

One man went to grow

Secretly worried you're starting to lose it? Help is at hand. Because time might have moved on - but so have grooming solutions

A new nationwide study by OnePoll has shown that, shockingly, the average British man is more worried about losing his hair than he is about finding a long-term partner - or even going bankrupt.

The hair-raising findings also reveal that two-thirds of men thought having a full head of hair made them more attractive to the opposite sex, while a quarter genuinely believed that a thinning hairline could affect their chances of career progression.

Fortunately, for the 8 million men in the UK currently experiencing hair loss, help is at hand - and innovative help at that. New Regaine® Foam is not only easy to use (think of it as the opposite of shaving foam), it is clinically proven to help prevent further hair loss. It is as simple as that.

Used twice a day, the light, quick-drying foam not only helps you halt the hereditary hair-loss process, it can actually help you to regrow the crowning glory you've already lost. Research shows that a whopping nine out of 10 of men said they kept or regrew hair after using Regaine Foam.

Better still, Regaine Foam can slip into your grooming routine, so apart from helping to keep or regrow your hair, you may notice a rise in confidence - and more attention from the opposite sex. In fact, afterwards you might need to find something else to worry about...

What are you waiting for?

Regaine Foam is easy to use, thanks to the light, easy-to-apply, new foam format. It goes on easily, dries quickly and won't interfere with your regular hairstyling products: no hassle and no mess. Like the entire family of Regaine products, it contains the active ingredient Minoxidil, which scientists believe aids blood flow to your follicles - stimulating and prolonging your hair's anagen (growing) stage, for a thicker, fuller head of hair. Available from supermarkets, pharmacies and online. See regaine.co.uk for more information.

Regaine For Men Extra Strength Scalp Foam 5% w/w Minoxidil. For hereditary hair loss. Always read the label.



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HIT OR MYTH?

We separate the truth from the lies told about losing your hair

The hair-loss gene comes from your mother

HIT MYTH

In fact, hereditary hair loss can be passed on by either parent. Although it is true that the stronger of the two influence is on your mother's side. Thinning maternal grandfather or uncles? Beware!

Blow-drying damages your hair

HIT MYTH

Regular blow-drying can dry, burn and damage your hair, potentially causing it to fall out. If you're already noticing signs of hereditary hair loss, the new hairs replacing them are often thinner and less visible.

Bald men are more virile

HIT MYTH

Sadly, no. This is a myth for those seeking reassurance but unwilling to take matters into their own hands, and has no basis in scientific fact. At all. Reach for a solution, not excuses.