WHY CAMOUFLAGE?

BACKGROUND

• Alopecia patients may suffer from low self-esteem, low-self-image & other psychological consequences
• The hair loss patient encounter can be frustrating for both patients and physicians due to a lack of consistently effective medical treatments
WHY CAMOUFLAGE?

- Camouflage products are practical, seemingly natural, and cost-effective
- Physicians who are familiar with camouflage and discuss options may be able to help patients better cope with their disease
CATEGORIES OF SCALP AND EYEBROW CAMOUFLAGE

- Hair Fibers & Concealers
- Hair Prostheses
- Tattoo
HAIR FIBERS & CONCEALERS: TOPICAL SOLUTIONS

Before    After
TOPICAL HAIR-BUILDING FIBERS

- Positively charged particles of mostly natural keratin fibers (wool keratin, rice keratin, rayon or human hair) that cling by electrostatic forces to negatively charged hair fibers
- Make hair look thicker and fuller
- Sprinkle or diffuse powder over target areas and then gently pat hair down or spray fixative over areas
POWDERS, LOTIONS & SPRAYS

- Help diminish the contrast between scalp and thinning (or grey) hair
- Creams may be applied using a compact and brush (on-the-go)
- Spray-on powders are applied directly to the scalp
- Fibers, powders and lotions minimize the appearance of hair loss only in patients who already have hair
USE OF CAMOUFLAGE AGENTS IN DAILY HAIR CARE

• Scalp camouflaging agents can be safely used in conjunction with minoxidil
  – apply minoxidil and other scalp preps first
• Also useful following hair transplantation to minimize the appearance of post-transplant telogen effluvium
• Fibers and lotions come out after washing; generally not water or sweat-resistant
HAIR PROSTHESSES
NOT ALL HAIR PROSTHESES ARE WIGS: HOW TO HELP YOUR PATIENTS NAVIGATE

• Become familiar with the terms: The hair prosthesis market is expansive and there are numerous choices

• Recognize the psychological implications of wearing a wig or other hair piece
  – For some patients these are accessories; for others there is a love-hate relationship

• Bring the topic up with your patients to give them your support as their doctor
# Hair Prostheses

<table>
<thead>
<tr>
<th>Full Coverage</th>
<th>Partial Coverage</th>
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<tbody>
<tr>
<td>Cranial prosthesis (custom fitted)</td>
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</tr>
<tr>
<td>• $$$$$</td>
<td></td>
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<tr>
<td>• Can swim and sleep in</td>
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<tr>
<td>Extensions</td>
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<td>• Can be clipped onto existing hair anywhere on the scalp</td>
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### Wigs
- Store bought
- Custom made
- Synthetic Hair
  - Less expensive
  - Less styling
  - Last longer
- Human Hair
  - More expensive
  - Able to style
  - Natural appearance

### Wiglets
- Also store bought or custom
- Toppers
- Toupees
- Bangs
TOPPER
BANGS COVERING FRONTAL HAIR LOSS
HOW TO HELP PATIENTS TO BUY SCALP PROSTHESES

• Write a prescription to defer tax
  – Prescription is for a hair prosthesis and not a wig
  – Specify that this is for psychological purposes

• Review importance of visiting a reputable wig vendor and doing some preliminary research about what to buy that fits their needs

• Compliment them!
PRESCRIPTIONS FOR SCALP PROSTHESSES

THE CLEVELAND CLINIC FOUNDATION
9500 Euclid Avenue Cleveland, Ohio 44195
Telephone: (216) 445-9110

Patient Name:  

CCF History No:  

Street Address:  City: State:  

Rx: Cranial Prosthesis Prescribed: MEDICAL HAIR PROSTHETIC

Complete and Detailed Diagnosis: Alopecia Universalis, Alopecia Areata, Lichen Planopilaris  

ICD 10 codes: L63.9, L66.1 AND L66.8

Prognosis: LIFE LONG

Medical Necessity (Explain Need): FOR PSYCHOLOGICAL REASONS
HOW TO RECREATE THE NORMAL BROW

Because normal brows shape the face & enhance facial expression
HELP YOUR PATIENTS TO HAVE NORMAL-APPEARING BROWS

• Brow make up:
  – gels, powders, pencils
  – make-up counters, retail beauty stores

• Artifical brows:
  – brow extensions
  – synthetic brows: crepe hair and knotted hair

• Cosmetic Tattoo:
SCALP AND BROW PIGMENTATION:
COSMETIC TATTOO

- Also called Microtattoo or Paramedical tattoo
- Unique pigments
- Specially designed machines and needles for thinner delicate tissue of face & scars to create a more natural appearance
MICROSTROKE EYEBROW TATTOO

Reprinted with permission from Newport Permanent Make Up
TATTOO RISKS

- Patient dissatisfaction
- Incorrect pigment
- Paradoxical darkening of pigments containing titanium dioxide & iron oxide
- Allergic contact dermatitis or granuloma formation
- Lightening over time
- Patients should choose a practitioner who can produce credentials, certificates of training, continuing education and a good portfolio
  - SPCP.org
CAMOUFLAGE KIT: BE PREPARED TO HELP YOUR PATIENTS

• Prepare a box full of camouflage products to show patients
• Formulate a list of reputable and helpful hair prosthesis and microtattoo specialists in your area
• The more you discuss camouflage with your patients, the more comfortable the conversations will become
CAMOUFLAGE VIA HAIR STYLING

• Change hairstyle and/or hairdresser
• Shorter hair cut to add volume
• Zig-zag part or side part to disguise thinning
• Color greys
• Shampoo with milder surfactants
• Minimize combing and brushing especially on wet hair
REVIEW OF OPTIONS FOR CAMOUFLAGING HAIR LOSS

• For small bald patches
  – Hair-building fibers
  – Small pair pieces
  – Concealing powders
  – If permanent: micro-tattoo may be beneficial

• For larger bald patches
  – Micro-tattoo
  – Full Wigs
  – Hair pieces
CONCLUSION

• Camoflouge products and techniques are effective
• Patients may feel more confident after learning about options and trying camouflage
• Dermatologists should become more familiar with camouflage options and discuss these with their patients
REFERENCES


• Draelos, ZD. Camouflage techniques for alopecia areata: What is a patient to do? Dermatologic Therapy 2011; 24: 305-310.


• Subash J, McMichael A. Talking to Patients about Wig Use in Alopecia. The Dermatologist; 2017: 25: 24-27.