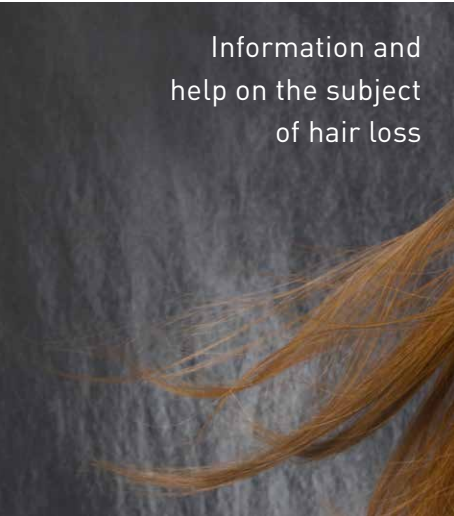


Information and  
help on the subject  
of hair loss



HAIR LOSS CAUSED BY  
CHEMOTHERAPY -  
WHAT CAN BE DONE?

# HAIR LOSS CAUSED BY CHEMOTHERAPY – WHAT CAN BE DONE?

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## INTRODUCTION

Hair loss is the most obvious side effect of chemotherapy. Most people who undergo chemotherapy experience considerable hair loss. The emotional turmoil hair loss creates is yet another major burden added to the other health problems of the person undergoing treatment. When hair falls out self-esteem plummets. The soul suffers too. A full head of hair symbolizes vitality, attractiveness and self-confidence.

If you are confronted with this problem, you need to consider what would be the best thing to do about it.

This brochure will assist you in dealing with the subject of hair loss and help you to find the solution that is best for you.



## WHY DOES CHEMOTHERAPY CAUSE HAIR LOSS?



Cancer cells are known to divide frequently. This is what causes cancer to spread and to travel. Chemotherapy is designed to target frequently dividing cells and to inhibit their dividing mechanism. Simply stated, chemotherapy inhibits the reproduction of cancer cells. Hair cells are also known to divide frequently. This is what makes hair grow. Unfortunately, chemotherapy does not differentiate between frequently dividing cancer cells or frequently dividing hair cells. Therefore, chemotherapy is as effective at arresting the development and reproduction of hair cells as it is with cancer cells resulting in significant hair loss. Most people receiving chemotherapy will begin seeing a limited amount of thin, fuzzy hair a few weeks (2-3 weeks) after their last treatment. Real hair starts to grow properly within a month or two of the last treatment. After 5 months some 2-3 inches of hair may have grown. People with very short hair may be able to wear their previous hair style at this time.



EBBA SF  
*Chocolate-Cream-Root*



MARIETTA MONO SF  
*Vanilla-Root*



SIRI MONO SF  
*Snow-Blond-Root*



THE ELEGANT  
*Light-Blond-Mix*



## FINDING THE RIGHT HAIR REPLACEMENT

Today, there are a variety of options available to those who experience hair loss due to chemotherapy. The choices range from doing nothing, wearing a stylish headscarf, or utilizing a wig to either mimick your current hair style or to transition into a hip new hair style. This brochure will further focus on this third option and how to decide what wig will work best for you.

The variety of wigs available today includes almost every hairstyle and color. In order for a wig to perform properly it must appear natural, it must be comfortable and it's attachment must be secure. Hair replacement specialists have the knowledge and experience to fit you with a wig that will meet all three criteria.

When choosing a hair style for your wig, you should consider the styling and maintenance required to keep it as fresh and new looking. As a rule, the longer the hair, the greater the care requirements. Another major factor to consider is whether the hair should be synthetic, human or a mix of both (Platinum hair). Platinum and particularly human hair requires more care to keep it styled properly.

Hence, wigs made of synthetic hair are typically recommended for temporary hair replacement. Moreover synthetic hair has almost the same appearance as human hair does due to vastly improved fibers resulting from state of the art technology. For this reason this brochure focuses on synthetic hair wigs. Of course Platinum hair as well as human hair wigs are a viable alternative. Subject to good care they are a class by themselves and can thus meet individual emotional needs.

Give yourself time to prepare for hair loss before you begin chemotherapy treatments. Therefore, the best time to schedule a consultation with us is when your hair is still growing normally before your treatments begin or after your first treatment at the very latest.

As alternative hair replacement specialists, we work with you to find a style that is right for you. We then customize your wig to your own individual requirements by either cutting it, restyling it, or possibly by doing both to make it truly a part of you. Finally, we educate you on how to care and handle your wig to get the most satisfaction out of it for as long as possible.

**Schedule a consultation with us!**



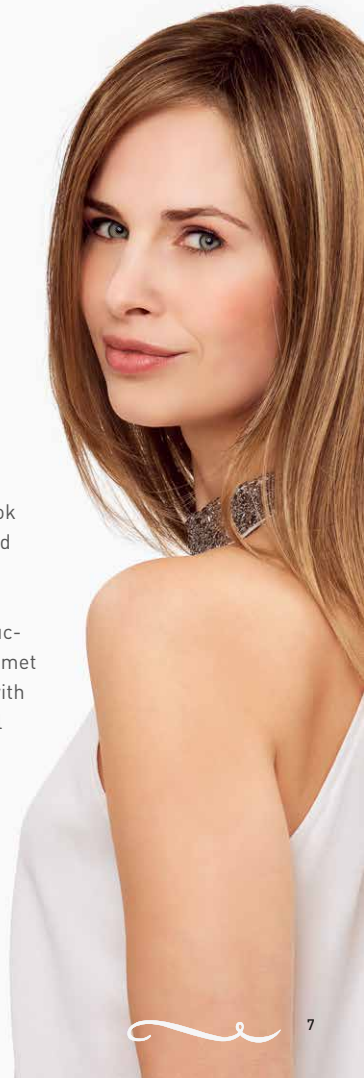
## HOW HAIR REPLACEMENTS HELP

The onset of hair loss is often the first time your illness is visible to others. A professional hair replacement gives you the ability to effectively mask your hair loss. So, in terms of your appearance, your illness recedes into the background.

**BelleMadame** wigs are an essential high end cosmetic that will no doubt contribute to your psychological health and welfare during this often stressful and difficult time. Together with therapy, they improve your sense of well-being and insure top wearing comfort with their specialized properties and premium quality production. Soft bases with velvet trimming are kind and gentle on a highly irritated and stressed scalp which often results as a side effect of chemotherapy. The wigs look natural and are very lightweight. This helps the scalp to remain cool and comfortable.

**BelleMadame** wigs come in a variety of colors, styles, sizes and construction that are methodically planned out and categorized to allow for a gamut of possibilities. Our experience as hair replacement specialists along with the large number of different wig models available in our stock line will invariably insure that you will find a wig that's right for you.

You decide which wig fits your personality. We will gladly advise as a Belle Madame specialist retailer, and will offer you any kind of support you need.





## QUALITY FEATURES OF A WIG

A wig, even an expensive model, only looks good if it fits right and is styled well.

As **BelleMadame** hair replacement specialists, we are very familiar with the critical features of a wig. To begin with, it must fit properly and we will insure that it will. In addition, we know that the forehead and sides should be thinned, without excessive volume and sometimes fringed. Hair length and contours must be individually balanced according to the shape of your face and cut so that the style falls naturally and most importantly, has the appearance of natural believable hair growing from your own scalp.

It is important to us to contribute that you feel comfortable with your new hairstyle. This includes the individual customization of your wig and detailed advice with tips for the right handling, care and styling.



The following points are crucial for a wig to appear natural:

- flat forehead hairlines that match the natural direction of hair growth
- thin hair, i.e. no volume at the forehead hairline
- natural shine produced by the right care products
- no protruding hair at the back of the neck
- natural-appearing hairline behind the ears
- natural hair volume, i.e. one that fits the hair type and volume of the hair wearer

### *Short Cuts*



WANJA SF *Dark-Red-Bliz*

### *Bob Styles*



MARIETTA MOND SF *Caramel-Floor*

### *Long Hair Styles*



GINA SF *Champagne-Floor*

## CHOOSING THE RIGHT WIG

As we have previously stated, **BelleMadamé** wigs allow you to choose from nearly any style and hair color. You decide which wig suits you best.

As your **BelleMadamé** hair replacement specialist, we will offer you our professional advice and skills. Together we will procure the correct hair solution for you to wear for some time to come. This partnership will also help to eliminate any more excessive thought or ambivalent feelings about your choice. Our goal is to help make your choice as easy and seamless as possible. In order to give you some ideas, on the following pages we will show you a small selection from the diverse **BelleMadamé** collection:



SONATA SF  
*Vanilla-Mix-Root*

EBBA SF  
*Ice-Blond-Root*



VICKY MONO SF  
*Champagne-Mix-Root*



LUISA LARGE SF  
*Copper-Mix-Root*



## SUPER-FRONT

Revolutionary hairline technique (Super-Front) enables fringeless (forehead-revealing) hair styles.

Our lace Super-Front developed especially for the women's wig line creates a perfectly natural looking hairline that is soft and blends into your skin. The knotting technique is so fine that the hair appears to be growing right out of your scalp.

Therefore the majority of Belle Madamé wigs are featured with Super-Front (SF).



ELITE MONO SF+  
*Dark-Grey-Root*



## WIGS WITH MONOFILAMENT

Premium wigs with hand-tied monofilament bases. Specially developed for medical use, these wigs meet the highest requirements.

Monofilament is an extremely thin gauze with single-hair knotting, and is remarkably lightweight and breathable.



ANGELINA MONO SF  
*Chocolate-Mix*



SENTA MONO SF  
*Sandy-Blond-Root*



LIGHT MONO SF  
*Salt & Pepper*



LEA MONO SF  
*Black/Violett*





## WEFTED WIGS

Top quality wigs with machine-processed wefts with a very good price/quality ratio. Thanks to light materials, these wigs also have very high wearing comfort.

**BelleMadamé**  
HAIR COLLECTION

POLLY SF  
*Snow-Blond-Root*

THEA  
60/51



CARLOTTA SF  
*Swedish-Blond-Root*



PRINCESS SF  
*Prosecco-Mix*





## PLATINUM HAIR WIGS

Platinum hair is a mixture made of high quality human hair and heat-resistant high-tech synthetic hair fibers. The advantages of both hair fibers are combined and make especially soft and very natural-looking hair with best care characteristics. The hair can be treated with heat like pure human hair. That allows the innovative heat-resistant synthetic fiber which also ensures that the hair fall is very smooth even after washing. Compared to pure human hair this hair quality needs less care and is suitable especially for smooth hairstyles.



THE ELEGANT  
*Light-Blond-Mix*

**BelleMadame®**  
**PLATINUM HAIR LINE**



THE SMART  
*Mocca-Mix*



THE CHARMING  
*Caramel-Root*



THE STARLET  
*Light-Copper-Mix*





## HUMAN HAIR WIGS

Wigs made of high quality human hair meet highest requirements in terms of quality and appearance. The here presented Easy-to-Wear models are to be highlighted. Thanks to their fine pre-cuts and wide range of colours the right alternative hairstyle can be quickly found.

**BelleMadame®**  
*Natural Hair Line*

ARABELLA LARGE RH  
*Chocolate-Mix*



ANASTASIA LONG RH  
*Chocolate*

CREATIVE STYLING



MUSETTA RH  
*Chocolate/Cream-Root*



REBECCA RH  
*Light-Blond-Mix*



## CARE PRODUCTS AND ACCESSORIES

By using BelleMadame hair care products regularly, your wig will last longer and keep its silky shine and natural hold.

For storing wigs overnight, as well as for drying them after a wash, a wig stand has proven effective and has become an indispensable aid

### SYNTHETIC HAIR CARE

*Special Care  
for Synthetic Hair*



#### SHAMPOO

Gentle cleaning for synthetic hair.



#### BALM

Shine and care for synthetic hair.



#### HAIRSPRAY

For perfect hold and a natural look.



#### HAIR SHINE

Shine- and style-spray with UV-protection. For daily use.

### PROFESSIONAL HAIR CARE

*Professional Care  
for Synthetic Hair, Platinum Hair  
and Human Hair*

**BelleMadame**

## NATURAL HAIR CARE

*Intensive Care  
for color treated Human Hair And  
Platinum Hair*



### VITAL SHAMPOO

Softness and shine for colour treated human hair and Platinum Hair, with shea butter.



### VITAL BALM

Hair structure regeneration and smoothing of colour treated human hair and Platinum Hair, with shea butter.



### LEAVE-IN CONDITIONER

Intensive treatment for smoothing colour treated human hair and Platinum Hair, with shea butter.

## ACCESSORIES

*Essential aids for the storage, care  
and drying of wigs*



Wig Stand



Styrofoam Head



Brushes



Washing Comb

## HEAD SCARVES AND TURBANS

Specially developed headscarves and turbans are a fashionable alternative and also give you the option of comfortably covering your head when you're not wearing your hairpiece (such as while it is drying, during the night, etc.).

**BelleMadame**

HEADWEAR COLLECTION



STYLE 920-60  
*Bamboo-Headscarf*  
3-Color  
blue / black



STYLE 910-54  
*Bamboo-Turban*  
diamond print



STYLE 920-06  
*Bamboo-Headscarf*  
coral red

## COSTS OF HAIR REPLACEMENT

The medical necessity of hair replacement is initially decided by the attending physician.

Your cost for a wig depends on the quality of the wig along with your budget. In turn, your budget is often determined by what if any health insurance benefits apply.

In addition to the type of hair, whether synthetic or human, the quality of the base (i.e. lace, monofilaments or lace front) as well as the amount of work involved to produce a particular model (machine made or hand tied) are all contributing factors as to how a wig is valued. A synthetic wig from our stock line is naturally lower in price than a custom made wig. There are nevertheless many different price ranges for both because of the various types of production and type of hair used. By and large, chemotherapy patients for the most part choose wigs from our stock line since custom made wigs usually takes between 10-12 weeks to produce.

In many cases, the costs for a hair replacement are at least partially reimbursed by your health insurance provider. The amount covered is mostly dependent on your individual contract with your provider. Typically, your insurance provider will take into account the type and duration of treatment you undergo including the condition of your head and possibly other factors as well.

As a **BelleMadame** hair replacement specialist, we can advise you regarding costs. We will gladly provide you with information and offer you any kind of support you need.

**Belle Madame®**  
WIGS · PERRUQUES

