

How does hair loss affect women?

33 % of women > 40 years suffer from thinning hair. *But ... it is still a taboo.*

And what are the worst aspects of thinning hair?

- 1 34 %** “I **feel less attractive** than other women”
- 2 21 %** “It makes me **look older** than I am”
- 3 21 %** “It makes me **feel insecure**“

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for hair over forty

How does hair loss affect women?

Women worry more about thinning hair than men:

> 75 % of women with hair thinning worry about it.
Compared to only **40 %** of men.



Female are more concerned with views of other women than men:

25 % worry about their perception by other women.
Only **13 %** are concerned about the view from men.

Self-esteem issues greater for women in their 40s than for older women:

77 % (40–49 years) say hair thinning impacts their self-esteem.
Only **40 %** of women 60+ think so.