



## CONSULTATION CORNER

### — UNDERSTANDING HAIR LOSS —



*Billings Dermatology and Aesthetics offers advanced and innovative treatments, with personalized care, to help address the very sensitive topic of hair loss. Many people feel too embarrassed or defeated to even ask about hair loss, so below are some FAQs about hair loss I receive in my clinic.*

#### **Q. How much hair do you shed each day?**

On average we lose about 100–150 hairs per day. Patients are not expected to count each hair that falls out though. Instead, pay attention to the thickness of your ponytail or how much hair collects in your brush/shower drain.

#### **Q. Is it normal to lose hair?**

Unfortunately, yes. Up to 50% of men and women suffer from androgenetic alopecia. This is a genetic form of balding. For both sexes, this can start as early as our 20s.

#### **Q. How do you diagnose the main cause of hair loss?**

A good medical history including laboratory workup (e.g.: routine labs, vitamin levels, iron studies, thyroid studies, and autoimmune markers) and a physical exam is essential. Occasionally, a small sample of the scalp is taken (a biopsy) to look more closely at the hair follicles under the microscope. For a less invasive approach, we use the HairMetrix analytical system. This utilizes AI-driven hair trichoscopy to help visualize the follicular unit in amazing detail.

#### **Q. What is the main reason for hair loss?**

There can be several reasons: genetics, medication reactions, hormones, vitamin levels and stress can all contribute to hair loss. In my clinic, most female patients have TWO forms of hair loss.

#### **Q. Is female hair loss different than male hair loss?**

Yes. Women with female pattern hair loss typically experience thinning along their part line and temples. Men start “balding” around their crown and temples. Secondly, the social stigma attached to female hair loss is much more pronounced compared to their male counterparts. As a result, there is more shame and embarrassment for women.

#### **Q. Is hair loss treatable?**

YES! YES! YES! We can formulate a specific treatment plan for you based on your form of hair loss. Currently, the most effective treatments involve prescription medications and PRP injections. Did you know that Rogaine (aka Minoxidil) is now available in a prescription pill!? It is a game changer in the field of hair loss.

#### **Q. Can Biotin vitamins help with hair loss?**

No, biotin supplements do not help with hair loss. And unnecessary vitamins can do more harm than good. Before spending money on over-the-counter supplements, I recommend having a medical professional review your medical history and evaluate your bloodwork to determine if they would be helpful.

#### **Q. Is hair loss considered cosmetic? Will my insurance cover the visit?**

I consider hair loss to be a medical issue. However, each insurance company differs in their coverage of hair loss. But please do not be discouraged! If you are experiencing hair loss, reach out to us to help you on this journey. The first step toward finding the right treatment for your hair loss is determining the correct diagnosis.

**ALSO IN THIS ISSUE:** New EltaMD Products – p2 ♦ Microblading – p2  
Melanie’s Skincare Routine – p3 ♦ Hair Loss Clinic – p3 ♦ Seasonal Specials – p4

## WHAT'S NEW

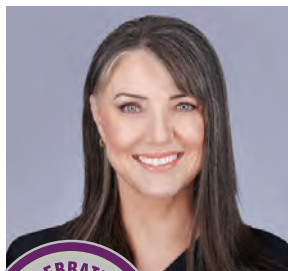
### EltaMD UV AOX Elements Broad-Spectrum SPF 50



One of our favorite EltaMD products just got better! This antioxidant-rich facial SPF is made for the skin, not just the sun. This tinted sunscreen contains antioxidants that help to combat signs of photoaging, such as fine lines and wrinkles. The technology in UV AOX Elements Broad-Spectrum SPF 50 not only protects your skin outdoors, with 100% mineral actives to reflect and scatter UVA and UVB rays, but also protects your skin indoors by blocking 56% of HEV (blue light). UV AOX Elements Broad-Spectrum SPF 50 features hyaluronic acid to help hydrate and retain moisture, and bisabolol & ginger root to help calm the skin and visibly reduce redness.

### SkinCeuticals A.G.E. ADVANCED EYE

A.G.E. Advanced Eye is a next-generation eye cream for wrinkles that fights the appearance of crow's feet, puffiness, and dark circles associated with glycation and collagen decline, a major factor of the natural aging process. This eye cream also includes caffeine and an inclusive blend of optical diffusers to disperse light and immediately improve the radiance of tired, dull-looking eyes across all skin tones.



### Kim's Pick – Microblading

Eyebrows looking a little sparser than they used to? Are you spending precious time in the morning trying to get them to look right? Been there, done that! It might be time to consider coming in for a consultation to learn about your options. Sometimes it could be something as quick as a brow wax and tinting session. Many times, there is a good amount of hair but they are just light and need a little darkening to balance the brows. Shades run from natural blonde to deep black.



BEFORE AFTER

When tinting isn't enough, it's time to talk about a semi-permanent option. Enter **Microblading**. We use the term microblading very broadly, though it is a specific technique or style of cosmetic tattooing for the eyebrows. Using different techniques and tools we can create hair-like strokes for a more natural look, to a bold filled-in statement brow. Most of our patients land more to the middle of the road with microbladed strokes with light shading. This gives a beautiful, naturally full appearance.

Care is taken to map out the brows (with your input) and create a template as a guide. This mapping process produces custom brows based upon your facial features ... no cookie cutter brows here! Color selection is also carefully made, taking into account natural brow hair color, skin tone and desired aesthetic. You are involved in every step. The treatment is virtually pain free thanks to topical numbing used during the appointment. A six-week touch-up appointment is included with your initial service to make any necessary adjustments. A yearly touch-up appointment is recommended to keep your brows looking their best. Again, this is semi-permanent (pigment isn't laid as deep as a traditional tattoo) so it is expected to fade over time. Caring for your new eyebrows is simple and once completely healed you can resume normal activities. My favorite is not worrying about my brows if I'm in the water or sweating; they are there!

**To learn more about creating your perfect brows, contact us at 406.294.9660 for a complimentary consultation.**



# Melanie's Skincare Routine

We get this question all the time... "What do you use on your skin?" In this edition, Melanie shares her personal skincare routine and procedures.

I agree with Kynzie from the previous edition — you want to keep your skin care routine simple and stick to it. In my opinion, the most important component of a skin care routine is sun block. This has to be applied **every day** — even if it is a cloudy day, and even if you are going to be indoors all day. It is so important to get in the habit of applying sunblock daily.

The basics of a skin care routine are:

**AM:** Cleanser, Vitamin C serum, Moisturizer and Sunblock

**PM:** Cleanser, Retinol cream and Moisturizer

My specific skincare routine:

**AM:** Elta MD Foaming Facial Cleanser, Epionce Purifying Toner, SkinCeuticals Phloretin CF Serum, Elta MD UV Physical Broad-Spectrum SPF 41

**PM:** Epionce Lytic Gel Cleanser, Epionce Purifying Toner, Tretinoin (either prescription or OTC in the Aesthetics Clinic), SkinCeuticals Triple Lipid Restore 2:4:2, Hydrating B5 Gel to neck and chest



For Treatments:

Botox every 3-6 months, microneedling with PRP, and chemical peels



# Introducing Our Hair Loss Clinic Featuring HairMetrix

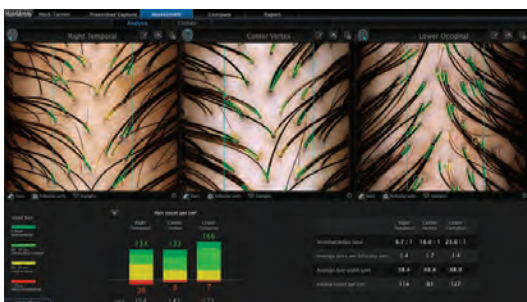


Hair loss, also called alopecia, is an irregular interruption in the natural growth of hair. Many factors may cause hair loss in women and men. These include genetics, medication side effects, trauma, lifestyle, and natural aging.

Our Hair Loss Clinic offers a complimentary consultation to provide personalized treatment options for hair loss. We begin by using our HairMetrix Imaging System to establish a baseline for your condition. HairMetrix Analysis (trichoscopy) uses AI technology to capture detailed information to include hair thickness, growth phase, and number of hairs and follicles per centimeter. Hair Metrix Analysis allows for appropriate treatment planning based on the results.

During the consultation, our professional can help you establish an appropriate treatment plan, which may include establishing care with our Dermatology Clinic for medical management of your condition. In a clinical examination our MD or PA-C can review your health history and your HairMetrix Analysis, examine your areas of concern, and determine your plan of care. Treatment options for hair loss may include prescriptions, medication injections, and PRF therapy.

Our complimentary HairMetrix consultation will provide you with a personalized approach to address your concerns. If you are experiencing hair loss, please call today to see what options are available to you.



# SEASONAL SPECIALS

## ◆ February

**Pellevé – Skin Tightening Treatment:**  
30% off a package of three

**Semi-permanent Lip Blushing:** \$100 off

**Lip Products:** 15% off

## ◆ March

**Intense Pulse Light (IPL):** 30% off a package of three

**Elta MD Products: (IPL):** 15% off

## ◆ April

**V-Beam Perfecta:** 30% off a package of three

**RevitaLash/RevitaBrow, Baby Foot Peel/  
Masque:** 15% off

Check back often at [billingsdermatology.com](http://billingsdermatology.com)  
Specials are subject to change!

### ◆ REFERRAL REWARDS PROGRAM:

Make your friendships more valuable than ever.  
Get a **\$50 credit** for every new Botox, filler, or laser client you refer with our Referral Rewards program.



Billings Dermatology & Aesthetics

2294 Grant Rd.  
Billings, MT 59102

406.294.9515

PRSRT STD  
US POSTAGE  
PAID  
BILLINGS MT  
PERMIT # 294

# Expert Skincare Your Family Can Trust



- ◆ Independently Owned and Community Minded
- ◆ 50+ Years Combined Dermatology Experience
- ◆ Triple Board Certified Dermatologist
- ◆ MOHS Skin Cancer Surgeon

To schedule a dermatology appointment please call 406.294.9515 or 866.988.DERM (3376).

### ◆ OUT AND ABOUT

Visit our **Mate Show** booth from February 15–17 at the Metra Park Pavilion for a free skin cancer screening!

Stop by our office for a Free Grand Prize ticket for a chance to win a \$1000 Gift Card from Billings Dermatology & Aesthetics!



### ◆ STAY CONNECTED

Sign up for our monthly email to receive skincare tips and promotions by scanning the QR code below or by sending your name and email address to [staff@billingsdermatology.com](mailto:staff@billingsdermatology.com). Like us on Facebook at Billings Dermatology & Aesthetics or follow us on Instagram and become eligible for promotions and prizes that are exclusive to social media.

