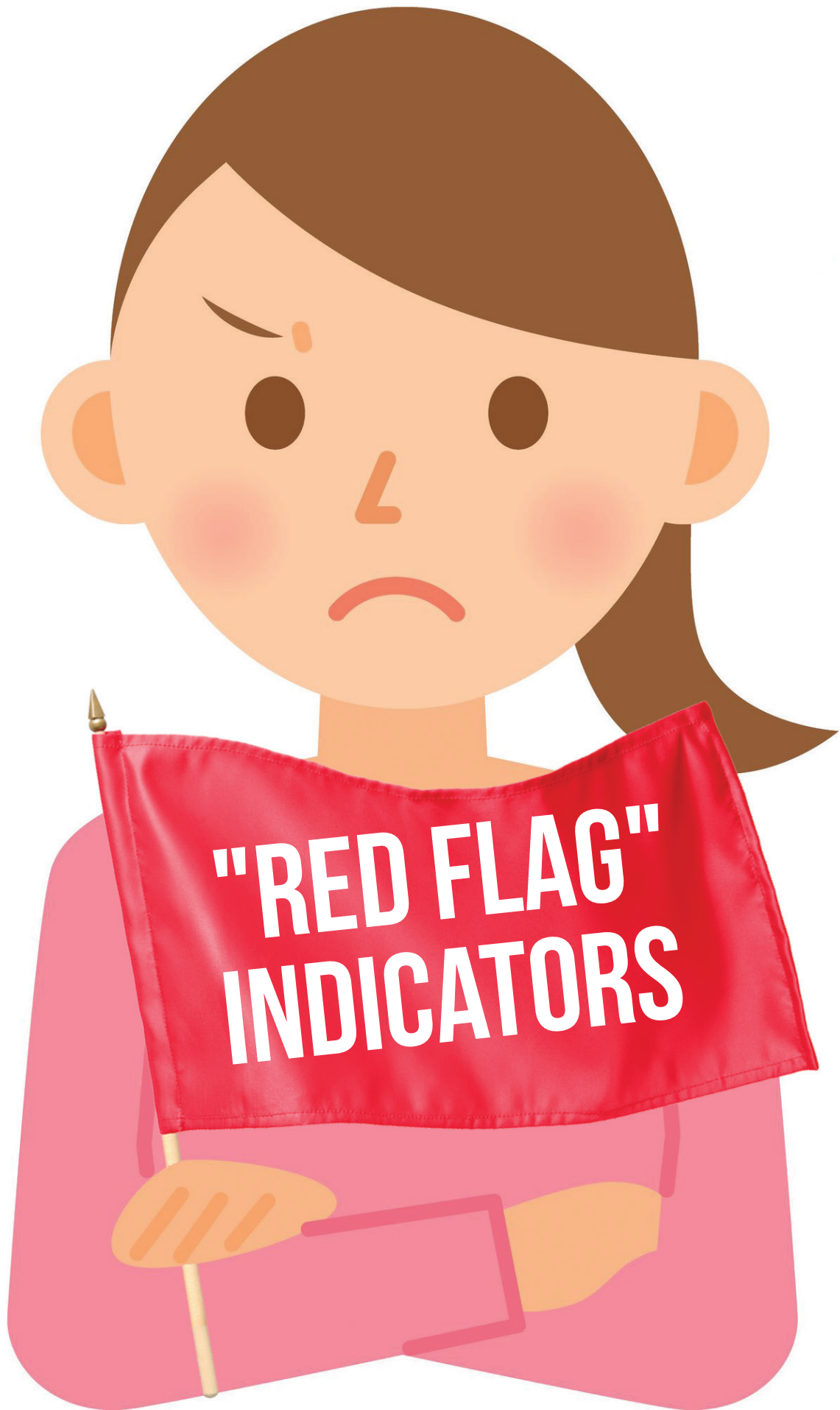


Are unconcerned and believe that men "don't care or notice"



Believe most men will be physically uncomfortable around a woman with FPHL

*FPHL = Female Pattern Hair Loss

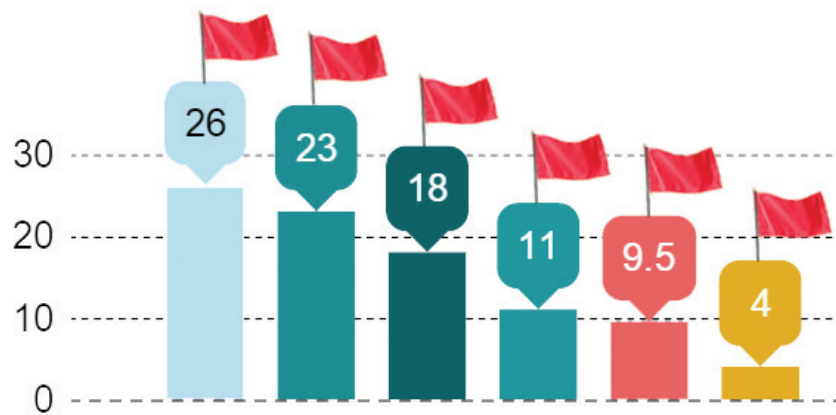


"RED FLAG" INDICATORS: ARE WOMEN AT RISK?

A number of "red flag" indicators were inserted throughout the survey to help gauge whether or not (and to what degree) women who suffer from hair loss were susceptible to serious psychological stressors and potentially harmful behavior. Thankfully, these red flags appear to be mostly muted in the general population, with the survey finding only a quarter or less of women at risk of these more severe adverse effects.

However, as noted in an earlier section, this general data does not account for higher risks in certain patient subsets

and it is not intended to downplay the risks for individuals who may be more prone to these effects. Nor does this aspect of the survey suggest the medical community should lessen its attention to the potential for this condition to aggravate pre-existing mental health issues. Instead, it merely suggests that this element of women's hair loss may be somewhat exaggerated by the reported anecdotal evidence and does not appear to represent the average circumstance for women with this condition.



Percentage of Women With Hair Loss Who...

- 26% Feel alone and isolated
- 23% Avoid exercise and outings
- 18% Avoid running errands
- 11% Less interested in romance with partner
- 9.5% Occasionally avoid workplace**
- 4% Spend less time with partner

** This question was asked twice in the survey, with the first occurrence garnering 11% and the second response much later on generating a mere 8%; therefore, we averaged the two numbers.

REAL WOMEN SPEAK OUT ON THEIR HAIR LOSS EXPERIENCE

“
Now with so many bald spots, and spots that were bald but have now sprouted hair, I know I won't have a full head of hair until I'm at least to my mid 30s!! That is a very sad feeling. I am desperate and very stressed, and to the point where my stress is manifesting itself physically.

I have always been complimented on my hair in the past, and it has always been a part of my identity; but now I must wear hair pieces and makeup on my scalp just to hide this problem. I need help!”

- R.G., Anchorage, AK

“
There is NO help out there, in terms of a woman's family doctor and/or gynecologist. I was forced to do my hair loss research on my own while completely in the dark. Doctors need to be educated on LLLT [Low Level Laser Therapy], particularly Primary Physicians and Gynecologists who treat menopausal women. For the last 20 years, I've felt very embarrassed by my hair loss, even though I know I shouldn't because it's not my fault. I've just started using LLLT, so it's too soon to see results; however, I feel very comfortable that my doctor who recommended this treatment has my best interests in mind.”

- Diane, New York, NY



CONCLUSION

The 2015 Female Hair Loss Impact Survey is intended as a preliminary evaluation of women's thoughts and feelings towards their own hair loss. Certainly, the psychological impact of hair loss is multifaceted and complex, and this survey is not intended to offer a full and final picture of these effects, but rather to offer a glimpse into an often overlooked area in the field of women's health. LaserCap Company intends to conduct additional surveys that will further explore the emotional, psychological and practical impact of hair loss on the lives of women.

IN SUMMARY, THE CURRENT SURVEY FOUND THAT:

- 1** Hair loss clearly affects self-esteem, causing women to feel less attractive and more self-conscious about their appearance.
- 2** Women with hair loss do incur some disruption in their daily activities, including work, exercise, errands and social engagements.
- 3** This condition can also have an isolating affect on women: roughly 1/4 of women in the survey admitted to this.
- 4** Women also feel judged by society and particularly by men because of their hair loss, however, at the same time the vast majority do not believe it affects the relationship they have with their significant other.

Thankfully, in most cases the more extreme negative effects do not appear to be common in the overall population (although that does not mean they aren't statistically higher in certain patient subsets). However, the most disturbing element of this survey is how female hair loss patients feel judged by society at large. For instance, while hair loss is common in women over 40, **over half of all women (62%) are convinced that female hair loss is never socially acceptable.**

Women who are concerned about their hair loss, or worried they may develop hair loss later in life, should visit a qualified hair restoration specialist to undergo analysis and treatment. There are effective medical options available that can help women through any stage of hair loss, even if it's well advanced. To find a qualified doctor, women should visit the websites of the American Board of Hair Restoration Surgery (www.abhrs.com) and/or the International Society of Hair Restoration Surgery (www.ishrs.org).

ABOUT LASERCAP COMPANY

Transdermal Cap, Inc. DBA LaserCap Company was formed in 2006 by co-inventors Michael Rabin, MD and M.I.T.-trained optical physicist David Smith, PhD, in collaboration with Harvard-based photomedicine expert Michael Hamblin, PhD and internationally acclaimed hair restoration physician Robert Haber, MD, to develop innovative light-based devices for the Global Beauty & Health Industries.

LaserCap's first commercial product is LCPRO for women with thinning hair or at risk for thinning hair, a condition that affects up to 50% of adult women.

OUR VALUE PROPOSITION

Backed by world class leadership in science, medicine and technology, LaserCap® Company delivers high-quality USA made, light-based hair loss treatment devices that are safe, effective, easy to use; delivered with superior customer service.

OUR MISSION

To be the global leaders in the light-based therapeutic device industry, by providing safe, effective and affordable hair loss treatment solutions.

OUR VISION

Empowering women and men through innovations in hair regrowth. Better hair, stronger confidence.



LCPRO BY LASERCAP IS FDA CLEARED FOR THE PROMOTION OF HAIR GROWTH FOR WOMEN WITH ANDROGENIC ALOPECIA.

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2015

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