

A close-up, back-view photograph of a person with long, straight, dark brown hair. A hand is holding a black comb, running it through the hair. The hair is very smooth and shiny. The background is blurred, showing what appears to be a white lab coat and a light-colored wall.

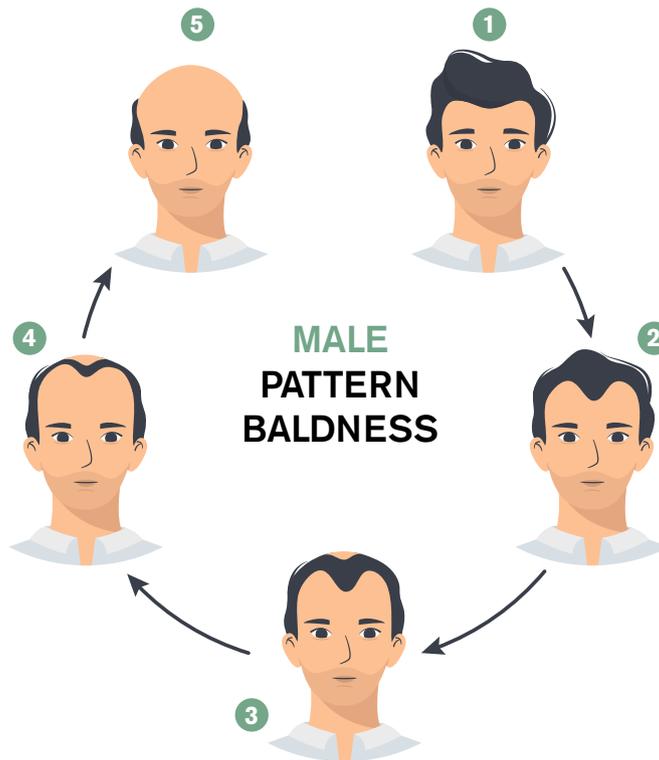
DR.VEGAN[®]

**Your guide to
*healthier, happier hair***

HAIR LOSS IN NUMBERS

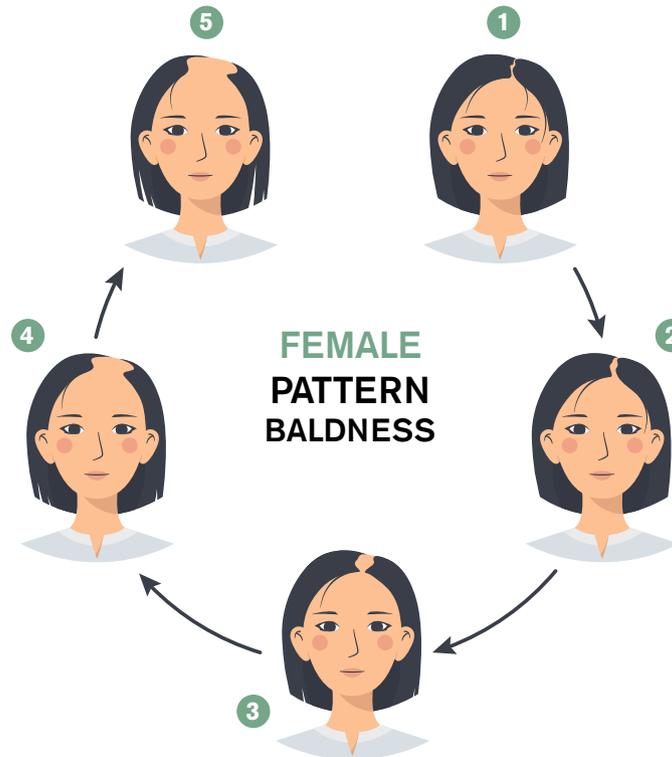
Hair loss, thinning and scalp issues are a common problem among men and women.

As well as the physical implications, hair loss can lead to anxiety and a loss of confidence for some people. Millions of people are looking for effective measures to improve the health and appearance of their hair. Here we share the causes of hair loss, the hair growth cycle, and how diet, lifestyle and effective supplements can help revive your hair.



It is estimated that around
6.5 million men
in the UK are affected by hair loss (specifically male pattern baldness).¹

The incidence of alopecia areata (an autoimmune form of hair loss) in the UK is around 1 in 170 people; they either have active or past alopecia areata.²



By age 50, about
13% of women
are estimated to have androgenetic alopecia (female pattern baldness) in the UK.³

52%
of British women feel self conscious
about their hair loss.

42%
feel less confident as a result of
hair loss.⁴



Causes of hair loss

At DR.VEGAN® we are committed to supporting your health, including your hair and scalp health, no matter the cause. To fully recover from hair loss, thinning and scalp issues, you need to understand the root cause and tackle the problem head-on. There are many reasons for hair loss and poor hair and scalp health, which may include:



Hormone imbalances

Hormonal imbalances, especially an increase in the toxic form of testosterone (dehydrotestosterone) and a decrease in oestrogen and progesterone. Menopause is a time when women notice some hair thinning and loss. Menopause support supplements and an inclusion of phytoestrogenic foods may be helpful.



Autoimmune alopecia

When autoimmune antibodies attack the hair follicles and cause hair to fall out. To really improve this condition, the immune system needs to be calmed down and the hair follicles need additional support. If you have autoimmune alopecia, we recommend you seek professional help.



Stress

Stress plays a big role in hair loss. The stress hormone cortisol disrupts the hair growth cycle and reduces the blood nutrient supply to the hair follicles, causing hair thinning.



Fungal and bacterial infections

Infections can affect the scalp and damage the hair follicles, leading to bald patches or thinning. Some topical solutions may help in killing the infectious pathogens; however, you will need to support your immune system and the hair follicles themselves.



Inflammatory skin conditions

Conditions such as psoriasis, eczema, and seborrhoeic dermatitis are induced by inflammation, either due to autoimmune antibodies or elevated histamine levels which can affect hair.



Nutrient deficiencies

Nutrient deficiencies especially in iron, iodine, zinc and biotin, can slow down hair growth and can cause hair thinning. Iron is needed for normal blood flow to the scalp.



Thyroid disorders

The thyroid is responsible for regulating the metabolism. If the thyroid is not working to its full potential, hair growth won't be at its full potential.



Diabetes and polycystic ovary syndrome (PCOS)

PCOS, insulin resistance, and diabetes can increase the level of testosterone, which can lead to male pattern baldness in men and women.



Chemotherapy and radiotherapy

Chemotherapy and radiotherapy destroy quickly dividing cells in an attempt to destroy cancer cells. Hair is also a quickly dividing cell, and such therapies can cause hair loss.



Medicine

Medications including blood thinners, beta-blockers, antidepressants, some anti-seizure medicines, retinoids (high-dose vitamin A) and certain hormonal contraceptives, can all contribute to reduced hair growth, hair loss or thinning. If you are taking any of these medications and are concerned about hair loss, speak to your doctor to see if there is an alternative medication that might be a suitable replacement.



Traction alopecia from hair loss from tight hairstyles (braids, ponytails, extensions)

When hairs are constantly pulled out from hairstyles, the eventual result may be bald patches. Experiment with different hairstyles that don't pull on the scalp. Some topical and supplemental therapy may be needed to encourage hair regrowth.



UV damage

Excessive sunlight exposure to the scalp can weaken the hair shaft. Ensure you wear a sun hat to cover the scalp in times of excessive sun exposure.



Compulsive hair-pulling disorder

Compulsive hair-pulling can affect both adults and children. Adults may need professional therapist support to get to the root cause of the problem. Children may need to be given another way to comfort themselves or take out their frustration.



Burns, surgery or severe trauma can induce localised hair loss

Unfortunately, hair loss due to tissue damage and scarring tends to be more permanent.



Crash diets and rapid weight loss

When crash diets are undertaken, or rapid weight loss occurs, it creates an environment of stress in the body. Since hair growth isn't necessary for survival, it won't be a priority for the body.



Eating disorders including anorexia or bulimia

Nutrient deficiencies often result in cases of eating disorders and may cause hair growth to slow down.



Harsh hair treatments such as bleaching, perms and overuse of heat styling

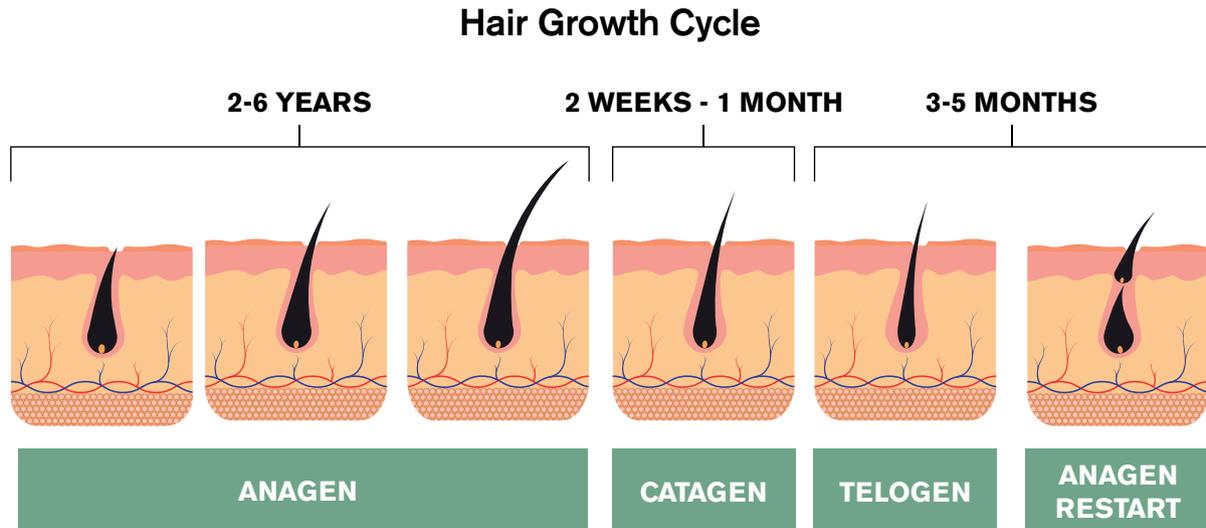
Many of these treatments damage the hair shaft, or the hair root. Ask your stylist if there are gentler ways to get the look that you desire.



Exposure to toxins such as heavy metals or industrial chemicals

Environmental toxins (lead, arsenic) may cause direct damage to the hair follicles as well as indirectly by causing oxidative damage.

The 3 stages of hair growth



Stage 1: Anagen (Growth Phase):

This is the active phase of hair growth, where hair cells divide rapidly. It lasts from 2 to 7 years. About 85-90% of hair follicles are in this phase at any given time. In this phase, hair grows around 1 cm per month. The base of the hair (dermal papilla) delivers oxygen and nutrients to the hair cells. To maintain healthy growth, the follicles need a constant supply of nutrients and good blood flow.

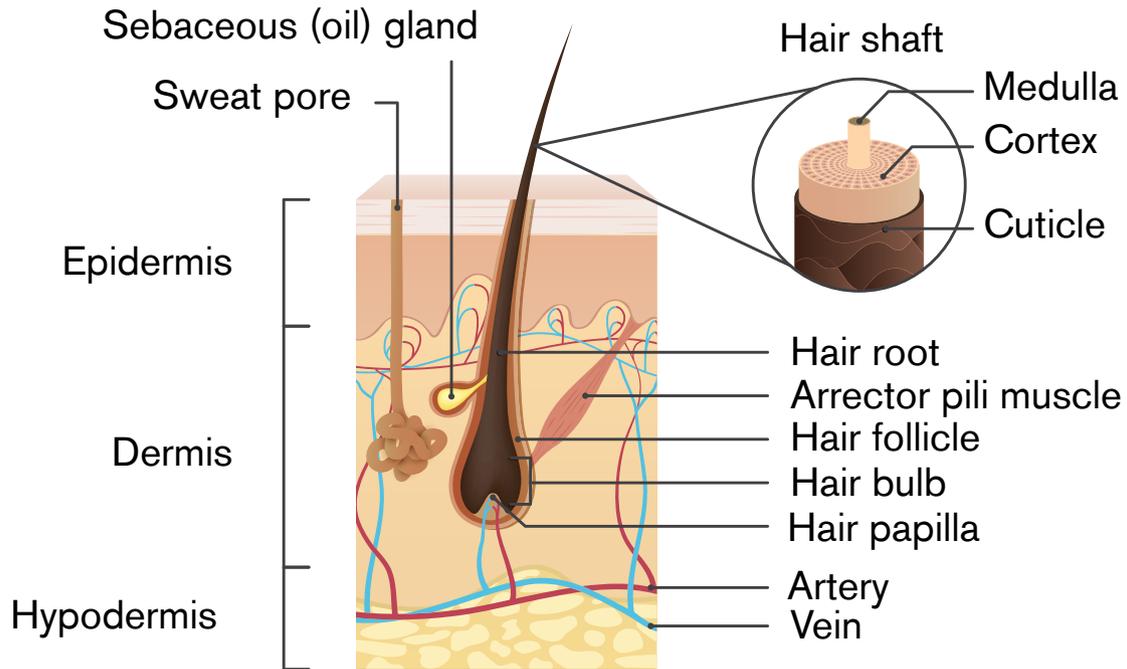
Stage 2: Catagen (Transitional Phase):

This short phase lasts 2 weeks - 1 month, during which hair growth stops, and the hair follicle shrinks. Only 1-3 % of hairs are in this phase at any time. The hair follicles regress, and the connecting blood supply shrinks and detaches.

Stage 3: Telogen (Resting Phase):

Lasting around 3-5 months, this phase results in the shedding of hair. About 10-15% of hair follicles are in the telogen phase at any time. Old hair falls out to make room for new ones.

Hair Anatomy



Telogen Effluvium:

Often triggered by significant hormonal changes, including pregnancy, childbirth, menopause, or the use of birth control. It leads to diffuse shedding of hair, typically 2-3 months after the triggering event.

Hair growth and stages

Life stage	Birth to pre-puberty	Puberty to menopause	Pregnancy	Postpartum (0–12 months after birth)
What happens	Hair follicles are small and less hormonally active. Hair growth is finer and slower but consistent.	Hair is at its thickest and healthiest. Hair shedding is stable; however, it can be affected by stress, poor diet, hormonal birth control and pregnancy.	High oestrogen prolongs the anagen phase. Hair becomes thicker, fuller and longer.	Oestrogen drops sharply, and many follicles enter telogen at once. Postpartum shedding peaks between 3–6 months. Temporary thinning at temples is common.
Hair needs	<i>Protein, iron, zinc. Gentle scalp care is needed.</i>	<i>Protein, iron, vitamin D, L-lysine, vitamins C and E.</i>	<i>Iron, folate, choline, omega 3s, protein.</i>	<i>Iron, zinc, B vitamins, protein and collagen support nutrients such as vitamin C and lysine. Stress and sleep support.</i>

Perimenopause (mid-30s to 40s–50s)

Oestrogen and progesterone decline unpredictably.

Androgens (especially DHT) become relatively higher.

Hair becomes thinner, drier, and less dense. Increased shedding is common.

The hairline may recede slightly or feel less full.

Zinc, selenium, vitamin E and antioxidants.

*Omega-3s
Saw palmetto or other DHT-modulating botanicals.*

B vitamins and vitamin D.

Protein intake becomes more important with age.

Menopause (average age - 51)

Oestrogen drops to a stable, low baseline.

Hair follicles miniaturise in those with genetic sensitivity.

Growth slows significantly.

Density reduces.

Hair becomes finer and more fragile. Hair is slower to grow.

Increased facial hair may appear due to androgen dominance.

Vitamin D for follicle cycling.

Iron if needed.

Zinc and biotin for keratin production.

Omega 3 and vitamin E for texture and shine.

Collagen-supporting nutrients (vitamin C and lysine).

Adaptogens for stress regulation.

Older age (60 plus)

Follicles enter longer telogen phases.

Some follicles completely shut down and stop producing hair.

Hair shaft diameter thins.

Growth rate decreases to 0.3–0.4 mm/day.

A nutrient-dense diet with enough protein.

Antioxidants.

Scalp stimulation and massage to improve circulation.

Address any underlying conditions (e.g. thyroid, anaemia).

***Nutrition
& lifestyle
essentials for
healthy hair***



The hair bulb is the lower part of the follicle. Inside is where the dermal papilla is made from connective tissue and capillaries. This is essentially the nutritional hub for hair growth. The hair follicle is divided into sections: the inner root sheath, which guides the hair as it grows, and the outer root sheath, which contains stem cells and provides structural support. Here are the most important nutrients for healthy hair, their function and how they support hair growth.

Nutrient	Function	How it supports hair growth
Protein	Protein is the main structural component of hair. Eating enough protein each day can support hair growth.	Protein is needed for hair strength and to prevent brittleness and breakage.
Biotin	Needed for keratin production, the main protein in hair.	Needed for thicker and more resilient hair.
Zinc	Needed for cell division, DNA/RNA synthesis and supports scalp health.	Repair and growth, reduces shedding, supports oil gland regulation.
Iron	Essential for oxygen transport to rapidly dividing hair cells.	Maintains growth, prevents shedding from deficiency.
B Vitamins	Support cell energy, division, and general metabolism.	Healthy follicle cycling, supports anagen duration.

Nutrient	Function	How it supports hair growth
Vitamins C	Helps collagen production and iron absorption.	Supports follicle structure and blood supply.
Vitamin E	Antioxidant and protects cell membranes of follicle cells.	Promotes scalp health, shine, less oxidative stress.
Selenium	Trace mineral, works with other antioxidants.	Scalp protection, supports follicle cell health.
Omega 3	Help scalp condition and reduce inflammation.	Softness, shine, good scalp environment.
Vitamin D	Follicles have vitamin D receptors and supports activation of hair growth.	Helps re-initiate anagen in some contexts.

How diet and lifestyle can support hair growth

Castor oil and rosemary essential oil

It may not be convenient or to everyone's liking, but massaging the scalp three times a week with castor oil mixed with a few drops of rosemary oil can be effective for hair growth. Castor oil nourishes the scalp and promotes blood circulation, while rosemary oil stimulates hair follicles and improves hair regrowth.⁵

Consume adequate protein

Protein is essential for growing healthy hair. Hair is mainly composed of keratin, a protein that requires adequate dietary protein for synthesis. Aim for at least 0.8–1.2 grams of protein per kilogram of body weight per day, or more. Try to incorporate protein into every meal and snack. It is best to get protein from a wide variety of sources. An additional protein powder can be helpful to those who struggle to consume enough protein from food alone.

Vegan protein

Grams of protein per 100g serving



Tempah
19g



Tofu
8g



Edarmme
11g



Lentils
9g



Cooked chickpeas
9g



Cooked black beans
8g



Cooked kidney beans
8g



Cooked quinoa
4g



Pumpkin seeds
30g

Vegetarian protein

Grams of protein per 100g serving



Greek
yoghurt
10g



Plain
yoghurt
6g



Cottage
cheese
11g



Whole egg
boiled
13g



Egg whites
cooked
11g



Paneer
18g



Cheddar
cheese
25g



Mozzarella
22g



Parmesan
cheese
32g

Meat and fish

Grams of protein per 100g serving



Cooked
chicken breast
31g



Cooked
turkey breast
39g



Cooked beef
sirloin
27g



Cooked
lamb
25g



Cooked
salmon
25g



Cooked
tuna
29g



Cooked
cod
24g



Cooked
shrimp
24g

Get your thyroid checked

Thinning hair can be due to low levels of thyroid hormones. Check for TSH, T3, T4 and reverse T3 levels to rule out hypothyroidism or other thyroid-related conditions. Your GP can check some of your thyroid hormone levels. However, often for the full panel, you may need to speak to a private doctor or nutrition practitioner who can order the full test from a private lab.

Check iron levels

Low levels of iron are associated with excessive hair shedding. Check blood ferritin levels and haemoglobin and correct where appropriate. Iron is best taken with vitamin C to increase its absorption. You may also need to address your diet or gut health to understand why you are either short in iron or not absorbing enough.⁶

Consume daily omega 3 fats

Omega 3 fats help with the health of the scalp, which supports hair growth. Omega 3 reduces inflammation and improves hydration, which promotes a healthy environment for hair growth. One of the major concerns with fish oil supplementation is the potential presence of contaminants, such as mercury and polychlorinated biphenyls (PCBs). Daily consumption of fish oil supplements exposes individuals to PCBs and PBDEs. Vegan Omega 3, from algae oil cultivated in controlled environments, offers a clean, purer alternative. Algae oil contains no PCBs, making it a much safer choice than most fish oils.⁹

Eat a nutrient rich diet



Aim to eat a rainbow of foods each day. This will provide a good foundation of micronutrients to fuel healthy hair.

- Aim for 7 to 9 portions per day of vegetables and fruit.
- Select organic foods where possible.
- Eat a mix of raw and cooked foods.
- Steaming vegetables is one of the best ways to cook them to preserve nutrients.



***Feel good from
the inside out***

DR.VEGAN®

Hair Saviour®
Strong Hair Growth
& Restoration†

With AnaGain™, MSM, Biotin & Silica
Zero additives



60 Capsules | 2 a day

BETTER ME.
BETTER PLANET.

WHY TAKE HAIR SAVIOUR®

Hair Saviour® is a multi-award-winning supplement of scientifically studied ingredients to combat thinning, dry, dull, and damaged hair. Hair Saviour's unique formula fuels healthy hair growth and strong, lustrous hair in men and women. It includes AnaGain™, a patented extract of pea sprouts shown to increase the propensity for hair growth by 78%.

Results from survey of people taking Hair Saviour for 2 months or more

81% found it effective

* Survey of 100 customers conducted by DR.VEGAN in June 2024, including 51 who took Hair Saviour for 3 months or more.

How to take

- ✦ Take 2 capsules daily, consistently for at least 60 days.
- ✦ Can be taken with or without food. Take the capsules together or separately, in the morning, daytime or evening.



“Hair Saviour blends key nutrients and botanicals to nourish hair from within. Biotin, zinc and copper help maintain healthy hair, while iron and folate support nutrient delivery to the follicles. MSM, silica, and AnaGain encourage strength and growth, and saw palmetto balances hormones involved in hair health. It's a great supplement for supporting my clients with stronger and healthier hair.”

- Michelle Connor, Nutritionist

HAIR SAVIOUR® INGREDIENTS AND HOW THEY WORK

	PER 2 CAPSULES	EC NRV % *
MSM	400mg	**
Horsetail Extract	300mg	**
Saw Palmetto Extract	150mg	**
Silica	125mg	**
AnaGain™ Extract	100mg	**
Cayenne Pepper Extract	80mg	**
Alfalfa Herb	50mg	**
Zinc	10mg	100*
Black Pepper	10mg	**
Iron	8mg	57%
Copper	1mg	100%
Biotin	900 mcg	1800%
Folate	200 mcg	100%
Iodine	150 mcg	100%

* NRV= Nutrient Reference Value

** No NRV Established



MSM

MSM's full name is Methylsulfonylmethane. It is a sulphur compound, an essential component for the synthesis of hair. MSM promotes the production of keratin, one of the main proteins in hair. Studies show that MSM supplementation was effective in reducing hair loss and improving hair strength, resistance and volume.¹³



AnaGain™

AnaGain™ is an ingredient based on organic pea sprouts which stimulates specific signal molecules in the dermal papilla (hair follicle) required to reactivate hair growth.¹⁰ In a clinical study involving AnaGain™, it was shown that the proportion of active hair follicles and degenerating ones could be improved from 4 to 7.2, leading to a 78% increase in hair growth in just 3 months.



Horsetail Extract and Silica

Horsetail extract is a source of silica, a trace mineral essential for the strength of hair. Silica promotes hair growth by enhancing circulation to the scalp and increasing the strength of the hair shaft, preventing breakage and thinning. Research has found that a higher silicon content of hair equates to better tensile strength, better elasticity and an improved break load, which results in thicker hair.¹⁴



Iodine

Iodine is an essential trace mineral needed for the production of thyroid hormones (T3 and T4). Thyroid hormones regulate hair growth, and an imbalance can lead to hair thinning or loss. Iodine supports thyroid function, a normal metabolic rate and a normal rate of hair growth.



Copper

Copper is a trace mineral that plays a crucial role in the formation of haemoglobin and collagen. Copper is needed for hair pigmentation, as it stimulates melanocytes. Copper increases the strength of hair fibres and improves scalp health.²³



Saw Palmetto Extract

Saw palmetto helps to prevent the conversion of testosterone into its more toxic form, which is implicated in male-pattern baldness and female hair thinning. By reducing this toxic form of testosterone, saw palmetto can slow hair loss and promote hair regrowth. Studies show saw palmetto improves hair quality by 60%, a 27% improvement in total hair count and an increased hair density in 83.3% of patients.¹⁵



Cayenne Pepper Extract

Cayenne pepper contains the active compound capsaicin, which has been shown to stimulate blood flow to the scalp, which then provides more oxygen and nutrients to hair follicles, supporting healthy hair growth. Research suggests that capsaicin increases the rate of hair growth.¹⁶



Alfalfa

Alfalfa has a high level of antioxidant activity and contains vitamins and minerals. Alfalfa also promotes the nourishment of the scalp, supporting stronger and thicker hair growth. Alfalfa contains genistein, which is a phytoestrogen known to accelerate skin repair and increase the rate of hair growth.¹⁷



Zinc

Zinc is a trace mineral essential for over 200 biological functions. Zinc helps to maintain the health of hair follicles by preventing the conversion of testosterone into its toxic form, dihydrotestosterone.¹⁸ Zinc also helps to maintain the oil balance of the scalp, preventing both hair loss and scalp conditions like dandruff. Research also shows that zinc deficiency is associated with hair loss.^{19,20}



Black Pepper

The active compound in black pepper, piperine, increases the bioavailability of other nutrients. It stimulates circulation in the scalp, supporting follicular function. Piperine increases thermogenesis and metabolic rate, promoting the growth of hair.²¹



Iron

As iron is a fundamental portion of haemoglobin, its levels in the body are essential for tissue oxygen saturation, including oxygen saturation of the hair follicles. Iron deficiency is a common cause of hair thinning and hair loss, as it is needed for hair follicle function and hair growth.¹²



Biotin

Biotin is needed for keratin production, a protein that forms the structural foundation of hair. Biotin strengthens the shaft of the hair, reducing hair thinning and promoting faster hair growth. Research concludes that biotin supplementation effectively promotes significant hair growth in women with temporary hair thinning.²⁴



Folate

Folate deficiency is widespread, with up to 50% of the population being deficient in folate.^{25,26} Folate deficiency can cause hair changes, as it is needed for normal DNA synthesis and cell division. It is required in larger quantities by fast-dividing cells such as hair cells. Folate also helps in producing red blood cells, which ensures an adequate oxygen supply to the scalp.

GREAT PAIRINGS



Hair Saviour®

+



Skin Saviour®



Hair Saviour®

+



Vegan Omega 3



Hair Saviour®

+



MenoFriend®



Hair Saviour®

+



PeriMenoFriend®

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