

M.D. NEWS

Special Feature

Hair Enhancements of Pittsburgh and LHAS — Changing Lives

By Jeanie M. Erwin

For many reasons, our hair is inextricably woven into our self-esteem. We see it as a vital part of our identity and security, and feel others equate us in a similar manner. For millions of people, hair loss — ranging from thinning to complete loss of hair — is a major cause for concern. It is associated with a lack of confidence, self-esteem issues and can even lead to depression in many individuals. In fact, many people suffering from the side

effects of chemotherapy found the most traumatic part of their illness was when they experienced the loss of their hair. It affected them much more profoundly than they could have ever imagined. Whether the hair loss is the result of medical conditions, such as thyroid disease, chemotherapy treatments or genetic factors, the journey can be lonely and devastating. It is so intensely personal that many suffer in silence, never realizing there are amazing

Dee Dee Troutman, LHAS Executive Director, and Debbie Mancuso, Owner and Certified Hair Restoration Specialist





Hair Enhancements of Pittsburgh at LHAS Positive Image Salon in Hillman Cancer Center



Hair Enhancements of Pittsburgh at South Hills Salon

PHOTOS BY MICHAEL RAY

me by their physician, I am always deeply humbled to be entrusted with that care." It is a trust that is taken very seriously by the entire staff at Hair Enhancements. Client privacy and integrity are always upheld in an atmosphere that is filled with support. Hair Enhancements' strong reputation in the community is a result of their caring attention to detail and the consistently superb results given to their clients.

SUPERIOR TECHNOLOGY

The interest in nonsurgical hair replacement has significantly increased over the past 10 years, as well as the technology. People are no longer associating nonsurgical hair replacement with the poorly crafted and ill-fitting wigs of decades ago, and for good reason. "There are many superior options available today that are totally and completely undetectable, which can help those who are suffering from temporary, long-term and permanent hair loss," says Mancuso. Hair Enhancements of Pittsburgh specializes in addressing the needs of those who have suffered hair loss for medical or natural reasons and have available fully trained professional consultants for this very sensitive client. Clients have a wide selection of fashionable synthetic, human hair and custom-designed prosthetics available for

options available to them. Expert in her field, Debbie Mancuso, state-licensed Cosmetology Manager, Certified Hair Restoration Specialist and Owner of Hair Enhancements of Pittsburgh, wants to change that. She is on a mission to offer help and hope.

PARTNERING WITH THE MEDICAL COMMUNITY TO BRIDGE THE GAP

Many in the medical community are helping patients to be proactive and deal with the loss of hair in a more positive way. While in many cases it may be impossible to prevent the loss of hair, physicians are encouraging patients to take control and plan ahead. The use of hair prosthesis is currently seen as a tool that can help patients maintain their important self-identity in a time of crisis. Now, physicians regularly recommend they seek the help of professionals trained to deal with the sensitivities and concerns of those struggling in this area. Many recommend patients to consider being fitted for prosthesis, extensions, integrations or enhancements to support them, even in temporary hair loss, as a way to maintain their self-image and privacy throughout the course of treatments. "I am here not only to support patients, but physicians as well. Physicians want their patients to have a positive outlook, and I am here to help make that happen," says Mancuso. "When someone is referred to

Debbie Mancuso at Hair Enhancements Salon in South Hills. "I am here not only to support patients, but physicians as well. Physicians want their patients to have a positive outlook, and I am here to help make that happen," says Mancuso.



a perfect fit. Mancuso believes in staying informed of the latest techniques and regularly attends continuing education courses and seminars concerning customizing, fitting, styling, blending, chemical services and attaching enhancements for women. "Our techniques are very progressive. We take care to have natural hairlines, age-appropriate density and completely natural-looking results." Options today allow wearers to enjoy an active lifestyle without the need to worry or feel self-conscious. "One of the most rewarding aspects of this work is when a client tells me that their friend or co-worker didn't realize they had hair loss, which is always the goal," she says.

Being involved in meaningful work is important to Mancuso and her team. To best serve clients, they have two locations in the Pittsburgh area. One location is on West Liberty Avenue in the South Hills, and the other at UPMC's Hillman Cancer Center in Shadyside, where she provides the services for the LHAS Positive Image Salon. Both locations are designed with comfort and privacy in mind. "Our location at Hillman Cancer Center and the partnership with LHAS assures that we are truly meeting the needs of those who need us most." The convenient location allows cancer patients immediate and convenient access to support in a time of extreme crisis, as well as access to resources of which they may not otherwise be aware. LHAS, a nonprofit 501(c)3 corporation, helps provide financial support for wigs to clients who cannot otherwise afford them. LHAS, which has been in existence since 1898, provides the social service support through their Positive Image Salon, one of the many hospital operations of the organization. "LHAS also raises funds to meet the changing health care needs throughout Western Pennsylvania. To name a few, LHAS has implemented programs benefiting seniors, women's health care, neonatal care and allocates thousands of dollars annually for college scholarship grants to future health care professionals and nursing students," says Dee Dee Troutman, LHAS Executive Director. For more information on this organization, please visit www.lhas.net.

"I am thrilled to be working with Debbie. This work is personally gratify-



PHOTOS BY MICHAEL RAY

ing and rewarding every day. It is wonderful to be able to share in that with someone who feels the same way," says Troutman. "The opportunity to work closely with and meet the people who benefit from LHAS is the most fulfilling and heartwarming part of this work. Knowing and understanding what a difference our contribution makes in their lives forces me to realize every day how very fortunate I am."

Both Mancuso and Troutman deeply appreciate all of the dedicated volunteers that work behind the scenes to help support the clients, "but our biggest heroes are those who are courageous dealing with cancer. We are inspired every day by their strength," says Mancuso.

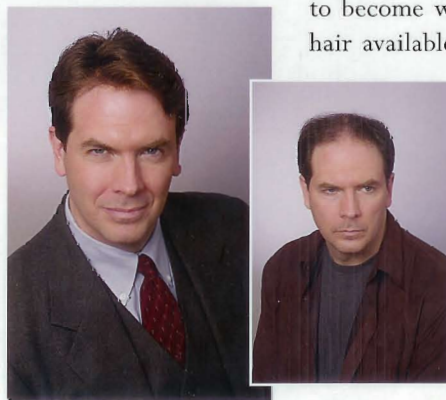
Most recently, Hair Enhancements and LHAS announced a partnership with Children With Hair Loss, a resource organization created for all children who have medically related hair loss.

Through fundraising efforts, Children With Hair Loss empowers children to become whole again by making hair available to those who might not otherwise have the means of obtaining the hair they need and deserve. Visit their website at www.childrenwithhair-loss.us for more information or to make a donation.

Condition: Androgenetic Alopecia



Condition: Male Pattern Baldness



Just Want a Little More Hair?

What do you want your hair to say about you?

No matter what your hair fantasy, UltraTress has hair to make those dreams of yours come true. See for yourself how easily your hair fantasy becomes reality when you consult our UltraTress professional and add that exclamation point to your own fantasy look!

UltraTress extensions are 100% human hair and are available in multiple textures for creating your unique fashion and style. Your hair can go from ordinary to extraordinary. UltraTress hair is long lasting and low maintenance.

So, whether you desire a storybook look for that special occasion or need to naturally enhance your own locks, UltraTress is the fastest method for creating what you want your hair to say about you.

Some MYTHS about hair loss:

- Frequent shampooing contributes to hair loss.
- Hats and wigs cause hair loss.
- Hair loss is inherited only through the mother's family.
- Permanent hair loss is caused by perms, colors and other cosmetic treatments.
- 100 strokes of the hair brush daily will cause healthier hair.
- Dandruff causes permanent hair loss.
- Women don't go bald.
- Alopecia areata is due to stress.
- Women with androgenic alopecia will go bald.

Some FACTS about hair loss:

- About 20 million American women experience pattern baldness.
- The normal scalp sheds about 100 hairs daily.
- Hair loss may be contributed by genetics, physical stress, emotional stress or thyroid abnormalities.
- An inherited tendency to store the male hormone testosterone. Testosterone breaks down to form DHT, which attacks the hair follicle, causing it to shrink, finally causing the hair to fall out and not grow back.
- Chemotherapy agents may poison growing hair follicles.



SMALL THINGS MAKE A BIG DIFFERENCE

Until we are in a time of crisis, we fail to remember how much little things matter. At Hair Enhancements, they realize how attention to even the smallest detail makes a difference in preserving dignity. "I came to this work because I wanted to make a difference. I wanted to provide an oasis where clients could leave fear and apprehension behind. No matter how discouraged they are when they come in, I want to help them leave exuding the joy and confidence that they were always meant to have," says Mancuso. Mancuso and her team want people to know that hair is only the frame for their best feature. "The confidence that hair gives us is just a means to let the best of our self come through, and, no matter what, that is always there." ■

HAIR
enhancements
of pittsburgh

LHAS
Ladies Hospital Aid Society
Positive Image

South Hills
2891 W. Liberty Avenue
Pittsburgh, PA 15216
412.344.9252

Shadyside
5115 Centre Avenue
Pittsburgh, PA 15232
412.623.3777

HairLoss@PGHmail.com
www.HairEnhancements.net