

Doctor Lists Grooming Errors That Can Cause Baldness

Special To The Post
Mothers, think twice before you pull your daughter's hair up into that cute, but tight, little ponytail. If you do it too often the tension on the hair roots could cause permanent baldness at the temples.

And, before you lean your head back into the washbowl for chemical treatment at the hairdresser's, be sure your beautician knows exactly what he or she is doing.

These are two of the messages that Dr. Wesley Wilborn, dermatologist, emphasizes to his patients and would like for other doctors to share with theirs.

Speaking at the dermatology session of the National Medical Association (NMA) in Chicago recently, Dr. Wilborn, an Atlanta physician, told an overflow crowd of doctors of all disciplines that the most common hair and scalp problem he's encountered in his predominantly black practice is caused by frontal line and the temples, is using rubber band ornaments to achieve

a straight hair look by employing tension. "The hair is pulled back so tightly that it is slowly up-tension on the hair roots.

"The second most common form of hair loss is that caused by chemical straightening agents of 'perms,'" he said.

Wilborn, who has practiced dermatology for more than 13 years, said that more than 10 percent of his patients have some type of scalp problem.

His concern for the problems he has seen led him to develop formulas for a line of hair care products now being marketed under the brand name X-Ception by W&W Pharmaceuticals, Inc.

"Blacks alter their hair for two basic reasons," Dr. Wilborn told the NMA group. "to promote ease of grooming and to permit a variety of hairstyles." He noted that to achieve these objectives, a variety of techniques and chemicals are used.

The technique that he warns against most often and which can cause permanent hair loss at the

rooted from the outer margin of the scalp inward," he said.

"If this type of trauma is continued throughout childhood, a teenager emerges who is literally bald at the temples," he warned.

He also noted that when heat or chemical straightening are used, the tension usually occurs from using rollers.

Poor application technique and improper selection of the chemical straightening agent can

cause hair loss in people with "perms," Dr. Wilborn said.

"The chemicals are capable of dissolving the hair shaft entirely if left on too long," he cautioned. Short of that, the hair shaft can be weakened, with breakage resulting.

"The lower part of the scalp and the nape of the neck are most often affected," Dr. Wilborn said. His discussions with many hairstylists have led him to conclude that improper

rinsing of the hair resting on the shampoo bowl could cause the problem.

Dr. Wilborn also said that many people find that certain curl maintenance products (activators and moisturizers) aggravate seborrheic dermatitis or dry, itchy scalp. These products can also induce inflammation of the skin around the ears, scalp margins and neck. "Products containing lanolin, cholesterol, squalene and other fatty molecules appear to be the major

offenders," he said.

Dr. Wilborn cautioned care when hot combing hair to prevent the hot pressing compound from seeping into the scalp pores and he warned against forceful combing of kinky hair that has not been moisturized or lubricated.

Dr. Wilborn, president of W&W Pharmaceuticals, Inc., is also clinical associate professor of dermatology at the Emory University School of Medicine.

Ronnie's Beauty & Barber Center



"Ronnie Kinard"

EXCLUSIVELY FOR MEN
Any "FADE" Cut That Takes Over 5 Minutes Is...FREE!
Any Cut You're Dissatisfied With Is FREE!!

Ronnie's Personal Hair Care Tips

After 22 years in the Hair Care Business working at Double Oaks Barber Shop, Ike's Barber Shop, Ronnies Unisex, Ronnies Beatties Fd., Mini Mirror and Now at Ronnies Beauty & Barber I've witnessed more than my share of hair problems. Problems basically stem from individuals not knowing the importance of treatments after perms, or of merely combing and brushing the hair, proper shampoos and conditioners are also a must. Hair should be treated according to the texture of YOUR hair rather than the effect a product has on another's hair. The effect of perms and recreations,

such as tennis and swimming (sun & water), after these immediate shampooing and conditioning is necessary. To blow dry your hair without proper shampooing can damage the hair. The effects dirt elements have on the hair can be crucial. For more hints and to solve those hair care problems, see Ronnie.

Ronnie earned his degree from Modern Barber College, Winston-Salem, N.C., was a Road Technician for Sof N' Silky for 2 years, and won the Detroit Hair Styling Show, the only year he entered.

EXCLUSIVELY FOR WOMEN...

From The Fastest Shears In Charlotte...

PUNK ROCK or BOB HAIR STYLES... \$10.00 Any shape: round, square or V....

2715 Tuckaseegee Rd.
399-3470



Molding takes place in this ultra contemporary version of the pompadour, accentuated by the soft and full above-the-crown height that leads into a slight center dip. Relaxed hair is swept up on the sides and pinned into a swirl. Hair in back is left free to float downward beyond the shoulders.

If Your Hair Needs A Special Touch... Something That Won't Cost That Much... We've Got Style, Pizazz and Class.

LePetite Beauty Center Is Your Choice.

LePetite Beauty Center

439 Bradford Drive **394-4717**
Hair Stylist Bessie Deas • Choo Choo

Exclusively Yours Hair Design, Inc.



The Exclusive Team Offers....

DOUBLE DISCOUNT DAYS

Now Through December 13th

THE EXCLUSIVE TEAM

- Linsten Williams; Owner/Stylist
- Patsy McCoy; Assistant Operations Manager
- Sonny Macon; Barber/Stylist
- Marshall "PUNCH" McClain; Barber/Stylist
- William "Billy-Boy" Leary; Barber/Stylist

Call Today To Get That Look That's Exclusively Yours

1603 West Blvd. (Beside Sandhurst Apartments) **376-1328**