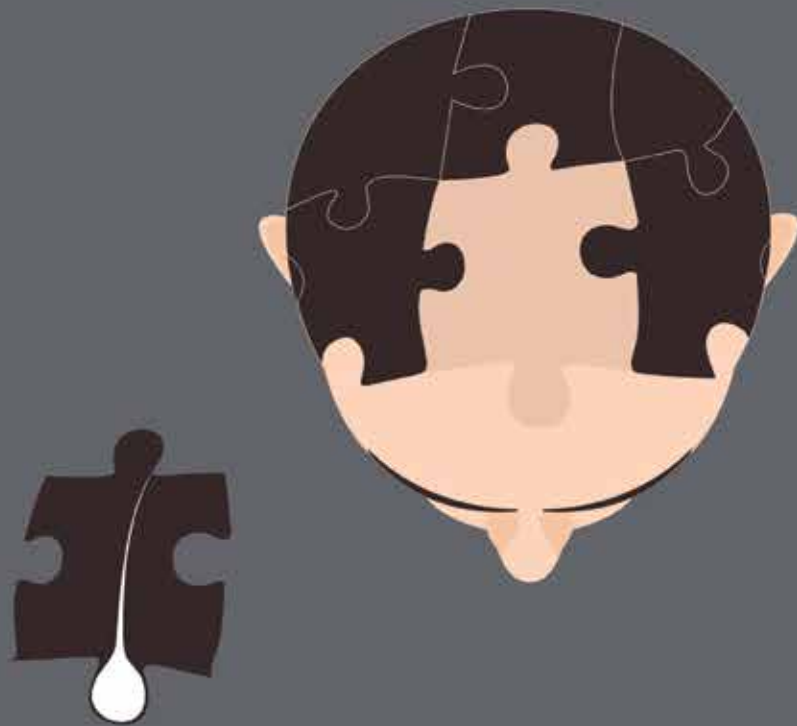


REGROW HAIR PROTOCOL

The Permanent Solution To
Your Temporary Hair Loss Problem



DAVID MCKENNA

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First Steps to Regrow Hair

Your hair is your crowning glory. It doesn't matter if your nose is a little crooked or if you've got knock knees - so long as you're able to sport a bouncy head of flowing hair, you're good to go.

But what happens when you lose your crowning glory? Hair loss can be a traumatic experience. It can lead to a profound sense of inadequacy. People who suffer from hair loss are prone to despair, depression and lack of self-esteem.

If hair loss is agony for men, for women it is far worse. Hair is a treasured possession by women. Full, flowing hair is a sign of beauty. The loss of it can be viewed by a woman as the loss of her feminine beauty. This is why millions of women are driving themselves to distraction in their efforts to find a cure.

The agony of hair loss motivates millions of people to set out on a desperate search to find relief. They spend hundreds, then thousands on so-called miracle tonics, exotic supplements and expensive treatments. These supposed hair restoration breakthroughs are different, and yet they all have the same common feature – they don't work.

Today, the desperation ends.

No more will you be frantically searching the internet or trolling through late night TV in search of the breakthrough.

No more will you be flushing your hard-earned money down the toilet as you fork out for an endless line of hair restoration products that don't even work.

And no more will you have to suffer the disparaging glances of people as they notice your follically-challenged crown.

Today you **have** the breakthrough. The Regrow Hair Protocol will give you your hair – and your life – back.

Hello and welcome to the Regrow Hair Protocol guide book!

I'm so glad you are here, and soon you will be too! You may not believe me now, but soon you will come to believe the truth – that you don't have to spend the rest of your life feeling embarrassed about hair loss. And I'm not saying that you'll give up and give in, accepting the fact that you'll never regain the full head of hair you had in our youth. I'm saying that you soon learn the secret to growing it all back – and more!

Does that sound too good to be true?

It's okay – you can say, "Yes". Believe me, it wasn't too long ago that I was in your shoes and I would have answered the same way. But now I know the truth and I'm going to share it all with you!

But before I do, I want to have a little chat with you.

Now, if you are sick and tired of feeling ashamed of your hair loss, keep reading. If you think that your life couldn't possibly get any worse, that there is no way you can possibly come back from where you are, I'm here to tell you that you're wrong.

Until you have waved a 9-inch butcher's knife in your wife's face, you don't know real misery.

At this point, you're probably wondering what on earth a butcher's knife has to do with re-growing your hair. For you, the answer to that question is "nothing" but, for me, it's "everything".

But let me rewind.

My story starts about twelve years ago, when I noticed that the hair on my head was starting to thin and fall out. What used to be a full, thick head of hair that I could be proud of slowly transformed into big, embarrassing bald spot.

And I wasn't the only one who was bothered by it.

My wife, who used to comment about how much she loved my hair, became increasingly more bitter and increasingly LESS attracted to me the more my hairline receded. Eventually the worst happened – she started having an affair. When I found incriminating messages on her phone between her and her new lover, I went mad with rage and

somehow ended up screaming at her in the middle of our kitchen while waving around a 9-inch butcher's knife.

I'm not proud of my behavior, but in that moment, something inside me changed. I knew that I had to do something. I had already lost my wife, but I wasn't going to lose my dignity too.

It took a lot of time and a lot of frustration, but eventually I made an amazing discovery and I'm excited to share it with you!

So, again I say hello and welcome! I also want to say congratulations!

If you're reading this book it means that you've made the decision to stop settling for less. You're done letting your hair fall out one strand at a time. You're finished letting your hair grow thinner and thinner with each passing day. You're ready to take back control and that is worth congratulating!

Now that you're ready to step up and make a change, you are going to take the first step in your journey back in time. I don't mean literally – I haven't discovered the secret to time travel. But I have discovered the secret to turning back the clock on your hair loss, helping you to regrow that thick mane of luscious, flowing hair. Before long you will once more have a head of hair you can be proud of!

What am I talking about? The Regrow Hair Protocol, of course!

In this guide book, you will find absolutely everything you need to get started with this amazing protocol. As you work your way through the program, you'll learn the reason behind your hair loss as well as the secret to reversing it.

In this book, I'm going to tell you about an amazing research study carried out by the University of Pennsylvania and Johns Hopkins University that transformed my life and it is going to transform yours as well! This study is the key to a 100% natural method for not just stopping hair loss, but reversing it. With the Regrow Hair Protocol I promise you that you can regrow every single hair on your head. Every one!

This amazing method doesn't involve painful surgeries, side effect-laden medications, or messy gels and creams. And it isn't expensive either! In fact, it's so cheap that it might as well be free.

And it's fast too! In just 14 days you will start to notice a difference in your hair. Instead of counting the hairs that remain on your pillow each

morning after you wake up, after a few more weeks you'll be running your hands through a thick head of hair that you may have thought you said goodbye to forever.

What is this amazing secret? It's a little-known enzyme that is silently shutting down your hair follicles, instructing them to stop producing new hair. By shutting this enzyme OFF you can switch your hair follicles from lying dormant to producing healthy new hair. Just like the glory days of your youth!

Does this still sound too good to be true?

I understand your skepticism and you have every right to be critical. I was too! But 63,000 people can't all be wrong. That is the number of men and women this simple secret has already helped.

Yes, you read that right – more than sixty thousand people have already tried the Regrow Hair Protocol and been successful. What's stopping you from becoming the next success story?

Hopefully I've piqued your interest enough that you're ready to turn the page and get into the protocol. I'm not asking you to completely let go of your skepticism – just set it aside for a little while and then re-evaluate once you've finished reading this book.

Before you get started, I want to give you a little sneak peak of what you're going to find in this guide book and I want to tell you exactly how to use it. **Here's what you can expect to find in the Regrow Hair Protocol guidebook:**

- The amazing secret that the big pharmaceutical companies don't want you to know about hair loss – that not only can you stop it, but you can completely reverse it with a simple, all-natural home remedy.
- Important information about a ground-breaking study conducted by the University of Pennsylvania and Johns Hopkins University that tackled the cause of hair loss head-on – it all has to do with an enzyme called Prostaglandin D2 (PGD2).
- My revolutionary program designed to block the effects of PGD2 to stop hair loss and to restart hair growth – it's designed around natural compounds like quercetin and luteolin.
- An easy to follow, day-by-day protocol, schedule, and meal plan that tells you exactly what foods to eat and what supplements to take for the next 6 weeks. There are also special teas and an all-natural topical cream that will supercharge the effects of the protocol.

So how do you use this protocol? Well, I would recommend that first you skim through the whole book – take in the chapter headings and the sidebars to get a feel for what you are going to be getting into once you really start reading. You'll see that before the 5-week Regrow Hair Protocol meal plan there is a 1-day detox and a 6-day transition phase to help you ease your way into the diet.

Next, I want you to take a good hard look at yourself in the mirror. I know you've probably been avoiding your reflection but I want you to get a really strong mental image of yourself so that you can truly revel in the amazing changes you are about to experience. You may even want to take a picture and tack it to your mirror so you can make a direct comparison as your hair starts to come back.

So, if you are ready to discover the secret to the Regrow Hair Protocol – a permanent solution to your temporary hair loss problem – don't delay a second longer! Turn the page to keep reading about this amazing protocol and get ready to see unbelievable results in just a few short weeks.

What are you waiting for, get started right now!

PART ONE

Stop Pulling Your Hair Out

CHAPTER ONE

WHY ARE YOU LOSING YOUR HAIR?

WHAT'S THE BIG DEAL?

"Ok, you're going bald – but you don't have to lose your hair over it."

If you've ever heard someone make a comment like that, then you know that people tend to minimize the effects of hair loss – until it happens to them. They don't seem to get why you are so concerned about your follically-challenged crown.

While it's true that hair loss is not a life or death situation, it is also true that society has always placed a great deal of importance on the quality and quantity of a person's hair.

Studies have found that hair loss in both men and women can lead to feelings of shame, embarrassment and inadequacy. People with hair loss issues tend to view themselves as very unattractive. They feel sexually frustrated and have a lower self-esteem as well.

As mentioned in the introduction, hair loss can be especially hard to cope with for women. Our society still projects onto women the expectation that they will have a full head of luxuriant, flowing hair. Most every magazine you read,

model you gaze upon, or star you watch on TV reinforces that same image.

Surprisingly, almost half of all women will suffer from hair loss at some point in their lives. However, women tend to lose hair evenly through their head. For men, the hair loss is generally concentrated in the crown.



YOUR HAIR UNDER THE MICROSCOPE

Hair is made of keratin, a type of fibrous protein. Each individual strand of hair is called a follicle. The follicle grows out of the scalp. At the end of the follicle, planted into the scalp, is the papilla. The papilla is a healthy source of red blood cells (1).

Hair cells are produced in the papilla. These cells travel up the follicle and once they are outside of the body, they harden to become hair.

The hair on your scalp lives and dies according to a natural cycle. It will sprout, grow, and then fall out. For the average healthy head of hair, between 60-100 strands will be shed every day.

The average healthy head of hair has about 100,000 hair follicles. Each follicle goes through three phases:

- The Anagen Phase
- The Catagen Phase
- The Telogen Stage

The anagen phase lasts for the first three years of the follicle's life span. During this time, the follicle is growing continuously. The catagen phase lasts for anywhere from 7 to 21 days and, at this point, the hair follicle stops growing.



During the telogen phase, the hair follicle root dislodges itself and falls out. On average, a hair follicle will grow between one and a half to three feet long before falling out (2).



For those who suffer from hair loss, however, thousands of strands fall out every day and the hairs often come out in huge clumps. You don't even have to be doing anything to your hair to make it happen!



It's often when you are grooming your hair that this natural attrition occurs. You may be combing your hair, shampooing, or toweling it dry. This natural hair loss is perfectly normal and nothing to be concerned about. For people who suffer from abnormal hair loss, however, the anagen phase becomes shorter than normal.

Men and women usually have different hair loss experiences. Men typically lose hair from the crown of the head first, while the sides remain abundant. Women will lose hair uniformly from all parts of the head. There are a number of reasons why people lose their hair. Here are the main reasons.

ANDROGENIC ALOPECIA

The most common form of hair loss is called male (or female) pattern baldness. Its scientific name is Androgenic Alopecia and the condition is typified by circular bald spots in men (3). Research suggests that alopecia may be caused by a dysfunction in the immune system.



DISEASE

When the scalp becomes inflamed, hair loss is often the first casualty. Inflammation of the scalp is frequently caused by fungus and bacteria. By treating the condition, the hair loss can be halted.

Some common inflammations that may cause hair loss are:

- Ringworm
- Eczema
- Psoriasis
- Alopecia areata

MEDICATION

A number of prescription drugs list hair loss as one of their side effects. These include:

- Acne medication
- Anti-depressants
- Anti-inflammatory drugs
- Blood thinners
- Beta blockers
- Birth control pills
- Gout medication
- Ulcer medication
- Cholesterol lowering drugs
- Seizure medications

It is well known that radiation therapy (chemotherapy) causes hair loss as well, as does steroidal treatment. Many diuretics also lead to loss of body hair.



HORMONAL CHANGES

Hormonal changes can directly affect your hair. Thyroid hormones are key here - too little or too much thyroid hormone can have a very adverse effect on your scalp.



Men who have high levels of testosterone will experience heightened growth of facial and body hair. At the same time, the head hair will start to fall out. This may apply to bodybuilders who supplement to increase their body's production of testosterone for muscle-building purposes. It certainly applies to those who take anabolic steroids to boost testosterone levels.

During pregnancy, a woman will experience a heightened production of hormones. Once she's had the baby, however, those levels fall quite dramatically. It is not uncommon for a woman to experience hair loss at this time (5).

WHY WOMEN LOSE THEIR HAIR

In addition to the above hair loss causes, there are some additional ones that are specific to women.

BIRTH CONTROL PILLS

Most contraceptive pills work by causing certain hormones to block the body's natural ovulation cycle. This can cause hair loss for women who are hormone-sensitive.

CYCLICAL HORMONAL CHANGES

Women experience monthly hormonal cycles as they age. During menstruation, pregnancy and menopause, women go through extreme hormonal changes which can trigger hair loss in some women.

HAIR PRODUCTS

Hair color and styling products constitute a huge part of the multi-billion-dollar beauty industry. Many women spend countless hours in front of the mirror trying to achieve the perfect look.

Often, though, there is a price to pay. Many of these products contain chemicals that are doing your scalp and your head no good at all. In fact, they are contributing to hair loss.



CHAPTER TWO

HAIR LOSS MYTHS

The internet age has brought us untold benefits. The unprecedented flow of information has made us the most informed generation that has ever lived. One downside, however, is that the proliferation of available data has also made us a lot more vulnerable to misinformation.

Anybody can throw up a YouTube clip or start a website. The information can look as clean and crisp as if it came from a professional research lab. Yet, the content itself could well be comprised of half-truths, pseudo-science and oft-related myths.

When it comes to hair loss, the myths are well established. Here are 8 common beliefs – and the reality behind them.

MYTH NO. 1: BALDING IS ASSOCIATED WITH AGE

FACT:

Hair loss does not mean that you are aging. Baldness can strike at any age – in your teens, 20's, 30's or 40's. Baldness is related to genes, illness and lifestyle – not age (6).

MYTH NO. 2: BALDING IS PASSED ON FROM THE MOTHER'S SIDE

FACT:

While it's true that the main baldness gene is passed on through the 'X' chromosome that is passed to men from their mothers, there are many other factors that are responsible for hair loss. In fact, researchers have postulated that men who have a bald father are more likely to be affected by hair loss than those who do not (7).



MYTH NO. 3: ONLY MEN SUFFER FROM BALDNESS

FACT:

Despite baldness being perceived as a male problem, around 40% of women suffer from hair loss over the course of their lives.

MYTH NO. 4: WEARING A HAT TRIGGERS HAIR LOSS

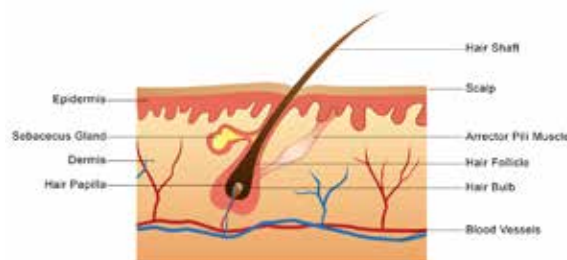
FACT:

It is commonly believed that wearing a hat places undue strain on the hair follicles. It is also thought that wearing a hat prevents the scalp from breathing, negatively impacting blood circulation and oxygenation to the follicles.

The truth is that wearing a hat will not increase your rate of hair loss. It is not the surrounding air circulation that affects the oxygenation of blood flow, but the blood stream.

However, dirty hair can clog up the stem of the hair follicle, leading to scalp infection. If you wear a hat, make sure that it is clean.

growth does not get enough blood flow, resulting in stunted growth.



MYTH NO. 8: REGULAR SHAMPOOING TRIGGERS HAIR LOSS

FACT:

This is a natural conclusion to reach, especially when you end up with a handful of hair after every shampoo. Thinking that their hair loss is caused by frequent shampooing, many people stop shampooing all together.

The truth is that the act of shampooing does not cause hair loss. The chemicals in that shampoo, however, may be a contributing factor. That is why you should only use organic shampoos and conditioners.

MYTH NO. 6: LOSING A BUNCH OF HAIR IS A SIGN OF BALDNESS

FACT:

It is completely natural for all of us to lose about 100 strands of hair each and every day.

MYTH NO. 7: DECREASED BLOOD FLOW TO THE SCALP CAUSES HAIR LOSS

FACT:

Rather than being the cause of hair loss, decreased blood flow is actually a side effect. Blood flow to the scalp decreases when a person experiences hair loss. Sufficient blood flow to the scalp is required for the growth of new hair. However, owing to a decrease in blood flow caused by natural hair loss, the new



CHAPTER THREE

THE EXISTING HAIR RESTORATION OPTIONS

SURGICAL HAIR REPLACEMENT

WHAT IS IT?

Hair transplant surgery is a surgical procedure which involves taking a narrow portion of the hair-bearing scalp from a part of the head that exhibits abundant hair growth and transplanting it to an area with thinning hair or no hair. Even men diagnosed with male pattern baldness will generally have a wreath of hair around the back of their head – this is usually the **donor site**. The transplanted hair will grow permanently for the rest of the patient's life.



WHAT DOES THE PROCEDURE INVOLVE?

The patient initially visits the clinic for a consultation which takes about an hour. The various options are discussed to allow the patient to make an informed decision about how to deal with their hair loss. If the patient decides to proceed with the surgery, a surgery date and time is arranged.

The patient is locally anesthetized during the surgery, which can last up to 8 hours. During that time, the removed hair follicles are individually dissected one by one. Typically, 3,500 to 4,000 follicles are transplanted during each procedure. They are trimmed and prepared for re-implantation into the **recipient site**. The surgeon will create tiny insertion points at the recipient site with his surgical tools. When the **grafts** are ready, he will then transplant them into these insertion points.

RECOVERY

Even though you will be free to leave and go about your business following your surgery, you can expect some scalp tenderness for the next few days. You will be required to wear a surgical dressing for a couple of days as well to prevent infection. An anti-inflammatory

medication may also be prescribed. You can expect to be off work for 2-3 days following the procedure.

HAIR TRANSPLANT SURGERY GLOSSARY

- **Donor Site** = the area from which the hair is taken
- **Recipient Site** = the area which receives the transplant
- **Grafts** = the donated hair follicles, skin and tissue
- **Hair Density** = the number of hair follicles per square cm of scalp

RISKS

Any surgical procedure carries inherent risk. There exists the possibility of infection and excessive bleeding. It is also possible that the transplanted follicles may become inflamed or infected. Sometimes the grafted hair fails to naturally blend with the existing hair. Shock loss, although rare, is also possible. In this case the transplanted hair simply falls out.

QUESTIONS TO ASK YOUR SURGEON?

- Do you microscopically dissect the grafts?
- Do your technicians use stereo-microscopes?
- Can you provide the name and contact details for six previous patients?
- Is your practice dedicated solely to surgical hair restoration?

COSTS

The cost of hair transplant surgery will depend upon the number of follicles to be grafted. Many clinics charge a rate per graft, which is normally in the range of \$3.00 - \$5.00. This equates to a total cost of between \$6,000 - \$10,000 for a single therapy session.

CORTISONE INJECTIONS

WHAT IS IT?

An anti-inflammatory medication, cortisone, is injected directly into the scalp to treat alopecia areata (a hair loss condition that normally affects the scalp).

WHAT DOES THE PROCEDURE INVOLVE?

After applying a topical anesthesia, a dermatologist will give multiple injections with a small needle into bare areas of the scalp. These are repeated monthly.

RECOVERY / RISKS

There is a slight tingling associated with the injections. No discomfort or side effects have been reported post-procedure.



COST

Cortisone injections range in price between \$25.00 - \$100.00. As each treatment involves multiple injections, the cost per treatment may exceed \$1,000.00.

**CORTICOSTEROIDS****WHAT IS IT?**

Corticosteroids are man-made drugs that mimic the effects of cortisol. The main steroids used to stimulate hair growth are:

- Triamcinolone
- Dexamethasone
- Betamethasone Acetate

WHAT DOES THE PROCEDURE INVOLVE?

The injection site is first cleaned with an alcohol solution. The steroid is then injected directly into a lesion on the scalp using a fine needle. Treatment is repeated every 4-8 weeks. Corticosteroids may also be administered topically but are generally not as effective as injection therapy.

RECOVERY / RISKS

There are a number of possible side effects that may arise at the injection site including slight pain and bruising. The possibility of infection is also present. Dimples on the injection site may appear a few weeks after treatment.

Steroid acne is another possible side effect of this treatment.

COST

A single steroid injection typically costs around \$500. With monthly repeats, this equates to around \$6,000 per year.

OTHER CHEMICAL TREATMENTS

- **Minoxidil** – A prescription medication which comes in liquid form and is applied topically to the scalp. It is applied twice daily. Typically, new hair that results from this treatment is lost within a few months.
 - o Side effects may include itchy scalp, dry, scaling, flaky or burning skin, facial swelling, rapid heartbeat, light headedness and irregular breathing.
- **Anthralin** – A prescription medication which comes in a tar-like creamy form. It is applied topically to the scalp. It is also used to treat psoriasis of the scalp.
 - o Side effects may include rash, itching of the scalp, dizziness, and redness of the treated scalp area.
- **Diphencyprone (DPCP)** – A prescription medication which comes in the form of a liquid and is administered topically to the scalp with a cotton swab. Recommended application frequency is once per week and continues for 4-6 weeks.
 - o DPCP treatment often results in a mild allergic skin reaction at the point of application. The lymph glands of the neck may also become enlarged.

PLATELET RICH PLASMA INJECTION

WHAT IS IT?

Platelet-rich plasma (PRP) therapy involves drawing the patient's blood and isolating plasma platelets. These platelets, which are able to stimulate tissue regeneration and healing, are then injected into the scalp to promote hair regrowth.

WHAT DOES THE PROCEDURE INVOLVE?

Blood is removed and collected. The blood is then spun in a centrifuge to separate the PRP. A topical anesthesia is applied to the insertion area of the scalp. A micro-needling roller is next applied to the area. The PRP is then injected into the scalp.

Regular treatments every three months are generally recommended.

RECOVERY

PRP is a relatively simple outpatient procedure. You will be required to wear a surgical dressing for a couple of days to prevent infection. An anti-inflammatory medication may also be prescribed. You can expect to be off work for 2-3 days following the procedure.

RISKS

It is imperative that sterile conditions be employed throughout the procedure. There is no danger of hypersensitive or foreign-body reactions. Inflammation may occur at the injection site, but will subside in a day or two.



COSTS

A single course of PRP therapy will cost in the vicinity of \$2,000. With most people opting for repeat treatments every quarter, PRP will require an investment of some \$8,000 per year.

THE LOW-DOWN ON LOW LEVEL LASER THERAPY (LLLT)

LLLT is a non-invasive treatment involving a panel of lasers, which shine on the scalp. While the patient reads a magazine, the lasers deliver phototherapy to the cells of the scalp. This is believed to stimulate cellular energy production as well as improving blood flow to the treated area. Hand held low level lasers are available for in-home treatment.

CHAPTER FOUR

THE HAIR TRANSPLANT NIGHTMARE

Hundreds of thousands of people have become so frustrated with their hair loss, and the resultant lack of ability to stop it, that they have turned to artificial solutions. One of the most popular is the hair transplant.

Hair transplants typically involve removing hair from an area of the head where there is an abundance of growth (often above the ear) and transplanting it to an area of limited or non-existent, such as on the crown of the head.

Doctors have been performing hair transplants since the 1950's. However, the methods have changed somewhat. Nowadays the procedure is likely to take place right in the doctor's office. The first thing he'll do is to give you a numbing injection.



If the doctor chooses to use follicular unit strip surgery (FUSS), she will take a 6- to 10-inch strip of skin from the back of your head. Then she'll stretch the scalp over the gap to sew it back together.

The strip of scalp that has been removed from your head is now divided up into between 500 and 2,000 tiny grafts.

Each graft contains between one and several hair follicles. The areas where the grafts will be relocated are next cleaned and numbed. Slits are then made in the scalp with a scalpel.

Each individual graft is hand positioned in the holes that have been prepared in the scalp. This whole process will take between four and six hours.

When you wake up following surgery, your head will feel extremely tender. For a couple of days, you can expect a great deal of pain, so keep your painkillers handy!



You may also experience some pain when you go to pay the bill. Hair transplant costs are dependent upon the amount of hair transplanted. However, typical costs are between \$4,000 and \$15,000.

There are no guarantees with hair transplants. If you decide to go down the hair transplant route, you need to be **EXTREMELY** careful about what you are doing. There are major side effects and complications associated with hair transplant surgery.

For one thing, the nerves in your transplant site can become insensitive. This may be temporary, in which case you should regain full functionality in a few days. But for many people, this nerve-deadening is permanent. For the rest of their lives, they have no feeling in that part of their head.

Hair transplant surgery often leaves scarring on the scalp. So long as the hair transplant works, this shouldn't be too much of an issue; the new hair will cover over the scarring. But not all surgeries are successful. In fact, many transplants fail to take.

Imagine forking out thousands of dollars for the transplant and going through the pain of the surgery, only to have the whole process fail. What's worse, you're left with an unsightly scar to mock you every time you look in the mirror.

Serious infections can turn a simple hair transplant into a life-and-death struggle. Even though most doctors take the needed precautions, thousands of hair transplant recipients have received more than they bargained for. Serious illnesses have resulted from staph infections and other bacterial invasions.

It's perfectly understandable how people can be driven to hair transplant as the solution to their dilemma. They've tried everything else and come up with nothing. Then they turn on the TV and see some sporting celeb relating their miracle hair restoration story. The advertorial is so captivating that they've virtually got no choice but to sign up.

But, before you go down the transplant route, stop and take a deep breath.

After trying and failing on all the other hair loss 'cures', you have invested in the Regrow Hair Protocol. Pretty soon, you are going to see that there is absolutely no need for artificial means to hair regrowth.

You are going to learn to replenish your hair completely naturally – and completely safely.

Our advice – forget about hair transplant surgery and use the money to take your wife on a cruise around the South Pacific!



CHAPTER FIVE

THE TERRIFYING SIDE EFFECTS OF PRESCRIPTION DRUGS

Big Pharma is making a killing off the desperate desire of millions of people to reclaim their hair. They have convinced doctors around the world to push prescription medications upon their patients to beat baldness.

There are two key medications that are being aggressively marketed to beat male pattern baldness. They are:

- Finasteride
- Minoxidil

Finasteride goes by the brand name Propecia and Minoxidil may be more familiar to you as Rogaine.

Let's take a look at the most popular and widely used prescription hair treatment, Propecia.

Propecia is an FDA-approved drug. But that provides little comfort.

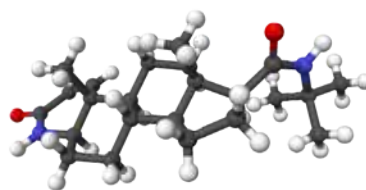
Each year, in excess of 2 million people in the United States suffer from serious adverse drug reactions. These reactions result in 100,000 deaths per annum (8).



That makes prescription drugs (that is, medications approved by the FDA), the fourth leading cause of death in America.

The death toll from illegal drugs is about 10,000 per year – that is one tenth of the people dying from drugs that the FDA has told us are safe.

Remember that advice that your parents gave you about not taking illegal drugs? Well, maybe they should have added not to take pharmaceutical drugs either – after all, they kill 10 times as many people!



Propecia was made by the company MERCK Pharmaceuticals. MERCK has a reputation for producing drugs that lead to serious health complications. One infamous product was VIOXX, which was a popular NSAID pain reliever until it was linked with heart attacks. MERCK has been the subject of more than 60,000 law suits in connection with this one drug.

The most disturbing thing about VIOXX is that, right from the very start, there were red flags to do with its safety. Yet they were systematically covered up, ignored and explained away. The legacy of that now withdrawn product is that it has been estimated to have killed over 500,000 people (9).

Of course, we're not focused on VIOXX here. But, if you are going to put your trust in a manufacturer of a product that is going into your body, you should take a look at their history. If they have a history of lying and killing people, would you trust them with your life?

But let's give MERCK the benefit of the doubt here. After all, they may have totally cleaned up their act after the fallout from VIOXX. Maybe we should take Propecia on its own merits.

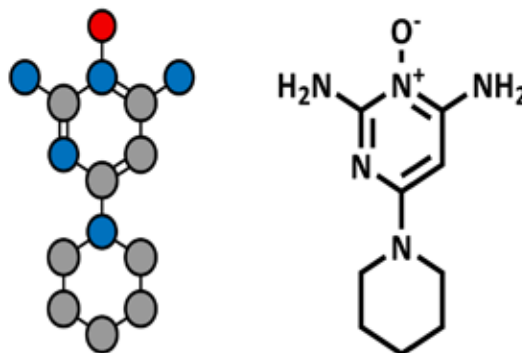
Propecia inhibits the 5-alpha reductase enzyme in the body. The 5-alpha reductase enzyme produces dihydrotestosterone, which is implicated in male pattern hair loss. However, the 5-alpha reductase enzyme is also responsible for creating a number of other very important neurosteroids in the brain and throughout the body.



Of course, Propecia is designed to negate the 5-alpha reductase enzyme that is affecting your hair, not the one that regulates vital brain activity. But it is impossible for it to be that selective. Once introduced into your system, it will inhibit all the 5-alpha reductase enzyme activity.

But the 5-alpha reductase enzyme is found in many more parts of the body than just the brain and the scalp. It is everywhere. It's in your bone marrow, your spinal cord, your skeletal muscle, and even your heart.

Now, how smart does it sound to you to take a drug that is inhibiting an enzyme that has vital functions all over your body because you want to control one small aspect of that enzyme's area of influence?



Remember that the 5-alpha reductase enzyme is responsible for the production of dihydrotestosterone. Dihydrotestosterone is a vital molecule. In essence, it is what makes a man a man. It is a strong androgen that facilitates male growth characteristics. A lack of it will lessen your male characteristics and replace them with female characteristics. That means that you will ...

- Have a small penis
- Have less body hair
- Produce weak sperm
- Have problems achieving an erection
- Retain fat more readily, especially around the hips
- Develop breasts

It shouldn't be surprising, then, that a large percentage of men who take Propecia end up with persistent side effects. For many people, these side effects will never go away (10).

What Propecia has been doing to men who have reached out to help regrow their hair is simply devastating.

Men in their thousands have gone from being clear-headed to having constant brain fog. They have gone from having a high libido to having zero desire for sex. Others have gone from being strong and muscular to being weak and unable to gain muscle (11).

Normal-sized penises have become shrunk and curved. Outgoing, cheery and happy people have morphed into depressed, insular and miserable individuals. High self-confidence and motivation plummet.

This drug even destroys a healthy appetite.

In a high percentage of people who take Propecia, these symptoms will remain even after they go off the drug.

The long-term dangers of Propecia are unknown. No long-term studies, focusing on 5, 10 or 20 year effects, have yet been carried out. We simply don't know if the men who are taking this drug now have an increased likelihood of dying of cancer or heart disease in the future.

PREGNANT WOMEN BEWARE

It is extremely dangerous for a pregnant woman to go anywhere near Propecia. Even handling the pills could lead to deformities in the unborn child.

That should create massive alarm bells for all men in relationships. If you're taking Propecia, it is going to be in your sperm. That will negatively affect your sperm and may affect your future child (12).

The bottom line on Propecia is that it is a toxic, potentially lethal drug that will wreak havoc on your enzymes, causing a horror story of side effects.



DO NOT TAKE IT.
IF YOU ARE ON IT,
GET OFF IT NOW!

SO, WHAT ABOUT ROGAIN?

Rogaine is a Minoxidil-based product. It works by increasing blood flow to the capillaries in the hair follicles. This is supposed to help rejuvenate hair growth.

Minoxidil was originally designed to treat heart conditions. It did so by widening and unclogging arteries. It didn't do much in that regard,

so the big pharma companies decided to repackage it as a miracle hair growth medication. Now it was meant to widen and unclog the blood capillaries in the scalp (13).

Rogaine is applied topically to the skin of the scalp in the areas where you want to regrow hair.

However, as with Propecia, Minoxidil is known to have some serious side effects in both men and women.



Web MD lists the following side effects of Minoxidil:

- increase in size or darkness of fine body hair
- dizziness
- breast tenderness
- rash
- headache
- upset stomach
- vomiting
- acne at the site of application
- burning of scalp
- increased hair loss
- inflammation or soreness at root of hair
- reddened skin
- Rare: Call your doctor if too much Minoxidil is being absorbed into your body. If so, you may experience:
 - chest pain
 - blurred vision or other changes in vision
 - decrease in sexual ability or desire

- fast or irregular heartbeat
- difficulty breathing
- fainting
- lightheadedness
- flushing
- rapid weight gain
- headache
- numbness or tingling of hands, feet, or face
- swelling of face, hands, feet, or lower legs (14).

THE BOTTOM LINE

Prescription medications are not the answer to your hair loss problems. We've just taken a glimpse at the world's two most popular hair-restoring drugs. The side effects we have uncovered are staggering.

When you weigh up the risk / benefit ratio of taking medications like Propecia, you would be crazy to proceed. Of course, the vast majority of people who go onto these drugs have no idea about the side effects. They are blissfully unaware that the drug they're taking to get their hair back is causing them such harm.

Fortunately, there is no reason why anyone should ever need to take a prescription medication for hair restoration.

WHY NOT?

Because nature provides every single ingredient that you need to get your hair growth restarted. By continuing to take those side-effect-free, completely natural products, you'll be able to grow a lush head of hair faster than you ever imagined.

CHAPTER SIX

SHOW YOUR HAIR SOME LOVE



We all need to take good care of our hair. When you notice that your hair is thinning, however, you need to take extra special care of it. But the specific things you do to maintain your hair will depend on the type of hair you have.

If your hair doesn't often become dry or greasy, hasn't been subject to a lot of dye induced color treatment, and doesn't often get tangled, then you have normal hair.

Dry hair is often frizzy, it feels rough and looks dull. It is easily tangled and it may have been subjected to numerous color treatments over the years.

Fine hair is limp, hard to style, lacks volume and easily becomes greasy.

Healthy hair has soft, fine cuticles. It is resilient and won't easily break. It has a natural gleam and will readily reflect light. Here are a half dozen healthy hair habits that will help you to look after your hair:

USE THE RIGHT SHAMPOO AND CONDITIONER

You should always seek out an organic shampoo and conditioner. Avoid harmful chemicals at all costs. Shampoos will not strengthen your hair. They will simply wash away the excess sebum and dirt that has built up in your hair (15).

Conditioners will act like a lotion to your hair follicles. It will also remove residue that has clung to the follicles from your shampoo.



WASH AND DRY YOUR HAIR PROPERLY



Most don't wash and dry their hair properly. This is the procedure you should be following:

USE WARM WATER TO WET YOUR HAIR SQUEEZE A SMALL AMOUNT OF SHAMPOO INTO YOUR PALM AND FORM A LATHER FROM IT.

- Beginning at the nape of your neck, start to gently massage the lather into your scalp. Do this with the pads of your fingertips.
- Allow the shampoo to sit in your hair for about two minutes.
- Rinse the shampoo out thoroughly.
- Apply just enough conditioner to moisturize the hair. Don't apply too much or you will overwhelm your hair.
- Allow the conditioner to sit for a further two minute, before rinsing it out with warm water.
- After washing your hair, you should comb it.
- Do not rub your hair dry with a towel. Instead pat it dry gently.
- Never blow dry your hair when it is dripping wet.
- If you are going to put gel or some other styling product in your hair, do so just after patting the hair dry.
- You should not comb your hair until it is at least 80% dry.

Studies reveal that many people who suffer from hair loss, as well as dry scalp, shampoo their hair too often. Of course, it is important to regularly shampoo your hair to remove the dirt and skin debris that plugs up your oil ducts.



However, if you over-shampoo your hair you will be removing the layer of natural oils that protect your scalp from bacteria while, at the same time, sealing in the natural moisture. The result of this will be that the insertion point of the follicle will be weakened. Bacteria can also weaken the entire follicle, causing it break off.

When shampooing, avoid being too vigorous with your hand action. Massage the scalp gently. This will remove dead skin while also encouraging healthy blood circulation.

AVOID BAD HAIR HABITS

The sun, life giving as it is, is not very life-giving to your hair. The sun dries out your hair. The wind is also bad news for your hair - it tangles it and makes it prone to breakage.

Regular use of a blow dryer is like going into a gale-force breeze. You should, therefore, not use a blow dryer regularly. In addition, the high temperature will actually boil the hair's natural moisture. It will cause irreparable damage to the shaft of each hair follicle. Hair rollers are even worse (16).

When you know you're going to be out in the sun, wear a hat or use an organic sun spray.

You should also avoid hair sprays. These may hold your hair in place, but there is a price to pay. Hair sprays affect the cuticle, binding it to the one next door. This can cause unnatural pulling, leading to cuticle breakage. If you do end up using hair spray, you should wash it out as soon as possible.

Do not back comb or back brush your hair. Even though this is said to volumize the hair, it will actually exacerbate hair loss. It damages the shaft, making breakage highly likely.

LOOK AFTER YOUR SCALP

You should think of your scalp as the soil into which your hair follicles are planted. The healthier the soil, the more likelihood that the plants will grow.



When your scalp is oily, it will be likely to flake easily, causing dandruff. Too much sebum is being released, which clogs the pores, preventing the follicles from properly sprouting. The weight of the sebum also tends to weigh down the follicles, causing sagging and damage.

An oily scalp should be treated with daily shampooing. Use a gentle, organic shampoo that is designed to work with dandruff. Washing your hair daily may seem like a chore, but it will stop excessive sebum build up, which could lead to a fungal infection.



If you suffer from dry scalp you should use a warm oil treatment once per week. Follow this up with a gentle scalp massage. This will help your sebaceous glands to release oil. Find a deep, creamy conditioner and condition your hair every second night. Leave the conditioner in your hair for ten minutes before washing it out. Limit shampooing to once per week.

Some 10% of hair follicles fall out because the follicles have become clogged with scalp plaque. When we use shampoos and conditioners that are filled with harmful chemicals and other toxins, we make this process worse. The harmful ingredients in these products get mixed up with the natural sebum that is excreted from the sebaceous gland located in the hair follicle. These oils clog up the pore, thereby preventing the hair follicle from growing.

When there is a buildup of this gunk, it sits on top of the hair follicle like a cap. The follicle simply cannot push through. When the oily mucous is removed, the hair can start to regrow.



To find out whether your hair follicles are being impaired by mucous scalp plaque buildup, do the following:

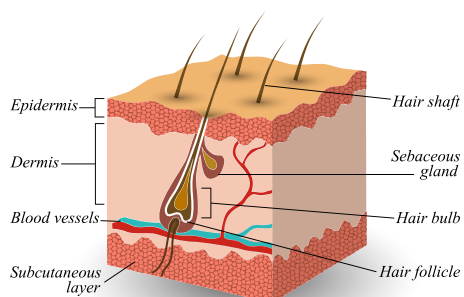
Take a look at your scalp between hair follicles with a bright light. If your scalp is shiny, that is a clear indication that it is too dry. This is likely a result of clogged-up plaque

If you identify that you are affected by this problem, here's what you need to do ...

Increase your scalp circulation. Scalp massage brings blood to the surface. This brings more nutrients to the fore that will feed the growing hair.

Wash your hair with sulfate-free hair shampoos and conditioners that dry out hair and strip the natural lipids.

Scalp structure



CHAPTER SEVEN

STOP PULLING YOUR HAIR OUT

Stress and hair loss combine to create a vicious cycle. The more anxious you are, the more prone you will be to follicle loss. This, in turn, creates more stress, which causes you to lose more hair. It's a non-stop route to losing all your hair (17).

Unless you learn to get a handle on your stress.

Here are our top 10 strategies for stress busting ...

10 QUICK & EASY TIPS FOR LOWERING YOUR STRESS LEVEL

EXERCISE

Exercise is the most underrated and underused anti-depressant there is. Studies show that regular cardiovascular exercise greatly improves mental alertness and concentration, reduces stress, and improves overall physical and mental wellbeing. After a mere five minutes of exercise, the body produces endorphins – the happy hormone – that will help bust nervous tension.



LOVE YOURSELF BY FEEDING YOURSELF POSITIVE AFFIRMATIONS

Around 90% of our thoughts lie in the subconscious part of the brain. These thoughts include the negative feedback that over our lifetime we have learned to be 'true' about ourselves. Daily positive affirmations eventually lodge these thoughts into our subconscious instead and create an overall more positive mind frame. Statements such as 'I am good enough' and 'I can achieve this' are a great way to start.

**DREAM
BIG
WORK
HARD**

SLEEP ON IT

The quality and quantity of our sleep is one of the first casualties of stress. Yet, sleep is a vital ingredient in the body's rehabilitative process. That's the time that your body heals itself, repairing muscle tissue and fine tuning your internal engine.

For those who have difficulty getting to sleep, try creating an atmosphere where you feel most at ease. Dim the lights, ensure the room is at a temperature you feel comfortable, and leave your electronic devices out of the bedroom – they are not a good sleeping partner.



EAT WELL

Stress is one of the major contributors to obesity. Stressed people will reach for comfort foods that provide zero nutritional value. As a result, they end up feeling more lethargic and uninspired than ever. When we're under pressure, whether it's an approaching deadline or a pending mortgage payment, that's the time we need to fuel up with prime nutrition, not junk food.



Contrary to popular opinion, increased coffee intake is not beneficial to dealing with stress and deadlines, as increased levels of caffeine in the system can wreak havoc on the nervous system. It's best to stick to water to keep the body feeling its best.

SET YOURSELF UP RIGHT FOR THE COMING DAY

Buying out a few minutes the evening before to organize the coming day is a smart way to ward off future stress. Lay out your clothes for the morning, make a packed lunch, get your briefcase organized and jot down a "things to do" list for the coming day. By organizing ahead of time like this, when your head hits the pillow, you'll feel in control of tomorrow. That will allow you to relax, get a great night's sleep, and spring out of bed the next morning ready to seize the day.



SINGLE TASK IT



Many people consider multi-tasking to be an admirable skill. It can be, but for many

people multi-tasking has proven to chronically increase anxiety levels, with the result that they end up doing a lot of things haphazardly, rather than one thing well.

To relieve stress, don't try to be a multi-tasker. Focus your energies on a single task at a time. Slow down, clear your mind of distractions and get totally in the moment with that one thing that is on your plate. This will allow you to enjoy a greater sense of accomplishment, resulting in greater self-satisfaction and efficacy.

MUSIC

Countless studies have proven the powerful effect that music has on our mindset. It relaxes, calms and soothes us and it does it fast. So, what's the best type of music to de-stress? There is a whole industry based on relaxing music but the best anxiety-busting tunes are those that have a personal connection to you.

When you detect your anxiety levels increasing, simply remove yourself from the situation for five minutes, slip your headphones on, and push play on a beloved song from your teenage years. Your mood will change in an instant – and so will your hormonal reactions. You'll actually produce feel-good endorphins which will flood your brain and get you smiling.



LAUGH IT OFF

It sounds bizarre, but forcing yourself to laugh can pull you out of a negative funk. When we laugh, the oxygen we breathe goes deeper into our lungs, which stimulates the heart and muscles and shoots off signals to the brain to produce endorphins. Laughter relaxes tense

body muscles – it is next to impossible to have a good giggle with clenched fists – give it a go and feel your body start to relax.



WHEN ALL ELSE FAILS, BREATHE



Our breathing changes when we are feeling anxious. Often our breath becomes short and shallow. It is necessary to increase the length and depth of our breath to ensure we don't hyperventilate.

The best way to do so is to place your hand on your stomach and breathe in through your nose for four seconds. Hold for two seconds, and then push as much air out as you can for four seconds.

LEARN YOUR STRESSORS

Learning what stresses you out is the key to managing anxiety. Take time to figure out what may cause you to become anxious and develop strategies to combat those things. For example, does the idea of losing your keys fill you with stress and dread? Get a spare copy made and keep them somewhere safe. Tailor your strategies to what is important to you.

PART TWO

Prostag- landin D2 The Bre- akthrough

CHAPTER EIGHT

PROSTAGLANDIN D2 AND YOU

For more than one hundred years, researchers have been desperately seeking the cause of hair loss. And for more than a hundred years, they have been disappointed.

In 2012, that changed.

Researchers at the Perelman School of Medicine at the University of Pennsylvania made the breakthrough that changes everything (18).

They knew that miniaturization of the hair follicle was the main process of male pattern baldness. We start with a large anagen hair follicle. With each successive hair regrowth cycle, the follicle gets smaller and smaller.

At the same time as the root of the hair follicle gets smaller, the sebaceous gland gets larger. These two factors lead to a loss of hair volume, most of which occurs in the hair shaft.



The researchers discovered that the protein Keratin 15 (KR-15) was more abundant in

people who suffered from male pattern baldness. Subsequent investigation revealed

that another protein, CD200, was markedly diminished in balding scalps (19).

The further they went, the more they discovered about the key proteins that are lacking in balding subjects. Another one was CE34+.

This research led scientists to the following conclusions in cases of male pattern baldness:

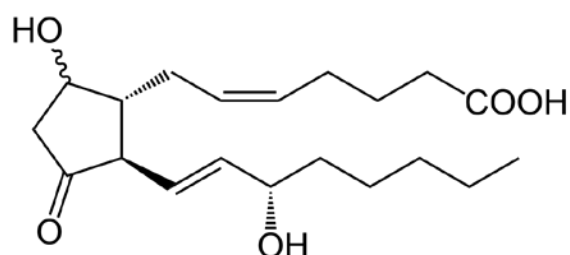
- Most stem cells remain intact
- Progenitor stem cells are decreased

This suggested that there was a defect in stem cell activation. This may have been caused by either the lack of a stem cell activator or the presence of a stem cell inhibitor.

The search was now on to identify the cause of this inhibition or activation.

After a lot of further study, one gene stood out as being remarkably pronounced in all the bald subjects who were analyzed. That gene was ...

Prostaglandin D2 Synthase

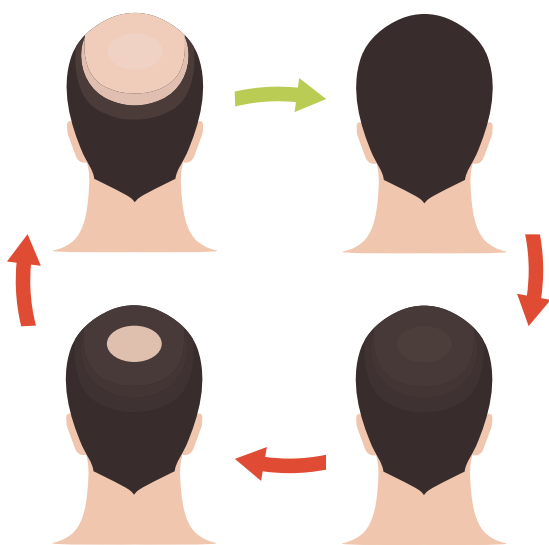




Balding men had 7 times more Prostaglandin than those with a full head of hair! (20)

Prostaglandin D2 is an enzyme that converts Prostaglandin H2 and G2 into Prostaglandin D2 (L-PGDS).

L-PGDS is a testosterone-responsive gene. It is responsible for virilization (male characteristic development) in the brain.



There are different types of prostaglandins in the body, and they can have a yin-yang effect on your vital functions.

For example, PGE2 and PGD2 often have opposing functions. While PGE2 is associated with regeneration and promotion of hair growth, PGD2 seems to oppose this function.



Researchers discovered that, while balding people had a lot more D2, they had a much lower amount of E2 (21).

We need to realize that D2 is the dominant prostaglandin in the scalp. Its overall level is much higher than the other prostaglandins.

The next question facing the researchers was this ...

Do prostaglandins have a functional role in hair growth?

Further studies revealed that Prostaglandin D2 did, indeed, have a part to play in the regression stage of the hair follicle cycle.



One study had researchers injecting Prostaglandin D2 into mice and then measuring the amount of hair growth over the next 12 days. The mice who had been given D2 were not even able to grow their hair half as long as the control group! (22).

Follow-up human studies showed that Prostaglandin D2 was inhibiting human hair growth in both men and women.

The following chart shows the difference in human hair growth over 7 days between a subject group who were given Prostaglandin D2 and a group who were not ...

The hair growth rate of the prostaglandin group is 72% lower than the non-prostaglandin group.

But the researchers weren't through.

On digging deeper, they discovered that there was actually a receptor that was responsible for turning on, or activating, prostaglandin D2. This culprit receptor was soon identified to be the real enemy. If it could be shut down, the hair would start growing again.

This rogue receptor was identified as ...

GPR44

GPR44 stands for G protein-coupled receptor 44.

The researchers discovered the binding of GPR44 with PGD2 effectively 'instructed' hair follicles to stop producing hair.

The remarkable findings, which were supported by another study carried out at Johns Hopkins University in Baltimore, were published in the renowned medical journals, Science Translational Medicine, and the Journal of Investigative Dermatology (23).

Finally, it seemed like science had discovered the real reason for hair loss – and it was PGD2.

All the researchers now needed to do was develop a way of BLOCKING the activation of the GPR44 receptor, which would subsequently stop it from binding to PGD2.

Do this, and not only would current hair loss be stopped, but it would enable hair follicles to start producing new hairs again, just as they did when you were a kid.

THE RESEARCHERS WERE ON A MISSION

It would consume their lives over the next year and more.

After 14 months of blood, sweat and tears, they finally struck gold.

Not only did the researchers discover how to BLOCK the GPR44 receptor, they found out that in so doing they STOPPED the production of PGD2 altogether.

And the best part was, they'd managed to do this 100% naturally – with no drugs of any kind.

So, if drugs weren't the solution to stopping the hair killing actions of Prostaglandin D2 and the GPR44 receptor, what was?

The answer was startlingly simple ...

Natural ingredients!!!



Yes, this team had, through meticulous trial and error, identified a specific combination of ingredients that would actually BLOCK the GPR44 receptor. Once this was done, the production of Prostaglandin D2 would stop in its tracks.

The team was ecstatic. With a list of natural foods, they not only had the cure to male pattern baldness, but the solution to every person's hair loss nightmare. All they had to do now was to publish their findings and get the message out there.

But, before they did, they wanted to be absolutely sure that what they had was really going to work. So, the team trialed the formula on 74 subjects with varying degrees of hair loss, and during the 6-month trial, EVERY SINGLE person had experienced a spectacular regrowth of new hair.

But that natural food list designed to stop Prostaglandin D2 and GPR44 in their tracks never saw the light of day.



WHY NOT?

Because Big Pharma stepped in.

With Americans spending \$3.5 billion per year on hair loss treatments, they saw the potential for a huge loss in profits from this kind of research.

And so they shut the team down – literally.

Within just 2 weeks of the trial ending, the research lab was shut down, the entire team was reassigned to other projects, and the trial results were confiscated.

But that wasn't the end of it.

ARE YOU KIDDING?

No. Not only did I uncover the amazing findings this team of researchers made, but I took those findings and went on to further develop and perfect that list of natural ingredients.

After months of perfecting the formula, and testing hundreds of natural ingredients on mice and human follicles, I became confident that I'd landed on the ultimate treatment for hair loss.

I WAS READY TO RELEASE IT TO THE WORLD.

And, after much discussion, and investigation of our credentials, I decided to publish it here under the name Regrow Hair Protocol.

CHAPTER NINE

THE SCALP BREAKTHROUGH

The Prostaglandin breakthrough that team of researchers made is nothing less than a game-changer in hair loss treatment. The ability to put a halt to the activity of Prostaglandin D2 would stop hair loss in its tracks, giving millions of people the hair restoration life-line they've been desperately searching for.

But even with this amazing breakthrough, I still wasn't satisfied. You see, the prostaglandin discovery was just one path that I'd been obsessed with in following that research team's quest for the cure to hair loss. Success in that area meant that I could now put my full energy into the other area.



AND THAT'S WHAT I DID.

Even without a clinic, without a research team, and without a job, I poured my own time and money into getting to the bottom of this great quest.

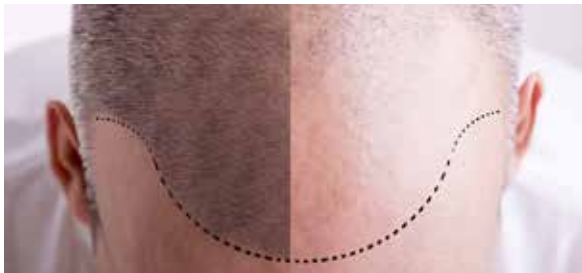
And boy, did that dedication pay off!

Here's the issue that I was wrestling with ...

After analyzing thousands of cases of hair loss in males, I observed that **no one** loses hair from above the ears and on top of the neck. They all lose it from on top of the scalp.

THE QUESTION WAS WHY?

In my quest for an answer to that question, I began by analyzing the results of tests run on hair samples from different parts of the scalp. Maybe the hair follicles above the ears and neck had a different cellular structure than that on top of the head.



However, I found out that there was no difference in their composition. The hair structure is exactly the same all over the scalp.

So, if the hair structure was the same, then what could account for the difference? Well, what about the scalp itself? That was my next area of focus.

AND THIS IS WHERE I STRUCK GOLD

I realized that the condition of several areas of the scalp differ markedly. By analyzing the structure of the scalp and head anatomy of thousands of test samples, I found the answer.

The scalp tissue over the ears and neck are far more active throughout the course of our day. Take for example the simple act of chewing gum.

If you were to watch Michael Jordan chewing gum you would see the muscles in his scalp moving in unison with his chewing action. But not all of them. The muscles above his ears are the ones that would be doing the work. Those on the top of his head would be simply going along for the ride.

Because of the continuous muscular action that occurs above the ears, that area of the scalp benefits from a constant flow of oxygenated blood. Every time we eat, chew or speak, these muscles are working continuously. This ensures

that there is an ongoing blood flow to the capillaries that lie just below the scalp's surface, and that transport blood to the follicles.



I surmised that this was the single key factor that contributed to the health and strength of the hair follicles above the ears.

If I could encourage the same amount of muscular activity on the top of the scalp as was happening on the sides of the ears, then the blood circulation, oxygenation and nutrient activity at the cellular hair level would all be dramatically boosted.



I was scratching my head over this when I had a genuine Eureka moment. I mean that last sentence quite literally – I was actually scratching the top of my scalp when I noticed that the action of my finger was causing movement of the muscles at the top of the scalp. This was no doubt increasing blood oxygenation, circulation and allowing nutrients to get into the area faster.

The solution as simple – as the best solutions simply are ...

SCALP MASSAGE

Regular scalp massage is like a workout for the top of your head. It will allow your crown to achieve a level of movement that, while it will never be the same as that achieved on the sides of the head or the back of the neck, will make it far more active. The benefits to your hair follicles are many ...

- Increased blood oxygenation
- Increased blood circulation
- Increased supply of amino acids, vitamins, minerals and proteins for hair growth

In order to achieve a great scalp massage program, there is one inexpensive tool that you'll need. It's a rubber scalp massager ...



You can pick up a good rubber scalp massager for about \$7.00 on Amazon.

Make sure that the massager you choose is 100% rubber, as opposed to synthetic, plastic or vinyl. These types of massagers will actually scratch your head, which is not what you are after. This is neither comfortable for your scalp nor healthy for your hair.

Here's how to massage your scalp for best hair restoring effects ...

Simply take your massager in hand and massage in short circular motions at a spot on the top of the head. The goal is to get a lot of blood and air moving to the top of the scalp. So, rather than moving the massager around the scalp keep it in one position and, allowing it to move back and forth for 30-60 seconds. When you're done, pick the massager straight up and choose a new spot. You can massage pretty hard in order to stimulate the scalp muscles.

The massaging of your scalp should take no more than a few minutes each time.

YOU SHOULD BUILD REGULAR
MASSAGE INTO YOUR
SCHEDULE AS A HABIT THAT
YOU DO 4-5 TIMES PER DAY.

Simply carry your scalp massager with you at all times and give your scalp a treat every few hours. The benefits of this little bit of effort are enormous.

THE DHT REVERSAL ENZYME

In addition to fast tracking vitamins, minerals, amino acids and proteins to the hair follicles, I also discovered that a healthy blood flow helps to prevent the formation of DHT. This is the hormone that attacks the hair follicles. In fact, I found out that, in areas of the scalp with a very high blood oxygenation, testosterone doesn't easily convert into DHT.

As a result of the lack of DHT, the hair stays healthy – and this is the case regardless of a person's age. I surmised that, if I could reproduce on the top of the scalp the same conditions of the hair above the neck and ears, I'd be able to sustain the same healthy level of hair growth over all parts of the scalp.

Men who suffer from male pattern baldness have an excessive amount of DHT in their hair follicles. The effect is that the blood supply to the follicles is effectively shut down. The hair becomes weaker and thinner. And then it dies.

The transformation from testosterone to DHT occurs due to the operation of an enzyme called 5 Alpha Reductase.



Now, there are two types of 5 Alpha Reductase enzyme ...

- Type 1
- Type 11

5 Alpha Reductase attaches itself to the follicle and, day by day, starts to kill it. However, DHT is vital for other bodily functions, such as the development of sexual characteristics in men. It helps turn a boy into a man – and to keep him that way (24).

The goal, then, is not to reduce the DHT levels in the whole body – but to concentrate on reducing DHT levels in the scalp.

I was now convinced that the way to control hair loss was not to fill the body with chemicals that would deplete the entire body of DHT, but to specifically reduce its build-up on the scalp.

He already knew that this could be done by increasing the muscular activity of the scalp. Then, another key element was added to the mix ...

I happened upon some research that was taking place among a group of American biologists that uncovered another enzyme that was closely related to 5 Alpha-Reductase. It is called 3 alpha-hydro xysteroid de-hydrogenase (don't even try to pronounce it). The amazing thing about this enzyme is that it acts in the reverse manner to 5 Alpha Reductase ... **it re-converts DHT back into testosterone.** (25)

I knew that if production of this enzyme could be encouraged, it would work in tandem with everything else I'd discovered to produce **the most potent, all-natural hair restoration treatment that the world has ever seen.**

So, I set about testing hundreds of natural products to identify which of them would increase production of 3 alpha-hydro xysteroid de-hy-

drogenase. After much trial and error, I found what I was looking for.

It's called Sulforaphane.

Sulforaphane is a compound within the isothiocyanate group of organosulfur compounds. It is widely known as an anti-cancer agent, but only recently has its role in fighting hair loss come to light (26).

The more sulforaphane you have in your system, the more 3 alpha-hydro xysteroid de-hydrogenase enzyme will be released into your system. And, as we've seen, more of this enzyme means less DHT.

Now, we've already learnt that decreasing DHT from all over the body is going to back-fire on us. We will be shutting down vital functions related to our sexual characteristics. That's why my next breakthrough was so profound ...

I found that the symbiotic interaction of two factors would increase the activity of the 3 alpha-hydro xysteroid de-hydrogenase only in the area that needed it – in this case the top of the scalp. By increasing blood oxygenation in the target area on a constant basis, the activities of the DHT blocking enzyme could be limited to that area.

With that powerful piece of the puzzle solidly in place, I went about uncovering the best natural ways to get more sulforaphane into the body. It didn't take me long to find it ...

BROCCOLI

If your mother ever told you to eat your broccoli, she sure knew what she was talking about. Broccoli contains more sulforaphane

than any other food on the planet. In fact, sulforaphane is often referred to as the broccoli compound (27).



Sulforaphane is also high in other cruciferous vegetables, including ...

- Brussels sprouts
- Cabbage
- Cauliflower
- Bok Choy
- Kale
- Collards
- Chinese broccoli
- Turnip
- Radish
- Arugula
- Watercress

By increasing your daily consumption of these foods, particularly broccoli, you will be boosting your body's levels of sulforaphane, thereby promoting release of the DHT destroying enzyme the 3 alpha-hydro xysteroid de-hydrogenase.

When combined with a program of activity designed to enhance localized blood circulation and oxygenation to the top of the scalp, this will stop the attack on your hair follicles and allow the hair on the top of your head to enjoy

the same level of healthy growth as that on the sides of your head.

You've already learned about the power of sulforaphane for fighting hair loss, but you may be wondering if there's an easy way to increase your intake. There is! I call it the Sulforaphane Super Smoothie, or Triple S Smoothie. Not only is this smoothie full of sulforaphane-rich broccoli and kale, but it also contains other foods which can help to boost your hair growth. You'll learn more about these foods in the coming pages but, for now, here is my recipe for the Triple S Smoothie:

TRIPLE S SMOOTHIE



INGREDIENTS

- 1 cup frozen broccoli, chopped
- ½ ripe green apple, cored and chopped
- 1 cup unsweetened almond milk
- 1 large banana, peeled
- ½ cup fresh chopped kale
- 1 scoop plain hemp protein powder
- 1 tablespoon grated ginger
- 1 teaspoon chlorella powder

INSTRUCTIONS

- Combine the frozen broccoli, green apple, and unsweetened almond milk in a blender.
- Pulse the mixture four or five times to chop the ingredients.
- Add the banana, kale, protein powder, ginger, and chlorella to the blender.
- Blend the mixture on high speed for 30 to 60 seconds, or until it is smooth and well combined.
- If the mixture is too thick to blend smoothly, add more almond milk two tablespoons at a time until it blends properly.
- Pour the smoothie into a glass and enjoy it immediately for the best results.

If you want to make your Triple S Smoothie a little sweeter, feel free to add the other half of the green apple or a handful of frozen berries. Getting into the daily habit of taking my Triple S Smoothie will put you on the nutritional fast-track to getting your hair back.

CHAPTER TEN

MY SECRET TOPICAL TREATMENT TO BRING BACK HAIR



My formulation went through years of fine tuning. The ingredients were proven by science. And they were tested on scores of human guinea pigs – including yours truly – before I was ready to bring it to the public.

The primary formulation was prepared by not as a food, a pill or a liquid elixir. It was developed as a topical application.

Over the centuries, mankind has often used topical applications to regrow their lost locks. They have rubbed cow pats and all manner of other weird concoctions into their scalps, convinced that doing so would be the solution to their hairless problem.

This topical application is nothing like them.

It is founded on science, formulated in the lab and fine-tuned in the real world.

Let's recap on the science that we know so far:

- The enzyme Prostaglandin D2 synthase and the protein that it produces, Prostaglandin D2 is far more common in the bald scalp portions of the heads of men with male pattern baldness than in the areas where there is hair growth.
- It has been determined that PDG2 impedes the normal growth of hair follicle stem cells located in the scalp.
- If the actions of PDG2 could be stopped, the hair follicles could continue making hair without interruption.
- PGD2 binds to the receptor cell on the hair follicle called GPR44. By inhibiting or blocking the work of this receptor, then PGD2 wouldn't be able to do its destructive work on the hair follicle.
- There is an enzyme known as cyclo-oxygenase-2 (COX-2) which changes arachidonic acid into PGD2.



Now for the exciting part ...

There are completely natural products that you can easily access that have proven to be very effective at blocking both GPR44 and PGD2. They also prevent the conversion of arachidonic acid to PGD2.

So, what are these everyday ingredients that can work at a cellular level to inhibit the hair destroying actions of PGD2, GPR44 and COX-2?

They are ...

GREEN TEA + GINGER



These compounds contain active ingredients that, when combined, exert a powerful, synergistic effect that effectively blocks PGD2, GPR44 and COX-2.

The active ingredients that have an effect on these enzymes are ...

- Quercetin in tea
- Gingerol in ginger

Let's check them out ...

QUERCETIN

Quercetin is added to many foods and beverages as a flavor enhancer. It occurs naturally in a range of plants. Tea has higher levels of

quercetin than most other compounds. Green Tea is especially plentiful, with its dried leaves containing an average of 230 mg/100g.

Quercetin has been found to be an effective inhibitor of PGD2. However, getting it to the scalp in order for it to do its work has been problematic (28).

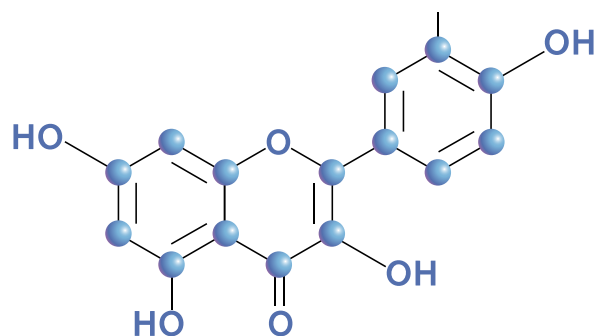
At first, scientists had test subjects taking quercetin orally as a tablet. They soon discovered that the active ingredient did not absorb into the bloodstream. This meant that there was no transportation system within the body to get the quercetin to the scalp.

That is why I began applying quercetin directly to the scalp as a topical treatment. When I did, the effect was dramatic...

Because the quercetin was now able to absorb directly into the hair follicles, it could go to work immediately to block the actions of PGD2 (29).

Within a day, natural hair regrowth was resumed.

If you think that's impressive, wait till you see what happened when topical quercetin was combined with the other powerful blocker that I discovered.



GINGER

Ginger root, derived from the flowering plant *Zingiber officinale*, has been a popular folk medicine for centuries. Modern science, however, is firmly in its corner when it comes to blocking the compounds that cause hair loss. Of its many compounds, gingerol is the active ingredient that we're after.

As well as inhibiting PGD2 and GPR44, gingerol was effective at preventing COX-2 from turning arachidonic acid into PGD2 (30).



MAKING THE TOPICAL LOTION

Combining the active ingredients in green tea and ginger into a topical application is the most scientifically sound, proven way to reboot your hair loss. So, how do you do it? Here is the exact recipe that I used on my hair to help me achieve the startling regrowth that has given me my life back...

GINGER GREEN TEA LOTION

WHAT YOU'LL NEED

- 1 tablespoon dried green tea leaves
- 8 ounces (1 cup) filtered water
- 2 inches fresh ginger, peeled
- 4 tablespoons cold-pressed coconut oil (room temperature)

- 1 tablespoon lecithin
- Coffee cup
- Fine mesh strainer

WHAT YOU DO

- Place 1 tablespoon of dried green tea leaves in the bottom of a coffee cup.
- Bring 8 ounces of filtered water to a boil in a small saucepan.
- Pour 3 tablespoons of hot water into the coffee cup with the tea leaves.
- Let the tea leaves steep for 3 minutes then pour the liquid through a strainer into a small bowl.
- Use the back of a spoon to press as much liquid out of the soaked tea leaves as possible then discard them and set the brewed tea aside.
- Grate a 1-inch piece of fresh ginger and place it in the coffee cup then pour in 3 tablespoons of boiled water.
- Let the ginger steep for 5 minutes then strain the liquid into the bowl with the tea, pressing the ginger to remove as much liquid as possible.
- Add the coconut oil (room temperature) to the mixture along with the 1 tablespoon of lecithin.
- Use a fork to stir the ingredients together – as the coconut oil melts in the warm water, it will form a smooth mixture.
- Spoon the mixture into a small glass jar and cover tightly with the lid – store in a cool, dry place.

ADDITIONAL NOTES

If the water has cooled too much to melt the coconut oil, warm the mixture in the microwave for 5 or 6 seconds. If you want to make more of this lotion at a time, feel free to double or triple the recipe. Just keep in mind that if you change the proportions of ingredients it could affect the

thickness of the lotion and you might need to make adjustments. This recipe should last about 12 to 15 days.

APPLICATION

This Ginger Green Tea Lotion will be used later as an ingredient in the Caffeine Topical Lotion that you'll be applying daily as part of your Hair Regrow Protocol. You also have the option to apply this Ginger Green Tea Lotion as often as you like as a supplemental therapy to further boost your hair regrowth benefits. When you are ready to apply this ginger green tea lotion, use your finger to take out a scoop about the size of a quarter. Hold the mixture in the palm of your hand for 30 seconds or so until it warms up and starts to soften a little. Apply the lotion liberally to your scalp, rubbing it gently into your skin as much as you can. Only use as much as you need to cover your scalp – you don't want it to be too oily. Leave the lotion on your skin for about 20 minutes then wipe away the excess that hasn't absorbed into your skin using a warm, damp washcloth.

The topical formulation that you've just learned to make is the most powerful weapon that you have yet encountered to combat your hair loss.

Don't make the mistake of dismissing this treatment as too simple. It is based on science that does not lie. Applying this lotion to your scalp every day will start giving you your hair back.

Of course, we're all different. You may not see the effects as immediately as I did. But, do not give up. Getting into the daily habit of applying this topical formulation will give you the results that you desire.

CHAPTER ELEVEN

7-DAY HAIR GROWTH NUTRITIONAL MAKE-OVER

One of the most profound things to come out of my research was the realization that hair loss and regrowth have a lot to do with what we eat. By replacing poor eating habits with healthy ones that are focused on certain key foods, you will dramatically improve your hair situation.



Here are the nutritional key findings that I have identified to promote hair growth ...

- Increase your protein intake. Hair follicles are made of protein. If you consume too little protein, your hair will enter an inactive phase and will stop growing. Increase your protein intake, and it will rejuvenate your hair's growth (31).
- Reduce your carbohydrate intake. When you take in processed carbohydrates, you will increase your blood sugar levels. The carbs that you eat will be converted to glucose, which fills your bloodstream. This, in turn, leads to the release of insulin, which quickly clears the blood sugar from the veins. As a result of this blood sugar crash, you have an insatiable need to eat more carbs. This leads to an ongoing cycle that will make you fat and hairless. By reducing your carb intake, you will go a long way to reversing your hair loss.
- Reduce your consumption of alcohol. If you're serious about getting your hair back, limit yourself to just one glass of alcohol per day. Any more than that and you will be bringing down your levels of zinc, folic acid, and Vitamins B and C. These lowered levels will negatively impact upon your hair follicles' ability to grow.
- Increase your intake of caffeine. There is a lot of research about the negative effects of caffeine on blood pressure, digestion and insomnia. A lot of people also think that caffeine contributes to hair loss. That's because caffeine reduces your levels of potassium, zinc and Vitamins B and C (just as alcohol does). When this happens, your

adrenal glands must work a lot harder to do their job. This leads to the production of a testosterone which encourages hair loss.

- However, recent research shows that, rather than promoting hair loss caffeine does exactly the opposite. In a 2007 study, researchers took biopsies from 14 men's scalps, all of whom were in the early stages of hair loss. They then exposed their hair follicles to various solutions containing different levels of caffeine. Half of the follicles were also exposed to DHT, the chemical which triggers hair loss.
- After 8 days, it was found that all the follicles experienced growth – even those that were treated with DHT. The follicles that were exposed to the most caffeine grew by between 33-40% over the eight-day period (32).
- Caffeine actually stimulates the hair shaft. As seen in the above experiment, it also helps the hair to grow by blocking the actions of DHT.
- If you're thinking that this is a great excuse to boost your coffee consumption, you'd better slow down a little. To get the desired effect as shown in the clinical study referred to above you'd need to drink between 50-60 cups per day!
- The far smarter way to get the caffeine to your hair follicles is with a topical solution. The human body can absorb caffeine very quickly through the skin, making a topical application the ideal transport system.
- Increase your consumption of iron rich foods. Anemia is a condition brought on by low levels of iron in the body. It is a major cause of hair falling out. For years, doctors didn't put any stock in the link between iron deficiency and hair loss.
- But, in 2006, a team of researchers conducted a major review of 40 years of research to cement the connection. Results of the study were published in the May, 2005

issue of Journal of the American Academy of Dietitians. Analysis showed that, in every single case when patients were treated for anemia, it maximized their ability to grow more hair (33).

- The study's main researcher, Dr. Wilma Bergfeld commented...
- *"From our clinic's experience, it is clear to me that if you replenish hair-loss patients' iron stores with iron rich foods, they are more likely to regrow hair, or at least stop hair shedding. And they don't have to be anemic. That is the biggest mistake doctors make."*
- Take silica to boost your natural hair growth. You may not have heard of silica. But I but you have heard of silicon. The stuff that Silicon Valley was named after is one of the most abundant minerals on earth. Silica is a mixture of oxygen and silicon. It is abundant in leafy green vegetables and whole grain products.
- Silica is a key part of the process of collagen synthesis. And collagen is a part of the make-up of the connective tissue, skin and hair follicles. Silica can help to repair connective tissue that has been affected by faulty cell activity.
- When it comes to the collagen that makes up your hair follicles, silica is one of its most important component parts. It plays a vital role in the repair of damaged follicles. Its ability to repair damaged connective tissue not only lessens hair loss, it also delays graying.
- In a 2012 double-blind placebo, controlled study on women with thinning hair, supplementation with silica was seen to dramatically improve overall hair volume, scalp coverage and thickness of hair after 90 days (34).
- Consume less salt and fat. In addition to the general health effects of taking in salt and fat, you will experience an overly acidic internal liquid environment if you consume

an inordinate amount of salt and fat. An overly acidic body will cause many ailments and leave you feeling generally lousy. It will also make your hair fall out. Balancing your pH levels is critical if you are to start eating for healthy hair (35).

- Make sure to include foods that are rich in iodine. Iodine has been shown to improve hair growth in various clinical studies. Iodine rich foods include cabbage, carrots, spinach, soy beans and pine nuts (37).

A CAFFEINE TOPICAL LOTION

As you've already discovered, caffeine – contrary to wide-spread belief – actually promotes hair restoration. The best way to get the caffeine to your hair follicles is by way of a topical solution. That's why you are going to create your own, completely natural caffeine topical lotion.

You've already created one mega powerful topical lotion – the combination of green tea and ginger. From today onwards, you will be combining that lotion with your caffeine cream in order to maximize the hair replenishing effects of both mixtures. Simply follow the steps outlined below and then combine the two creams into one super blend.

WHAT YOU'LL NEED

- 1 tablespoon ground coffee beans
- 1 tablespoon dried green tea leaves
- 1 teaspoon dried white tea leaves
- ½ cup organic castor oil
- ¼ cup coconut oil
- ¼ cup beeswax granules
- 1 tablespoon cocoa butter

WHAT YOU DO

- Place two tablespoons of ground coffee beans in a glass pint jar.
- Add the loose green tea and white tea leaves and stir the ingredients together until well combined.
- Pour in the castor oil and stir the mixture with a small whisk until the oil starts to darken.
- Cover the jar with the lid and place it inside a medium saucepan.
- Fill the saucepan about ¾ full with water and bring it to a simmer over medium-low heat.
- Once the water is simmering, adjust the temperature until it is just bubbling and leave it for about 5 or 6 hours to steep.
- Remove the jar from the saucepan and let it cool until you can safely touch it to remove the lid.
- Strain the liquid through a fine mesh strainer into a medium mixing bowl.
- Use the back of a spoon to push down on the coffee and tea leaves, extracting as much liquid as possible, then discard the solids.
- Add the coconut oil, beeswax, and cocoa butter, stirring until the heat of the oil warms and melts them both.
- Squeeze in your rosemary and cedarwood essential oils then stir well.
- Take your Ginger Green Tea Topical Lotion and add it to the bowl – you should have about ¼ cup of this lotion to add.
- Whip the mixture using a hand mixer or a whisk until smooth, thick, and creamy.
- Spoon the lotion into a small glass jar and cover tightly with the lid – store in a cool, dry place.

ADDITIONAL NOTES

You'll be applying this lotion once daily in the morning when you take your hair-boosting supplements as part of the Hair Regrow Protocol. When you are ready to apply this lotion, use your finger to take out a scoop about the size of a quarter. Hold the mixture in the palm of your hand for 30 seconds or so until it warms up and starts to soften a little. Apply the lotion liberally to your scalp, rubbing it gently into your skin as much as you can. Only use as much as you need to cover your scalp – you don't want it to be too oily. Leave the lotion on your skin for about 20 minutes then wipe away the excess that hasn't absorbed into your skin using a warm, damp washcloth. This recipe should last for about three months.

PUTTING IT ALL TOGETHER

We can now build upon the nine nutritional findings outlined above to put in place a 7-day nutritional make-over that starts with a 1-day detox. At the end of the first week, you will be eating your way to optimum hair health.

But there's even more good news. You may have noticed that a lot of the nutritional guide-lines offered above are also excellent pieces of advice for weight loss and general wellness. So, by adopting the hair health wellness eating plan, you'll be getting some major side benefits ...

- You will lose body fat
- Your body will return to its preferred pH balance, ridding you of ailments that you may have been plagued with for years
- You'll have more energy and vitality

So, let's get started on your nutritional make-over.



Over the next 7 days, we are going to present you with a Daily Challenge based on the nutritional innovations presented above. Your sole goal for that day is to incorporate the daily challenge in your life. Take possession of it, make it your own and adopt it as part of your new lifestyle.

The next day you'll carry that challenge over while focusing on the next day's challenge. At the end of the 7 days, you'll have completely revolutionized your eating pattern – you'll now be eating for your health, and for your hair. At that point you can dive into the 5-week Regrow Hair Protocol to maximize your results!

THE ONE DAY DETOX

By undertaking a one day detox, you will be putting a halt to the poisoning of your body that has been taking place without your notice, robbing you of any hope of attaining the hair that you really want.



Irradiating, bleaching and heating our food has stripped it of health-giving vitamins, enzymes fiber and minerals. The processed foods

that we over-indulge in have clogged up our intestines, making it terribly difficult for the body to efficiently absorb the limited number of vitamins and minerals that it does get. As a result, our bodies are clogged up with poisonous substances that are known as toxins. You will never attain to the body you desire if you permit these toxins to continue mucking up your internal processes.

DETOXIFICATION: THE BODY CLEAN UP

The primary goal of detoxing is to eliminate toxins from your body. This will improve your energy, give your liver and digestive system a break, clear up your skin, improve your health and assist in fat loss.

YOUR FIRST CHALLENGE IS TO UNDERTAKE A 1 DAY BODY DETOX.

This will give your body a chance to take a break from all the pressure that it is under to make sense of the unnatural foods that it is being forced to cope with. You'll need a juicer so that you can make soups and juices from the foods that you can consume. This is a great opportunity to dip your foot into the detoxing waters. It will be like giving your body a one-day tune up.

The first things to eliminate from your diet are alcohol and coffee. Next cut out all fast foods, junk foods and fried foods. Then get rid of all processed foods – refined flour and refined sugar flour based foods. After that get rid of all meat and dairy foods.

At this point your diet will consist of things like fruit, vegetables, and herbs.

Here are 5 tips to make your one-day detox a smashing success:

- Select foods close to nature

- Start the day with a piece of fruit or lemon juice in hot water
- Include fresh fruits and salads
- Include fresh vegetables
- Drink 8-10 glasses of water throughout the day

Your detox will be an opportunity to nourish your body with fresh, natural foods. It will set you up for the amazing things that your body is going to do over the following 6 days – and the amazing way it will look at the end of it all. Once you've completed the 1-day detox you can move forward with the next six days, each of which poses a new nutritional challenge to prepare you for the 5-week Regrow Hair Protocol meal plan to follow.

DAY ONE NUTRITIONAL CHALLENGE

EAT MORE PROTEIN

Protein is the main construction material of your body. Because your body cells are constantly being replenished, you need an ongoing supply of it. When you don't supply enough protein in your diet, your body has certain mechanisms to provide its protein requirements. One of them is to take protein directly from muscle tissue.



Another way that your body compensates for a lack of protein is to transfer hair follicles from the growing to the resting phase of their life span. At any one time, about 90% of your hair

follicles are in their growth phase. This period takes between two and three years. Then the follicle moves into the resting phase. After about 12 weeks in this phase the follicle will fall out.

Lack of protein will dramatically shorten the hair's growth phase. In effect, it will be consigning it to a retirement home to wait for its inevitable demise. The body does this so that it can utilize the vital proteins that would have been used for hair growth so that the body can survive.

HOW DO YOU AVOID THIS PREMATURE HAIR DEATH? EAT MORE PROTEIN.

BEST PROTEIN SOURCES

Seafood (anchovies, mackerel, herring, sardines, trout, tuna, salmon, oysters, scallops, shrimp, flounder)

- Poultry (chicken and turkey – skin removed)
- Meat (lean cuts of grass-fed beef, pork, lamb, bison, ostrich, venison)
- Eggs (the perfect protein source!)
- Protein Powder (hemp seed or egg white based)



DAY TWO NUTRITIONAL CHALLENGE

EAT FEWER PROCESSED CARBS

Today you are going to get tough on your taste buds, those sensory organs located on your tongue that have been ruling your life for so long. No longer are they going to dictate what fuel goes into your body's engine.



Instead, your one overriding nutritional consideration today will be "Did this food come out of the ground or off the tree or plant this way?" If the answer is yes, you can eat it. If not, avoid it. You will use this principle to achieve success with your Day Two Challenge.

Modern farming and processing methods have meddled with the food production process to the extent that our foods have become unrecognizable. They've become tastier and have a longer shelf life but the trade-off is that they are poisoning us.

The vast majority of the MSG and sugar that we eat comes to us in the form of processed and refined foods.

Go cold turkey on processed and refined foods today. Only you have control of what goes

in your mouth. Never forget that. Your body deserves quality nutrition. Don't let it down.

Here is how to make a success of this challenge:

- Go through your pantry and throw away (yes, throw away) all the sweets, biscuits, pastries, doughnuts, desserts, sugary cereals and granulated sugar. **DO NOT BE TEMPTED TO AVOID WASTE BY FINISHING THEM OFF – JUST THROW THEM AWAY!**
- Do not go any near a fast food restaurant. Tell yourself that those places no longer apply to you.
- Buy new and different fruits and vegetables with the money you save by not buying junk.
- Forget about those "Lite", "No-Fat" and "Reduced Fat" products – they are a con.
- Stop adding refined sweeteners to your food.
- Avoid all artificial ingredients – become a label reader

Your body will love you for the respect you are giving it when you start fueling it properly. Accomplishing this challenge is finally putting you in control. Now that you've wrestled that control from your taste buds, don't ever give it up. Eating clean is a lifestyle choice.

You've made that choice.

Now stick with it.

DAY THREE NUTRITIONAL CHALLENGE

BALANCE YOUR PH

pH means potential of hydrogen. It is a measurement of the acidity or alkalinity of an aqueous solution. A pH level of less than 7 is

said to be acidic, whereas one above 7 is considered alkaline.

A pH level of 7 is basic. Pure water has a pH level of 7. Your body is a liquid environment. It functions best at a certain pH, which happens to be an alkaline environment. It will work hard to keep it that way. If your body becomes too acidic, it will turn to your bones, where calcium is stored, to maintain a more neutral, beneficial environment.

Our bodies are constantly moving along the pH continuum. When they slide into the acidic region, we become vulnerable to a whole host of health problems. In the Western World, the majority of people tend toward an acidic pH level. This is largely because of the foods we eat and the contaminants we take into our system (38).

You see, the foods we eat and the liquids we consume have a significant effect on the pH level of our blood. Eating alkalizing foods is beneficial because they contain minerals like calcium, potassium, sodium and magnesium. These minerals form mineral hydroxides and carbonates in our cells that act like sponges to soak up acidity.



Having too much acid in our blood is the precursor to every conceivable ailment imaginable. These include cancer, arthritis and heart disease. But not only will moving your body from an acidic to an alkaline environment make

you less susceptible to disease, it will give you an immense energy boost and promote fat loss. **And it will stop your hair loss!**

It is not going too far to state that **the key to optimum health is to alkalize your body**. By eliminating as many acidic foods from your diet as possible you will revolutionize the way that you feel. Balancing your pH levels will mean that the majority of your health problems will improve, if not disappear completely.

HERE IS HOW TO MAKE A SUCCESS OF THIS CHALLENGE:

Make smart food choices.

To help you to begin correcting your pH imbalance, listed below are the 15 most acidic foods found in the Western Diet, followed by the 12 most alkaline. Start making the change today, to change your life forever. You don't have to eliminate all acidic foods from your diet to establish a healthy pH level.

But, if your testing results indicate that you are in an acidic state, you should be consuming 80% of your foods from the alkaline list and 20% from the acidic side. If your test indicates that you currently have a good balance, you can maintain it by eating a 65 / 35 % ratio in favor of alkaline foods.

THE MOST ACIDIC FOODS: EAT LESS

- Cheese (milk, goat, soy)
- Ice Cream
- Yogurt

- Beef
- Poultry
- Eggs
- Fish
- Potatoes (white or red)
- Dried, pickled or canned fruit
- Barley
- Corn
- Oat Bran
- Cashews
- Peanuts
- Carob

THE MOST ALKALINE FOODS: EAT MORE

- Cucumbers
- Kale
- Sprouted Beans
- Avocados
- Salad Greens
- Broccoli
- Cabbage
- Celery
- Beets
- Asparagus
- Almonds
- Fresh and dried herbs

DAY FIVE NUTRITIONAL CHALLENGE

EAT MORE IRON- & SILICA-RICH FOODS

Having too little iron in the blood makes hair loss worse. According to Dr. Wilma Bergfeld, dermatologist at the Cleveland Clinic, “hair loss treatments work better when iron deficiency is treated.”

Iron is an essential mineral. It helps to transport oxygen throughout the body. In fact, iron

is an important component of hemoglobin – the substance in the red blood cells that carries oxygen from the lungs to transport it throughout the body.

If you don't have enough iron, your body can't make enough oxygen carrying blood cells. This will impede proper blood circulation to the hair follicles. Proper blood circulation is essential to the health of your hair.

Here are the top 10 iron-rich foods that you need to start building into your diet TODAY ...

SPINACH

Spinach is a type of leafy green vegetable which contain vitamins, fiber, iron and many other nutrients that improve your overall health.

BRUSSELS SPROUTS

Brussels sprouts contain vitamins, folate, iron, fiber and many other life-giving nutrients. As well as helping to replenish your hair, it will ward off fatigue and protect from harmful disease such as anemia.

RAISINS

Raisins are dried fruit which contain high amounts of iron. Add them to salads. Raisins also contain Vitamin C. This will improve your eyesight while also helping you to more readily absorb the Vitamin C.

BROCCOLI

Broccoli is a great source of both iron and Vitamin C, which helps in the absorption of iron.

KALE

Kale contains a high amount of iron, while being completely fat free. Add it to burgers, sandwiches and salads.

SWEET POTATOES

Potatoes are rich in iron and Vitamin C, helping to strengthen your bones and preventing anemia.

DARK CHOCOLATE

As well as being a delicious treat for the taste buds, dark chocolate is very rich in iron.

11 SILICA RICH FOODS TO ADD TO YOUR DIET

- Bell Peppers
- Apples
- Oranges
- Raisins
- Grapes
- Spinach
- Radish
- Tomato
- Peanuts
- Almonds
- Flaxseeds

DAY SIX NUTRITIONAL CHALLENGE

REDUCE YOUR FAT / SALT INTAKE**10 STEPS TO REDUCING YOUR SALT INTAKE**

- Do not use table salt – keep it off the table!
- Choose low-sodium, unsalted, no salt added and sodium-free foods.
- Read nutrition facts labels – choose foods that are low in sodium.
- Choose fresh rather than processed foods
- Talk to your doctor about using salt substitutes, such as KCl (Potassium Chloride).
- Use herbs, spices and salt-free seasoning blends when cooking at home.
- Do not use salt in cooking.
- Get your family on board – it will increase the odds of success.
- When eating out, ask your server about low sodium foods.
- If you use a canned product, rinse it off to remove the salt.

DAY SEVEN NUTRITIONAL CHALLENGE

INCREASE YOUR IODINE CONSUMPTION

Today you will complete your nutritional make-over by adding iodine rich foods to your diet.

8 TOP IODINE RICH FOODS

- Scallops
- Cod
- Eggs
- Shrimp
- Tuna
- Salmon
- Sardines
- Dried seaweed

CHAPTER TWELVE

HERBAL HAIR HEALERS

That research team spent years testing hundreds of herbs in order to find the most potent natural hair restorers in the natural world. The list that they handed to me, and which I reproduce here for the first time, is pure gold.

This list contains the herbal compounds that will switch off your body's hair-killing mechanisms. At the same time, they will give your hair follicles a steroid-like growth burst that will simply amaze you.

Wait until your friends and family see what these herbs will do to your crowning glory!



SAW PALMETTO

Saw Palmetto is a palm tree that is abundant in everglade regions, such as the state of Florida. Its tendency to grow freely in the United States means that it is free from the use of pe-

sticides and herbicides. That means that herbal remedies made from this plant are completely toxicity-free.



Saw Palmetto has been used for thousands of years by native peoples of the Americas as an herbal medicine. The Mayan people consumed the extract of the Saw Palmetto tree as an herbal tonic. Many American Indian tribes used it as a cure-all for such afflictions as urinary and genitals disorders as well as lung disease.

The most common modern Western treatment with Saw Palmetto is to do with reducing benign enlargement of the prostate.

Research has shown that Saw Palmetto acts in the same way as the drug Finasteride in treating people for hair loss (39). Of course, it has none of the side effects that come with that drug.

FINASTERIDE SIDE EFFECTS

- impotence, loss of interest in sex, or trouble having an orgasm
- abnormal ejaculation
- swelling in your hands or feet
- swelling or tenderness in your breasts
- dizziness, weakness
- feeling like you might pass out
- headache
- runny nose

Male and female pattern baldness often results from the conversion of testosterone to Dihydrotestosterone (DHT). DHT causes a gradual shrinking of hair follicles. Saw Palmetto works at a cellular level to protect hair follicles from DHT damage. By blocking DHT at the follicle, hair that is already in the process of falling out will stay in the scalp and regain its thickness (40).

The DHT-blocking effects of Saw Palmetto are so pronounced that you can expect to see noticeable results within a week. However, the DHT blocking effects of Saw Palmetto are only operative so long as Saw Palmetto is in your system. That is why it is important to maintain a constant intake of this vital herb (41)

SELECTING YOUR SAW PALMETTO PRODUCT

There is an incredible array of choice out there when it comes to herbal products. Saw Palmetto is no exception.

Some of them are better than others. That is why you need to be a discerning purchaser.

Take a trip to your natural health food store and find the vitamins and herbs section. Ask the store assistant for positive recommendations regarding hair restoration. In general, if a product works well in terms of treating prostate problems, it will also be an effective hair restorer. Remember, there are a lot of junk herbs sitting on store shelves. Getting testimonials from real users is the best way to make sure you don't buy a dud.

So, how much Saw Palmetto extract should be in the product? Clinical results were designed around 320 mg doses of berry extract. Increasing the dose up as high as 480 mg was not seen to have any beneficial effect.

Be wary with what you read on the label. Some products will claim to be standardized, but the standardization percentage must say that the fatty acids are 85% higher to be true to the original study.

NOW brand Saw Palmetto is standardized to 85-95% fatty acids. It is a true version of the extract in accord with clinical testing and is a product that we recommend.

In addition to berry extract, you can also get Saw Palmetto as a whole herb. Whole herb formulas require 1,000 to 2,000 mg to get the same effect as the berry extract.

Most hair loss products use 1,500 mg of whole herb. This is equal to 320 mg of berry extract.

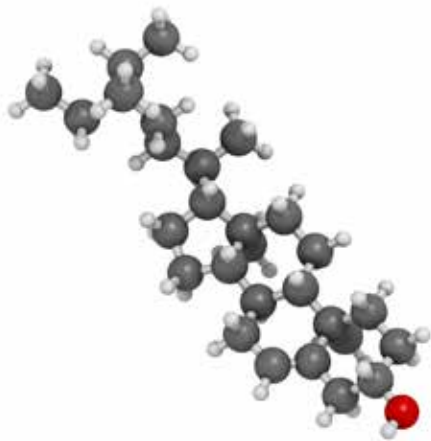
TOPICAL APPLICATIONS

Saw Palmetto can also be used as a very effective topical application. It is commonly used in the following applications:

Shampoo Follicle Cleansers – You should clean your hair and massage your scalp with Saw Palmetto shampoo. Do not, however, use a Saw Palmetto conditioner.

Salves and Creams – There are thousands of different Saw Palmetto creams, tonics and potions on the market designed for topical application to the scalp. They vary greatly in their quality and cost. You do not want to use creams too often, as they will clog up your pores. This is exactly what you don't want. You should stick to the topical lotion that you have already discovered.

Beta-sitosterol – Beta-sitosterol is a phytosterol that is contained in Saw Palmetto. As well as blocking dietary cholesterol from entering the blood stream, boosting the immune system and relieving gallstones, beta-sitosterol also blocks DHT's deterioration of hair follicles.



Beta-sitosterol is available as both a capsule and a tablet.

EXTRA TIPS TO MINIMIZE DHT LEVELS

- massage apple cider vinegar into the scalp
- undertake a short detox diet once per month (see below)

COCONUT OIL

Coconut oil contains Vitamins K, E and iron. It can not only help in producing a healthy scalp, but also can penetrate into the hair, provide the needed nutrition and allow the hair to become stronger. Stronger hair will grow faster and stay the length you want without breaking.

In coconut oil, there is an acid known as lauric acid. It has been studied extensively. In these studies, it has been found that this acid helps to prevent the loss of protein in hair. It works more effectively than the most common oils found in hair care products (42).

In essence, coconut oil is one of those products that seems to have it all.

So, how can you best use coconut oil to replenish your hair?

Take a small amount of coconut oil and apply it directly to your hair. Massage it gently on your scalp along with the entire hair shaft for better results. Then comb through your hair to evenly distribute the oil along the hair shaft.

Now, cover your hair with a shower cap and let it sit for at least 1 hour. Finally, rinse your hair twice with a mild shampoo to remove the excess oil on your hair and scalp.

This process will gently clean and moisturize the scalp. It also removes the build-up along the hair follicles and helps them to get necessary nutrients.



GINGKO BILOBA

Ginkgo Biloba is one of the oldest plants in the world. It improves the circulation of blood to the brain and the scalp. The micro-circulation of blood capillaries also increases the body's metabolism.

Increased blood circulation to the scalp will nourish your follicles, bringing more oxygen to your follicles. Vitamins proteins and fatty acids and minerals will more plentifully feed your follicles, making them stronger.

A Chinese study showed that Ginkgo Biloba stimulates hair growth in mice. Mice that had been treated with ginkgo were compared with a control group who were not treated. It was found that the ginkgo treated mice had a much greater rate of hair growth than the control group (43).

Ginkgo Biloba can be applied as a topical scalp application.

In addition to improving hair growth, Ginkgo has many other beneficial effects on the body. It has been shown to improve memory, and have antioxidant properties that will prevent premature aging of skin and the body's organs (44).

You should be aware, however, that a side effect of Ginkgo Biloba supplementation can cause excessive bleeding if you suffer a cut. That is because one of the main effects of the herb is that it increases blood flow.



ALOE VERA

Aloe vera is a succulent plant which grows wild in tropical areas of the world. It has been hailed for its myriad curative abilities. There is, however, surprisingly little empirical evidence showing the proven benefits of aloe vera for cosmetic or medicinal purposes.

Aloe has been shown to have a soothing and calming effect on the scalp. That's because aloe is a great natural moisturizer and scalp conditioner. As well as being able to reduce dandruff, lessen itchiness and flakiness of the scalp, it has the ability to reduce the secretion of sebum oil on the scalp.

As we've already identified the build-up of sebum and other oils can block the natural growth process of hair follicles.

The best way to use aloe vera is as a topical cream that can be applied directly to the scalp. To make your own aloe vera cream, mix aloe vera gel with wheat germ oil and coconut milk.



PART 3

Insider Insights

CHAPTER THIRTEEN

INSIDER INSIGHTS: THE SLEEP / HAIR LOSS CONNECTION

Anything that contributes to healthy well-being is good for your hair. When we sleep, that's the time that the body recuperates, regenerates and replenishes the body. Disturbances in our sleeping pattern can lead to interference with the normal pattern of hair growth.

According to Leonora Doclis, senior trichologist at the Belgravia Centre ...

"Stress can indeed cause hair loss, particularly diffuse hair loss and telogen effluvium. In those susceptible to male pattern baldness or female pattern hair loss, stress can instigate, accelerate and aggravate the problem."

So, what is telogen effluvium? It is a general thinning of hair across the entire scalp. It is brought about because of sudden or severe stress. Situations that are known to bring on this condition include ...

- Divorce
- The death of a spouse
- Job loss
- Childbirth

This condition is more often experienced by women than men. It is characterized by the rapid and premature movement of hair follicles from the growing (anagen) stage to the resting (telogen) stage of the hair follicle's life stage.

The actual hair loss associated with telogen effluvium occurs after the stressful period has passed. That is because hair remains in the resting phase for some three months before it is shed (45).



Dr. Doclis of the Belgravia Center states that "Telogen effluvium will often correct itself but it can take months. Treatment for the loss of hair can help to minimize the damage, particularly if there is a tendency toward female pattern hair loss whilst the body is dealing with the crisis."

THE STRESS-SLEEP CONNECTION

Sleep and stress go hand-in hand. According to Dr. Doelis, "Sleep deprivation is a form of stress, a terrible form of stress."

Researchers at the Belgrade Institute have made direct correlations between sleep deprivation and hair loss. Over a three-month study, a group of 7 people were allowed just 5 hours of sleep per night. A control group was given 8.5 hours of sleep per night. The rate of hair growth and follicle loss was recorded on a weekly basis (46). Results showed that the sleep deprived group had a greatly impaired average rate of hair follicle growth. They also had an increased rate of complete follicle loss.

Improving the quality of your sleep is a fundamental pillar that needs to be put in place to get your hair loss under control.

7 TIPS TO SOUNDER SLEEP

- 1. Make Your Bedroom Your Sleep Haven –** Make it as dark, cool and quiet as you possibly can. Ideal temperature for a sound night's sleep is between 68 and 72 degrees F. Wearing socks to bed at night during cold winter nights can also be helpful. Make sure that you are lying on a quality sleeping surface. A mattress that is not too firm generally leads to a better sleep. Use room-darkening shades. Ideally you shouldn't have any light at all in your sleep area.
- 2. Exercise –** Anxiety is one of the main contributors to insomnia. Exercise is still the best antidote to stress that we have. Incorporate a minimum of 30 minutes of exercise into your routine every day.
- 3. Diet –** Do not take stimulants like coffee or caffeine before you go to bed. Large amounts of sugar are also a bad idea as they will result in metabolic imbalances which will keep you awake at night.
- 4. No Technology –** Your bedroom needs to be a technology-free environment. Don't even allow your phone in the room! And definitely no TV. As well as stimulating the brain, the TV can be a source of electromagnetic radiation. Sleep is the time when your body is supposed to be repairing itself. To expose it to such potential hazards at such a time is extremely unwise.
- 5. Timing –** If you can get to bed at around 9 or 10 pm, you will find it much easier to get to sleep than if you leave it until after midnight. The circadian rhythms of the body expect certain organs to be asleep at certain times. If they are not, then they are unable to restore and regenerate themselves. Scientists believe that every hour of sleep before midnight is the equivalent of two hours of sleep after midnight.
- 6. Brain Wave Entrainment –** When you sleep, your brain activity slows down. It reduces its activity to what is known as a delta wave rhythm. Listening to certain types of music has been shown to bring about delta wave rhythm brain activity. It is during delta wave rhythm activity that the body can carry out its maintenance and repair work. You need to listen in stereo, through a pair of headphones, so that each ear is getting a sensory input.
- 7. Supplementation –** Melatonin is a hormone that the body produces to regulate several functions, including the sleep cycle. Unless you have optimal levels of it coursing through your body you will have difficulty getting to, and staying asleep. Melatonin is also a key player in promoting immune health. Supplementing with melatonin is a key to overcoming sleep problems.

CHAPTER FOURTEEN

INSIDER INSIGHTS: THE EXERCISE / HAIR LOSS CONNECTION

The relationship between exercise and hair loss is a fascinating topic. This was another area that the team of researchers was just beginning to delve into when their work was shut down by the Big Pharma donors who were terrified that their research was about to impact on their bottom line.

Fortunately, the ball that they started rolling was picked up by their friends and colleagues at London's Belgravia Center. At their behest, I actually traveled to London to see for myself the incredible work that is being done there, all to help you get your hair back.

The folks at Belgravia have made a definite connection between exercise and hair loss. They have found that exercises that raise the amount of free testosterone in the body will negatively impact upon the growth and retention of your hair.



On the other hand, any exercise that inhibits free testosterone production by the body will assist the body's ability to grow and retain its hair (47).



It all comes back to the conversion of testosterone to the androgen DHT. This occurs due to the actions of the enzyme 5-alpha reductase. We've already learned that DHT inhibits the production of new hair follicles. It will make them shrink with each succeeding growth cycle until they no longer grow at all.

So, what type of workouts will increase the levels of free testosterone in your body?

Belgravia researchers discovered that short, intense workouts were the best to increase the body's natural testosterone levels. That includes heavy weight training in the bodybuilding fashion and high intensity interval training

(HIIT). Both training methodologies may contribute to your hair loss.



On the other hand, exercises that lower the amount of free testosterone in your body include traditional aerobic type exercises. This includes running, doing light circuit resistance training and performing calisthenics type exercises.

BEST FORMS OF AEROBIC EXERCISE

To best benefit your entire being – that includes your muscular system, your cardiovascular system, and your hair – you should engage in regular exercise for around 20 minutes each day. That exercise doesn't have to be intense. In fact, for the sake of your hair, it shouldn't be intense.

Aerobic exercise, also known as cardio, is simply any activity that gets your heart and lungs pumping for a sustained period of time. Activities such as walking, jogging or cycling are all good examples.

Three types of aerobic exercise you should build into your weekly routine are no impact, low impact or high impact, depending on your current level of fitness and your own personal preferences.

NO IMPACT AEROBICS

If you're having any problems with your lower back, your knees or you're carrying a little too much weight, you should start with no impact exercises such as riding a bike or using an elliptical trainer. These activities will give you a great workout without a lot of wear and tear on the body.

When starting out, the last thing you want to do is to try and do too much too fast, or to tackle activities that are a little above your level. Start off slow, work your way up, and choose activities that you'll enjoy doing – and that you'll stick to.

Bike riding is a great choice, because you can do it indoors or outdoors. Elliptical machines are another smart choice because they have a smooth, circular motion that's easy on your joints. Most models also have arm handles for a great total body, no impact workout.



LOW IMPACT AEROBICS

If you're in pretty good shape but haven't exercised in a long time, low impact exercise is the way to go. Something as simple as a daily walk with a friend or a loved one can really make a difference.



AEROBIC EXERCISE GAME PLAN

Assess what level of fitness you're at and choose your activities accordingly. Start off slow, and progressively work your way up to higher intensities and you'll be surprised what level of fitness you'll achieve.



HIGH IMPACT AEROBICS

If you're the type that likes to kick it into gear, get moving with high impact aerobics. Exercises like running or jogging fit the bill here. At this level, don't be afraid to push it a little.

CHAPTER FIFTEEN

INSIDER INSIGHTS: THE BEAUTY OF BIOTIN

Among the vitamins and minerals that are available to us, the most important one for hair health is Vitamin B7. B7 is commonly referred to as biotin. The reason biotin is so important for our hair is because it helps to regulate the functions of the sebaceous glands. It also plays a fundamental role in the synthesis of keratin, which is the main component of your hair.

Biotin is found in several foods, such as carrots, liver, yeast and bananas. It is essential, not only for the synthesis of keratin, but also of fatty acids, glucose and some important amino acids. It helps regulate the biochemical process by which cells metabolize nutrients. It is also known to help control blood sugar levels.

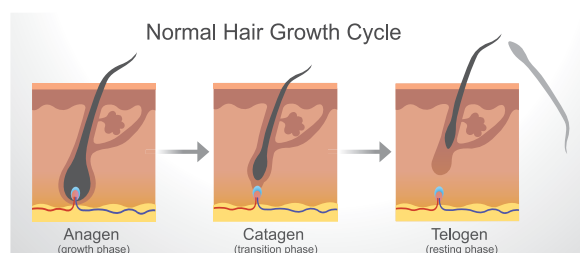
If you don't get enough biotin, you can eventually lose your eye-lashes, eye-brows and your hair. Biotin levels are reduced in athletes, the elderly, those who follow a poor diet, and pregnant and nursing mothers. These lower levels are a result of increased demand for the vitamin inside the body.



People with metabolic disorders, such as alcoholics, are known to have lower levels of biotin.

SYMPTOMS OF BIOTIN DEFICIENCY INCLUDE ...

- Hair Loss
- Decreased Appetite
- Dermatitis
- Red Rashes
- Scaly Skin



Getting more biotin in your diet will improve the health of your hair. Whether through diet or supplements, you need to keep the levels of this vitamin in your body high enough (48).

Biotin is a crucial component to skin cells. You should keep in mind that healthy skin cells play a major role in the health of hair follicles. Getting a good supply of biotin into your body will allow for the conversion of protein into hair

shafts. Biotin is also necessary for the metabolism of fats and cell growth.

By improving the health of your hair follicles with the proper intake of biotin you can promote fast hair regrowth.

In addition to bananas, carrots, liver and yeast, the other main sources of biotin are cauliflower, mushrooms, sardines, nut butter, Swiss chard, cooked eggs and raw egg yolks.

CHAPTER SIXTEEN

PUTTING IT ALL TOGETHER

Over the previous 70 pages, we have uncovered every single one of the hair restoration breakthroughs that I uncovered during my crusade to defeat hair loss. In fact, there is so much scientifically backed practical guidance here that it may seem overwhelming.

In this final chapter, therefore, we present this information in an easy to implement hair restoration program that will finally give you your hair back.



TAKE THE 7-DAY NUTRITIONAL CHALLENGE

Starting tomorrow, begin Day One of the 7-day nutritional challenge. Over the next week, you will systematically remove the toxins and chemicals that are clogging up your pores and prematurely killing off your hair follicles.

Here's a recap of what you'll focus on each day ...

Day One ... Engage in a 1-day detox

Day Two ... Increase Your Protein Intake

Day Three ... Reduce Your Processed Carb Intake

Day Four ... Balance Your pH Levels

Day Five ... Increase Your Consumption of Iron and Silica Rich Foods

Day Six ... Reduce your Fat / Salt Intake

Day Seven ... Increase Your Iodine Consumption

After you've finished the 7-day nutritional challenge, you will be ready to start the Re-grow Hair Protocol. This protocol lasts for 5 weeks, though you are certainly welcome to repeat it for as long as you like. The more you stick to this protocol, the more quickly you will see results. Feel free to swap out the daily caffeine topical application for another hair-restoring application such as saw palmetto, ginkgo biloba, coconut oil, or aloe vera (as discussed earlier in this book).

THE REGROW HAIR PROTOCOL MEAL PLAN

In addition to this Regrow Hair Protocol guide book you have also received two bonus books – the Hairy Smoothies recipe book and the Hair Raising Recipes book. After completing a 7-day introduction you will be incorporating these recipes (as well as the Triple S Smoothie and your Caffeine Topical Lotion) for the next

5 weeks to maximize your results with the Regrow Hair Protocol.

Do your best to stick to the meal plan as it is providing – this includes drinking plenty of green tea and taking certain supplements to boost your results.

| WEEK 1 | | | | | | |
|--------|---------------------------------------|-------------------|-------------------------|------------------------|--|-------------------------|
| Day | Supplements | Breakfast | Snack | Lunch | Dinner | Dessert |
| 1 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Garlic Brussels Sprouts | Lettuce Burritos | Grilled Fish with Steamed Veggies and Sweet Potato | 3 Ingredient Ice Cream |
| | 320mg Saw Palmetto Berry Extract | | | | | |
| | 30mcg Biotin Supplement | | Green Tea | | | |
| 2 | Caffeine Topical Lotion/Scalp Massage | Egg "Muffins" | Triple S Smoothie | Green Salad | Greek Style Meatballs & Roasted Veggies | Pear Green Smoothie |
| | 320mg Saw Palmetto Berry Extract | Green Tea | | Grilled Chicken Breast | | |
| | 30mcg Biotin Supplement | | | | | 1 Square Dark Chocolate |

Continued...

| | | | | | | |
|---|---------------------------------------|-----------------------------|-------------------|-------------------------|--|-------------------------|
| 3 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Toasted Almonds | Shawarma Chicken Bowl | Grilled Chicken with Steamed Veggies | Paleo Truffles |
| | 320mg Saw Palmetto Berry Extract | | | | | |
| | 30mcg Biotin Supplement | | Green Tea | | | |
| 4 | Caffeine Topical Lotion/Scalp Massage | Leftover Egg "Muffins" | Triple S Smoothie | Green Salad | Salmon Teriyaki & Zucchini Noodles | Power-Kick Smoothie |
| | 320mg Saw Palmetto Berry Extract | Green Tea | | Grilled Chicken Breast | | |
| | 30mcg Biotin Supplement | | | | | 1 Square Dark Chocolate |
| 5 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Kale Chips | Carrot & Coriander Soup | Grilled Fish with Steamed Veggies and Sweet Potato | No-Bake Power Bar |
| | 320mg Saw Palmetto Berry Extract | | Green Tea | | | |
| | 30mcg Biotin Supplement | | | | | |
| 6 | Caffeine Topical Lotion/Scalp Massage | Sweet Potato Spanish Omelet | Triple S Smoothie | Green Salad | Honey-Mustard Drumsticks | Lean Green Smoothie |
| | 320mg Saw Palmetto Berry Extract | Green Tea | | Grilled Chicken Breast | | |
| | 30mcg Biotin Supplement | | | | | 1 Square Dark Chocolate |

| | | | | | | |
|---|---------------------------------------|-------------------|-------------|----------------------|--------------------------------------|---------------------|
| 7 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Fruit Salad | Italian Turkey Salad | Grilled Chicken with Steamed Veggies | Paleo Fruit Crumble |
| | 320mg Saw Palmetto Berry Extract | | Green Tea | | | |
| | 30mcg Biotin Supplement | | | | | |

WEEK 2

| Day | Supplements | Breakfast | Snack | Lunch | Dinner | Dessert |
|-----|---------------------------------------|-------------------------|----------------------|------------------------|---------------------------------------|-------------------------------|
| 8 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Sweet Potato "Fries" | Tuna & Avocado Salad | Pan-Seared Salmon & Sweet Potato Mash | Grilled Peach & Coconut Cream |
| | 320mg Saw Palmetto Berry Extract | | | | | |
| | 30mcg Biotin Supplement | | Green Tea | | | |
| 9 | Caffeine Topical Lotion/Scalp Massage | Banana Protein Pancakes | Triple S Smoothie | Green Salad | Grilled Chicken with Steamed Veggies | Strawberry Protein Smoothie |
| | 320mg Saw Palmetto Berry Extract | Green Tea | | Grilled Chicken Breast | | |
| | 30mcg Biotin Supplement | | | | | 1 Square Dark Chocolate |
| 10 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Toasted Almonds | Creamy Asparagus Soup | Garlic & Herb Steak & Veggie Medley | Apple & Cinnamon Energy Bites |
| | 320mg Saw Palmetto Berry Extract | | | | | |
| | 30mcg Biotin Supplement | | Green Tea | | | |

Continued...

| | | | | | | |
|----|---------------------------------------|-------------------|-------------------|------------------------|--|--------------------------------|
| 11 | Caffeine Topical Lotion/Scalp Massage | Spinach Omelet | | Green Salad | | |
| | 320mg Saw Palmetto Berry Extract | | Triple S Smoothie | | Grilled Fish with Steamed Veggies and Sweet Potato | Kale Power Smoothie |
| | 30mcg Biotin Supplement | Green Tea | | Grilled Chicken Breast | | 1 Square Dark Chocolate |
| 12 | Caffeine Topical Lotion/Scalp Massage | | Ants on a Log | | | |
| | 320mg Saw Palmetto Berry Extract | Triple S Smoothie | | Bacon & Potato Salad | Creamy Basil & Tomato Chicken | Bite-Sized Raspberry Popsicles |
| | 30mcg Biotin Supplement | | Green Tea | | | |
| 13 | Caffeine Topical Lotion/Scalp Massage | Grain-Free Muesli | | Green Salad | | |
| | 320mg Saw Palmetto Berry Extract | | Triple S Smoothie | | Grilled Chicken with Steamed Veggies | Avocado Chocolate Smoothie |
| | 30mcg Biotin Supplement | Green Tea | | Grilled Chicken Breast | | 1 Square Dark Chocolate |
| 14 | Caffeine Topical Lotion/Scalp Massage | | Fruit Salad | | | |
| | 320mg Saw Palmetto Berry Extract | Triple S Smoothie | | Cuban Inspired Bowl | Paleo Shepherd's Pie | Cinnamon Baked Pears |
| | 30mcg Biotin Supplement | | Green Tea | | | |

| WEEK 3 | | | | | | |
|--------|---------------------------------------|-------------------------------------|---------------------|------------------------|--|---------------------------|
| Day | Supplements | Breakfast | Snack | Lunch | Dinner | Dessert |
| 15 | Caffeine Topical Lotion/Scalp Massage | Leftover Grain-Free Muesli | Triple S Smoothie | Cauliflower Tabouli | Grilled Fish with Steamed Veggies and Sweet Potato | Mango and Almond Smoothie |
| | 320mg Saw Palmetto Berry Extract | | | | | |
| | 30mcg Biotin Supplement | Green Tea | | | | 1 Square Dark Chocolate |
| 16 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Bacon-Wrapped Dates | Green Salad | Chinese Chicken Stir-Fry | 3-Ingredient Ice Cream |
| | 320mg Saw Palmetto Berry Extract | | | Grilled Chicken Breast | | |
| | 30mcg Biotin Supplement | | Green Tea | | | |
| 17 | Caffeine Topical Lotion/Scalp Massage | Eggs Benedict with Avocado Dressing | Triple S Smoothie | Kale Chicken Salad | Grilled Chicken with Steamed Veggies | Hearty Red Smoothie |
| | 320mg Saw Palmetto Berry Extract | | | | | |
| | 30mcg Biotin Supplement | Green Tea | | | | 1 Square Dark Chocolate |
| 18 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Toasted Almonds | Green Salad | Beef Zucchini Skillet | Paleo Truffles |
| | 320mg Saw Palmetto Berry Extract | | | Grilled Chicken Breast | | |
| | 30mcg Biotin Supplement | | Green Tea | | | |

Continued...

| | | | | | | |
|----|---------------------------------------|----------------------------|----------------------|------------------------|--|-----------------------------|
| 19 | Caffeine Topical Lotion/Scalp Massage | Chocolate Chia Pudding | Triple S Smoothie | Lettuce Burritos | Grilled Fish with Steamed Veggies and Sweet Potato | Vitamin C-Kick Smoothie |
| | 320mg Saw Palmetto Berry Extract | | | | | |
| | 30mcg Biotin Supplement | Green Tea | | | | 1 Square Dark Chocolate |
| 20 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Fresh Basil Tomatoes | Green Salad | Lemon Chicken & Broccoli Bake | No-Bake Power Bars |
| | 320mg Saw Palmetto Berry Extract | | | Grilled Chicken Breast | | |
| | 30mcg Biotin Supplement | | Green Tea | | | |
| 21 | Caffeine Topical Lotion/Scalp Massage | Blueberry Protein Pancakes | Triple S Smoothie | Shawarma Chicken Bowl | Grilled Chicken with Steamed Veggies | Strawberry Sunrise Smoothie |
| | 320mg Saw Palmetto Berry Extract | | | | | |
| | 30mcg Biotin Supplement | Green Tea | | | | 1 Square Dark Chocolate |

| WEEK 4 | | | | | | |
|--------|---------------------------------------|------------------------|------------------------------|-------------------------|--|-------------------------------|
| Day | Supplements | Breakfast | Snack | Lunch | Dinner | Dessert |
| 22 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Smoked Salmon Cucumber Bites | Green Salad | Garlic Shrimp & Zucchini Noodles | Paleo Fruit Crumble |
| | 320mg Saw Palmetto Berry Extract | | | Grilled Chicken Breast | | |
| | 30mcg Biotin Supplement | | Green Tea | | | |
| 23 | Caffeine Topical Lotion/Scalp Massage | Egg "Muffins" | Triple S Smoothie | Italian Turkey Salad | Grilled Fish with Steamed Veggies and Sweet Potato | Pina Colada Smoothie |
| | 320mg Saw Palmetto Berry Extract | Green Tea | | | | 1 Square Dark Chocolate |
| | 30mcg Biotin Supplement | | | | | |
| 24 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Fruit Salad | Green Salad | Crockpot Lamb Curry | Grilled Peach & Coconut Cream |
| | 320mg Saw Palmetto Berry Extract | | | Grilled Chicken Breast | | |
| | 30mcg Biotin Supplement | | Green Tea | | | |
| 25 | Caffeine Topical Lotion/Scalp Massage | Leftover Egg "Muffins" | Triple S Smoothie | Carrot & Coriander Soup | Grilled Chicken with Steamed Veggies | Cake Batter Smoothie |
| | 320mg Saw Palmetto Berry Extract | Green Tea | | | | 1 Square Dark Chocolate |
| | 30mcg Biotin Supplement | | | | | |

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|----|---------------------------------------|-----------------------------|---------------------------------|------------------------|--|--------------------------------|
| 26 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Spicy Sriracha Mushroom Skewers | Green Salad | Italian Sausage & Vegetables | Apple & Cinnamon Energy Bites |
| | 320mg Saw Palmetto Berry Extract | | Green Tea | Grilled Chicken Breast | | |
| | 30mcg Biotin Supplement | | | | | |
| 27 | Caffeine Topical Lotion/Scalp Massage | Sweet Potato Spanish Omelet | Triple S Smoothie | Tuna & Avocado Salad | Grilled Fish with Steamed Veggies and Sweet Potato | Aloe Vera Strawberry Smoothie |
| | 320mg Saw Palmetto Berry Extract | Green Tea | | | | |
| | 30mcg Biotin Supplement | | | | | 1 Square Dark Chocolate |
| 28 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Toasted Almonds | Green Salad | Chicken & Sweet Potato Bake | Bite-Sized Raspberry Popsicles |
| | 320mg Saw Palmetto Berry Extract | | Green Tea | Grilled Chicken Breast | | |
| | 30mcg Biotin Supplement | | | | | |

| WEEK 5 | | | | | | |
|--------|--|-------------------------------|---|-----------------------------|---|----------------------------|
| Day | Supplements | Breakfast | Snack | Lunch | Dinner | Dessert |
| 29 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Water-melon Strawberry & Mint Salad | Creamy Asparagus Soup | Grilled Chicken with Steamed Veggies | Key Lime Pie Smoothie |
| | 320mg Saw Palmetto Berry Extract | | | | | |
| | 30mcg Biotin Supplement | | Green Tea | | | 1 Square Dark Chocolate |
| 30 | Caffeine Topical Lotion/Scalp Massage | Banana Protein Pancakes | Triple S Smoothie | Green Salad | Greek Style Meatballs & Roasted Veggies | Cinnamon Baked Pears |
| | 320mg Saw Palmetto Berry Extract | Green Tea | | Grilled Chicken Breast | | |
| | 30mcg Biotin Supplement | | | | | |
| 31 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Fruit Salad | Bacon & Potato Salad | Grilled Fish with Steamed Veggies and Sweet Potato | Berry Monster Smoothie |
| | 320mg Saw Palmetto Berry Extract | | | | | |
| | 30mcg Biotin Supplement | | Green Tea | | | 1 Square Dark Chocolate |
| 32 | Caffeine Topical Lotion/Scalp Massage | Spinach Omelet | Triple S Smoothie | Green Salad | Salmon Teriyaki & Zucchini Noodles | 3-Ingredient Ice Cream |
| | 320mg Saw Palmetto Berry Extract | Green Tea | | Grilled Chicken Breast | | |
| | 30mcg Biotin Supplement | | | | | |

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|----|---------------------------------------|-------------------|-------------------------|------------------------|--|-------------------------|
| 33 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Garlic Brussels Sprouts | Cauliflower Tabouli | Grilled Chicken with Steamed Veggies | Chia Nutty Smoothie |
| | 320mg Saw Palmetto Berry Extract | | Green Tea | | | |
| | 30mcg Biotin Supplement | | | | | 1 Square Dark Chocolate |
| 34 | Caffeine Topical Lotion/Scalp Massage | Grain-Free Muesli | Triple S Smoothie | Green Salad | Mushroom Burgers | Paleo Truffles |
| | 320mg Saw Palmetto Berry Extract | Green Tea | | Grilled Chicken Breast | | |
| | 30mcg Biotin Supplement | | | | | |
| 35 | Caffeine Topical Lotion/Scalp Massage | Triple S Smoothie | Toasted Almonds | Cuban Inspired Bowl | Grilled Fish with Steamed Veggies and Sweet Potato | Salted Caramel Smoothie |
| | 320mg Saw Palmetto Berry Extract | | Green Tea | | | |
| | 30mcg Biotin Supplement | | | | | 1 Square Dark Chocolate |

OTHER THINGS TO IMPLEMENT

- Increase your consumption of herbs, particularly Saw Palmetto.
- Ensure that you are 8-10 hours of quality sleep each night.
- Incorporate 30 minutes of aerobic exercise into your lifestyle.
- Undertake a one-day body detox once a month.

CHAPTER SEVENTEEN

YOUR HAIR ENHANCED FUTURE AWAITS

You now know everything that you will ever need to know to enjoy the benefits of a full head of natural, healthy hair. Rather than deteriorating, your hair will be getting stronger, thicker, and, above all, more plentiful every single day.

Of course, this will only happen if you put the knowledge that you have acquired into action. So, now is the time for action. Follow the steps that we've summarized in this chapter and you WILL regrow your hair, faster and more bountifully than you ever imagined possible.

Carpe Diem

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