



# SCALP MICROPIGMENTATION

## THE ULTIMATE GUIDE

[www.scalp-aesthetics.com](http://www.scalp-aesthetics.com) | [www.scalpguru.com](http://www.scalpguru.com)

# Table of Contents

CONTENTS	PAGE
• CHAPTER I An introduction	4
• CHAPTER II Who can have scalp micropigmentation?	9
• CHAPTER III Finding the right provider for you	12
• CHAPTER IV The cost of your procedure	21
• CHAPTER V Your consultation	27
• CHAPTER VI The treatment process	32
• CHAPTER VII Pain	40
• CHAPTER VIII Ethnicity	42
• CHAPTER IX Hair transplant scars	44
• CHAPTER X Concealment of alopecia	46

# Table of Contents

CONTENTS	PAGE
• CHAPTER XI Scalp micropigmentation without shaving your head	49
• CHAPTER XII Aftercare guidelines	52
• CHAPTER XIII Anti-shine	55
• CHAPTER XIV Combining micropigmentation with FUE surgery	59
• CHAPTER XV Tricopigmentation	61
• CHAPTER XVI Pigment removal	66
• CHAPTER XVII Training to become a technician	68
• Further reading	72
• Important notes	73

# CHAPTER 1

## WELCOME

So you've discovered the wonders of scalp micropigmentation, but confused by all the conflicting information you've seen? If so, rest assured you're not alone. Around the world, thousands of men are asking themselves the exact same questions that you are right now. The crux of it all? You want to know if this is the real deal.

This ebook offers so much more than a mere introduction. This is the ultimate guide to the fastest growing hair loss solution on the planet. For the uninitiated, this ebook will tell you everything you need to know, from understanding how the process works to finding the right technician for you, guiding you through your consultation, covering important topics like quality, training and pricing, what happens during your first session to your last, and how to protect your new look.

This guide is extremely comprehensive, so it will take a while to get through. My intention is to ensure that you make a fully informed decision and avoid the pitfalls that may come your way. Grab a large coffee, and let's get started.

### **WHAT IS SCALP MICROPIGMENTATION?**

Scalp micropigmentation has many names. Most of these names are actually brands or trademarks, although generic terms such as scalp pigmentation, hair tattoo, tricopigmentation and hair replication are also used. All fall within the boundaries of scalp micropigmentation, and all are ultimately different interpretations of the same basic process.

The technique is derived from a combination of body art tattoo, paramedical tattoo, medical pigmentation and semi-permanent make up (SPMU) techniques. Although none of these disciplines on their own are sufficient to equip a technician with the knowledge and skills required to perform scalp micropigmentation effectively, it is common for a technician to have started out in one or more of these fields. The process is perhaps most closely related to paramedical tattooing, however the pigments required bear no resemblance to any of these.

Many people believe that scalp micropigmentation is nothing more than a glorified tattoo. If that were the case, then every provider would produce exceptional results as tattoo training is comparatively low cost and plentiful. Unfortunately this is not the case, in fact results vary enormously from one company to the next. Exactly why that is, we'll explore later on in this book.

During the micropigmentation process, a needle is used to deposit pigment in tiny dots within the upper layers of skin on your scalp. Each 'dot' replicates an individual shaven hair follicle. When combined with thousands of other dots and blended skillfully with whatever real hair you have remaining, an illusion of a full head of shaven hair is created.

Exactly how effective that illusion is depends on three primary factors – the skill and judgment of your technician, the materials and technique used, and the specification of your treatment. More on this later.



Thanks to advancements in training, exceptional results like these are now the benchmark

### **HOW HAS THE INDUSTRY DEVELOPED?**

You know, a lot of guys who stumble upon scalp micropigmentation have no idea where it came from, how it was developed and how far it has come. I believe that understanding the history of this solution for hair loss is important, because without that background information, it is difficult to do effective research and put it all into context.

Some of the dates (or more specifically the years that providers were established), are difficult to ascertain exactly. This is because many providers say they've been in business for longer than they actually have. The information here is based on my knowledge and is intended to be as accurate as possible.

Permanent make-up technicians have been around for a long time, and many of them had diversified into scar and burn camouflage to meet the needs of their customers.

There are documented cases of hair replication using pigments dating back to the 1970's, however the results were poor and were more of a shading method than an actual replication of hair. Often pigments were used as a means to cover up horrific scars from so-called 'plug' surgery, the inevitable result of botched hair transplant procedures.

The first modern scalp micropigmentation process was developed by HIS Hair Clinic co-Founders Ian Watson and Ranbir Rai-Watson, and although they tested their technique on a handful of clients beforehand, the process was really commercialised and marketed beyond their local area for the first time in 2009, around the time that I joined the company.

For a while, HIS Hair Clinic was the only game in town. Shortly after their service was advertised however, a couple of competitors surfaced, namely a Spanish company called Headstyl and an American company called Artistry Concepts. Artistry Concepts, headed by Mark Weston, still trades today, however Headstyl is no longer in business.

As the industry started to grow and take shape, more providers like Good Look Ink and Scalp Aesthetics, the company I joined in 2014, started offering a scalp micropigmentation service. They were followed shortly after by Vinci Hair Clinic, an established European provider of hair transplant surgery, and the New Hair Institute, a hair transplant clinic based in California. Milena Lardi of Italian firm Beauty Medical also started offering temporary treatments, an alternative process known as tricopigmentation that we'll discuss in more detail later on in this book.

More recently the Shadow Clinic in Australia, Scalp Clinic in the United Kingdom and Pro Hair Clinic in Belgium have entered the market, although all three have been around for long enough to be considered as 'experienced' clinics. Fast forward to today and there are around 15 major scalp micropigmentation providers, plus about 100 boutique clinics and small scale technicians, many of them working solo. In addition a number of hair transplant clinics have started to offer a service, often in combination with follicular unit extraction (hair transplantation) methods.



## **THE DARKER SIDE OF SCALP MICROPIGMENTATION**

Despite the number of providers that now exist around the world, all the evidence I see suggests that more than 90% of all treatments are completed by one three leading providers - Scalp Aesthetics, HIS Hair Clinic and Vinci Hair Clinic. It is also clear that the vast majority of poor quality treatments do not originate from these clinics.

Think about that, because that's quite a statement. Sadly, many people think they can make a lot of money quickly in this industry, and fail to realise how much time and money needs to be invested into proper quality control measures, not least a quality training program and (just in case), a way to remove the pigments that are applied. For this reason, it is rare for a botched treatment to be carried out by one of the market leaders. It happens, but the numbers are disproportionately low.

There is nothing wrong with choosing a smaller provider for your scalp micropigmentation treatment, nothing wrong at all, in fact one or two do exceptional work. Just make sure you do your research and see verifiable examples of their recent clients first.

## **WHAT DOES THE FUTURE HOLD?**

I believe the future for the scalp micropigmentation industry is extremely bright. Awareness of this revolutionary treatment is only going to grow, and technicians around the world are gaining more experience by the day, which should result in a general raising of overall standards. There will however, be challenges.

More clinics will inevitably set up, and the market will become more competitive. This means the temptation to lower prices and undercut the competition will be too great for some to resist, and with price falls, standards always slip. Prospective recipients just need to remember that you ultimately get what you pay for, and if your own head isn't worth investing in, then what is?



# CHAPTER II

## WHO CAN HAVE SCALP MICROPIGMENTATION?

This hair loss technique is ideal for four groups of people – those who are losing (or have lost) their hair, those who lack sufficient hair density following a hair transplant procedure, those with hair transplant scars and those suffering from one of the many forms of alopecia.

### HAIR LOSS SUFFERERS

The word ‘sufferers’ is inappropriate to a certain extent, as hair loss is not an illness or condition in its own right. By using this terminology, I’m referring to anyone who is losing their hair through natural means. In men this is known as male pattern baldness, male pattern hair loss or androgenetic alopecia, and is the typical loss of hair that most men experience as they age. The extent of hair loss is measured on the Norwood Hamilton Scale.

In women, the condition is referred to as female pattern baldness and is measured using the Ludwig Scale.

### HAIR TRANSPLANT RECIPIENTS WITH LOW DENSITY

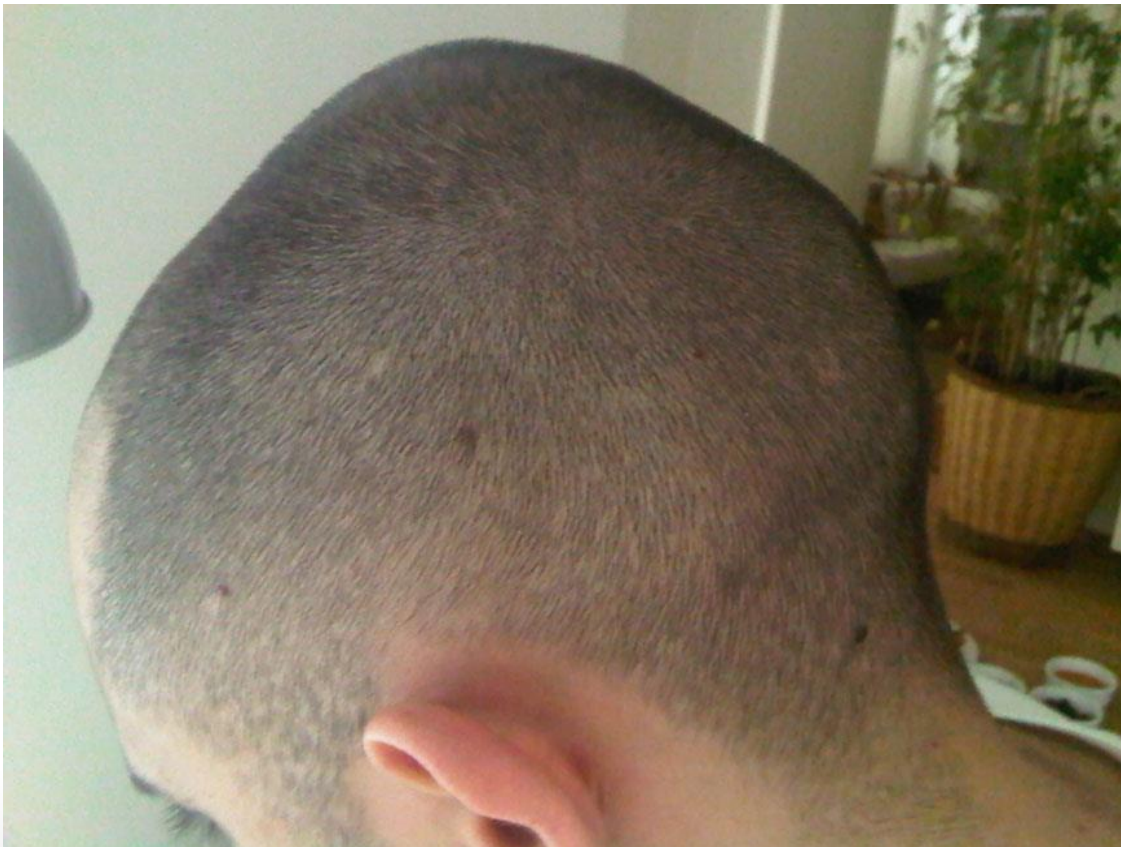
No hair restoration procedure can create hair. Instead, hair is moved from one location to another, usually from the back of the head to the front or crown. Because no new hair is actually created, and due to the fact that much of the transplanted hair is not permanently retained, low density can become a problem. Scalp micropigmentation can remedy this by shading the scalp and creating an illusion of greater density.

## **ALOPECIA SUFFERERS**

Alopecia takes many forms. For the purpose of this explanation, exclude androgenetic alopecia (standard pattern hair loss). I'm actually referring to abnormal forms such as alopecia areata, alopecia totalis, alopecia universalis and many other forms of the condition. The technique is used to make affected parts of the scalp look like unaffected parts, or in the case of total hair loss, scalp micropigmentation can even recreate an entire head of hair.

## **BEARERS OF HAIR TRANSPLANT SCARS**

All hair restoration procedures involving surgery create scars. These vary from old fashioned plug and cobblestone scars to linear strip scars at the back of the head, aggressive scalp reduction scars and smaller follicular unit extraction (FUE) scars in the donor and recipient area. In most cases, the donor area is more severely scarred than the recipient area. Scalp micropigmentation can help to hide these scars by effectively blending them with surrounding hair.



## **WHAT ABOUT AGE AND ETHNICITY?**

Neither age nor ethnicity is a barrier to treatment, however there are a few considerations to take into account.

For example, just because you can recreate any hairline you want, doesn't mean you necessarily should. Your chosen look should be appropriate to your age, as natural is the key to a successful treatment. Your ethnicity may lead you to seek treatment at a specific location, for example if you have darker skin, you may wish to have your treatment completed by a technician with specific experience in treating African American men as the pigment selection is a little different. Most clinics can treat men and women of all ethnicities however, so this shouldn't be of any concern in the real world.

# CHAPTER III

## FINDING THE RIGHT PROVIDER FOR YOU

The market for this type of hair loss treatment is growing at rapid pace, and as a consequence, treatment centers are opening up around the world, on every continent.

If a skilled SMP technician is chosen for the task, he or she uses appropriate pigments, you choose a natural style that suits your facial features, age and ethnicity and if you continue to maintain your look correctly, no-one, not even your own mother, will be able to tell the difference between your real hair and your fake hair. That's a fact.

Critical to the process is getting through this decision making minefield unscathed. You need the right advice from the right people, and that of course, is the purpose of this book.

### WHAT PROBLEMS CAN ARISE?

Bad treatments are unfortunately commonplace. This is due in part to a complete lack of regulation, however even a regulated industry would be fraught with problems. Who regulates the industry? Who sets the standard? Who provides training? How are providers in less developed countries compelled to co-operate with industry standards?

The majority of bad treatments are caused by one of three things, or even a combination of two or more of these factors:

- Inappropriate pigments and/or needles are used
- Pigments are deposited at standard tattoo depth, far too deep for scalp pigmentation purposes
- Lack of technician experience, resulting in a poor technique

The resulting problems include:

- Discoloration of pigments, usually adopting a blue hue
- Oversized dots due to pigment spreading
- Unnatural distribution of dots and poor blending with natural hair

As more and more technicians and companies seek to cash in on the SMP gold rush, a greater number of poor quality treatments are in evidence around the world. This includes countries where the market is maturing such as the United States and the United Kingdom. Poor quality technicians exist everywhere, therefore it is more important than ever to do your research.

### **IS THE MARKET REGULATED?**

Some regional requirements, particularly in the United States, may classify scalp micropigmentation as a tattoo, and must therefore be carried out in a properly licensed premises. Aside from that, although some training courses are now available, no formal qualifications or practice licenses are required, anywhere in the world, to trade as a technician.

### **TATTOO AND PERMANENT MAKEUP PIGMENTS ARE NOT SUITABLE**

Choosing the right pigment is one of the biggest hurdles any successful scalp micropigmentation technician must overcome. Without the correct raw materials, no artist can even hope to produce effective results that last beyond the first few weeks. Like tires to a car, this is the most critical aspect of your treatment, so you should find out exactly what ink your technician plans to use on your head before you commit to any procedure.

Many of the newer contenders are permanent makeup artists or tattoo artists, and some are hair transplant doctors looking to add scalp micropigmentation to their treatment portfolio. For various reasons, these groups of people are ideally placed to become great scalp technicians, however they regularly make the same common mistake – they use tattoo ink or permanent makeup pigment.

## **WHY DO TECHNICIANS USE THE WRONG MATERIALS?**

Every scenario is different. Here in the UK for example, permanent makeup artists generally receive high quality training from a leading semi-permanent makeup (SPMU) trainer like Goldeneye, Nouveau Beauty Group or Finishing Touches. They use high quality machines, high quality pigments and are skilled in their craft. Therefore it is a perfectly understandable and logical progression that these professionals would attempt to apply the same techniques and equipment to scalp micropigmentation.

Generally speaking, tattoo artists are incredibly skilled individuals who often dedicate their working lives to tattooing. Most tattoo artists are an ethical bunch, and will generally refuse to tattoo your head if you approach them with the idea, because they recognise that their inks will discolour over time. However, not all do.

Finally, hair transplant doctors usually possess a vast wealth of knowledge in terms of hair loss and hair loss surgery, however they are usually relative newcomers to the scalp micropigmentation sector. Often they will enlist the advice of a company or individual who already offers a pigmentation service, therefore the quality of their results is often out of their hands to a certain extent.



## **WHAT IS THE CONSEQUENCE OF USING THE WRONG MATERIALS?**

Most inks, from the ink in your pen to the cartridges in your printer, the ink on your newspaper (and yes, the inks used by tattoo and permanent makeup artists), are made up of several constituent colours. Black inks are typically made by blending a number of primary colours to achieve the resulting black tone. The problem is caused when those inks degrade.



Once pigment deposits are placed in the scalp, they are attacked by the immune system and by ultraviolet rays from the sun. Over time, this separates inks and pigments back into their constituent colours. Ever noticed how old body tattoos appear green or blue under the skin? That's pigment degradation at work. When used for scalp micropigmentation, the inevitable outcome after a few weeks is a blue head.



Scalp micropigmentation should be performed using specific pigments. The correct pigments have no constituent colours and are made of pure black pigment only.

Whilst I cannot discuss the ingredients of any providers inks, let's just say that the leading and most reputable clinics are well aware of this issue and do not have a list of clients running around with blue heads. The problem is created when new providers that haven't cracked the formula enter the market, and use guesswork when choosing their inks.

One solution is to use another providers inks with their permission, through partnerships like Scalpa Academy.

Whatever you do, before committing to treatment, make sure your technician has an awareness of this issue. If they throw you any blank looks or offer an unsatisfactory explanation, walk away.

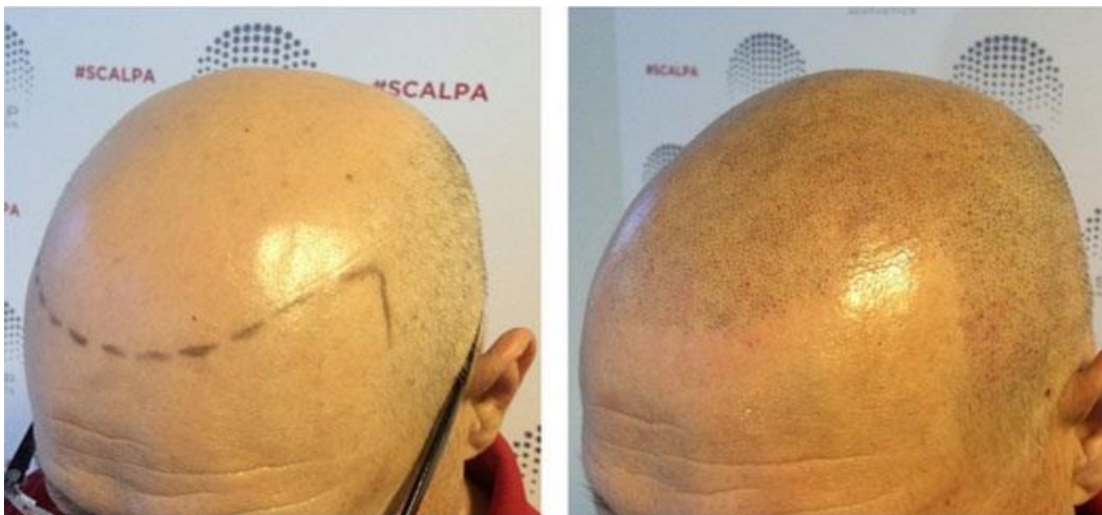
### **YOUR TECHNICIAN SHOULD UNDERSTAND THE IMPORTANCE AND MECHANICS OF DOT SIZE**

This is one of the most important questions in the world of scalp micropigmentation, and one that at least half of all prospective clients ask. It's weird that this subject isn't more widely covered. Anyway, I thought you should know the facts about dot size, and the key things you really need to know.

In scalp micropigmentation, each dot is intended to replicate a real shaven hair follicle. In order to achieve this, the dot must be the right size and shade, and it must stand the test of time. Unfortunately this doesn't always happen, hence why so many people feel the need to ask what kind of dot size they can expect from their provider. The underlying question of course, and what they really want to know, is whether or not their treatment is going to look like real hair.

Many providers claim to be the best because they use the smallest diameter needles. Whilst the size of the needle does have a minute bearing on the size of the dot, other variables such as the type of machine used, the needle stroke and the pressure applied by the technician are far more significant in determining dot size.

By far the most significant factor is the amount of pressure the technician applies to the needle. The more pressure, the larger the dot. This is because the pressure applied determines the penetration depth, and this is crucial. The molecular structure of the upper dermis (epidermis) is much 'tighter' and more uniform. When pigment is applied at this level, a small and well defined dot is formed. If the pigment is applied too deep in the dermis, the structure is less dense and the pigment spreads, resulting in larger, less defined dots. This can contribute to the 'helmet' look, a common complaint where a treatment looks like one solid shade with little individual dot definition.



**Scalp Aesthetics demonstrates the perfect dot size**

Permanent makeup and tattoo artists generally use a lot more pressure than is used by scalp micropigmentation technicians. This sometimes causes problems when a technician tries to cross into scalp micropigmentation. They use the same technique and equipment as they've always used, and with the very best of intentions, but fail to recognise that SMP is fundamentally different.

Believe it or not, the dots can also be too small. Actually it is not the size of the dots that is the real issue, but more so the very shallow penetration depth that is necessary in order to achieve a very small dot.

Whilst shallow penetration is generally good in the world of scalp micropigmentation, too shallow a depth causes problems of its own. For example, when the micro-wound heals and scabs over, the entire pigment deposit is often removed when the scab falls off. Rather than leave behind a smaller dot, the client may find themselves with no dot at all. A further long term implication is that the pigment deposits are much more susceptible to ultraviolet rays from the sun. This is likely to result in aggressive fading, requiring the client to return for a top-up treatment much sooner than anticipated.

### **FINDING THE BEST TECHNICIAN**

Of all the hundreds of questions I am asked, week in week out, the most common request by far is for advice regarding which is the best scalp micropigmentation provider, or which individual is the best technician, clinician, technician or whatever. It is never an easy question to answer, although of course I completely understand why people ask.

In a way I'm kind of glad that people do ask, because it means that guys are doing their research, something that men are typically very bad at. The more research you do, the better the chances of getting a great treatment and avoiding the myriad of bad providers out there. A little knowledge in that regard, can only be a good thing. It's important to be informed, especially when the choices you make will affect your life so profoundly.

I'm sorry to break it to you, but there is no league table of technicians whereby they can be pitted against one another and ranked. Clearly this would be impossible because quality and ability is very much in the eye of the beholder, and furthermore, the best technician or provider for Mr Smith may not be the best for Mr Jones. It depends on what you believe constitutes a high quality treatment, your budget, your location and also on your own very personal requirements.

Let me give you an example. London-based Hair Ink has a great reputation for womens scalp micropigmentation treatments, but just because you're a woman and you want the procedure, doesn't make them the best provider if their treatments are beyond your budget, or you live in Mumbai. Here is another (although less extreme) example. A particular technician at Scalp Aesthetics for example, may turn out some excellent work, but if you have alopecia areata, you're probably better off with someone who has specific experience in that area, and that person may not be the one you set your heart on. Make sense?

My point is that the best provider or the best technician is almost impossible to determine. A more prudent (and relevant) question would be:

*"Which is the best SMP provider (or best technician) for me?"*

It never ceases to amaze me how quickly the tide can turn in favour of a particular technician. Who is regarded as the best depends on what week (or day) you happen to do your research, and whose work has been made public more than the others at that moment in time. As research data, it's pretty useless.

Here are the questions you should be asking of your preferred provider:

- How long have they been trading?
- How many high quality examples of work can they demonstrate?
- Do they provide a large volume of believable, transparent information?
- Do they offer a guarantee?

Here are the questions if you have a specific technician in mind:

- How were they trained, and by whom?
- How much experience do they have personally?
- Do they have any particular specialisms, i.e clients with scars/alopecia?
- Are they likeable? Do you feel you can trust them?
- What do their past clients say about them?

Always remember that just because someone had a great experience with a particular company or individual, doesn't mean they're necessarily suited to your requirements. Whatever style, pigment shade or density they had was highly personal to them, not to you. Your treatment should follow its own plan, using the strategy adopted for other clients treatments as a guide only.

### **LET'S KILL SOME MYTHS AND FAIRYTALES**

In the pursuit of profit, many providers have taken it upon themselves to provide misleading information in an effort to win customers.

Unfortunately this practice is rife in every country where this service is offered, so you need to be vigilant. Here are some popular sales tactics:

- Our pigments/inks don't fade
- Our treatments are completed in one session
- We use special pigments that intelligently match the colour of your hair
- Our pigments are three dimensional
- Our pigments are matte (anti-shine)
- Our needles are the smallest / finest / custom made
- Our treatments last 20+ years between touch-ups
- We have a 100% satisfaction record
- We invented this technique (refer to Chapter I)
- It's just a tattoo, so we charge tattooist rates

Trust me on this one. I know all of the major providers, and the treatment techniques they use. All of the above are usually inaccurate or dishonest statements, or they should start alarm bells ringing. If you catch a whiff of any of these when doing your research, find someone else to do your treatment.

# CHAPTER IV

## THE COST OF YOUR PROCEDURE

The price of treatment varies from provider to provider, and is also heavily influenced by your specific requirements. In American dollars costs usually vary from \$1000 to \$6000, depending on who you go to and what you need.

Consider what is included in your quotation. Many providers offer a guarantee period and perhaps a fixed maximum price to help keep your costs under control. Also factor in travel costs, and possibly accommodation depending on your treatment schedule and location.

The cost of your scalp micropigmentation treatment will vary depending on a number of factors including your requirements of course, the clinic you choose for treatment and any promotions available at the time. However, it is possible to use a basic cost calculator because leading clinics tend to charge similar rates. As a rough guide, use this as an estimate for a treatment received in the developed world. Estimates are in \$USD:

Basic treatment cost – \$3500

Factor in the following variables:

Norwood 2-3 (minus \$1500)

Norwood 4-5 (minus \$500)

Norwood 6-7 (no change)

Hair transplant scars (add \$750)

Mild alopecia (add \$750)

Severe alopecia (add \$1500)

## Important notes

If you choose scalp micropigmentation to fix your hair loss, I can say with confidence that the procedure will drastically change the quality of your life. Following a successful treatment, you will feel much more confident and happier in general, improvements that can impact every other aspect of your life: your relationships, your social life and your work attitude will all improve. There are a lot of benefits that you can enjoy when your hair is back where you wish it should have stayed from the very beginning.

It would be nice if money would be irrelevant in this whole story. How can happiness cost a fixed price, after all? However, we live in a world where money is a finite resource. This is what makes the cost of your scalp micropigmentation procedure a serious consideration, but also leaves you exposed to certain rogue traders.

Searching around for a cheap treatment is not the answer as low prices often spell danger and should be approached with caution. However, sometimes genuine discounts are available, so it is worth shopping around. Keep in mind that each of these costs depend on the individual customer, so you might have to pay slightly less or more in the end. You should know that the costs you are faced with represent the whole treatment, and you should also factor in any additional benefits such as guarantee periods, travel assistance, price caps etc.

Please note: These explanatory notes were written on 1st June 2015 and may become less accurate over time.

## **MINOR HAIRLINE RESTRUCTURES**

If you've receded only slightly, you may not need a full head treatment. Depending on your requirements and chosen clinic, most clients can expect to pay around \$2000. However, be aware that as many as 50% of men who believe they can get away with just a hairline restructure are actually wrong, and end up being quoted for a full head treatment. This is because the hair has usually thinned considerably by the time the frontal hairline starts to recede.



## **GENERAL HAIR LOSS**

Most clients need a full head treatment, meaning the entire top of the head, and a blending area into the 'horseshoe' Most clients from a Norwood 3 onwards will require this, even if they have a substantial amount of natural hair remaining. This happens because your upper crown area of the head needs to have its "hair density" increased through the treatment so that the top looks perfect when comparing it with the sides and the back of your head.

The cost depends on the price structure of the clinic. Usually two sessions cost around \$3200-4000 in total. Some clinics offer free sessions thereafter, whilst some charge for them. Ask your clinic for more information.

## **CAMOUFLAGING SCARS FROM HAIR TRANSPLANTS**

Tissue that appears when a scar gets in place on the scalp is a bit trickier to work with and usually requires more sessions. A common scenario is for the client to have a full head treatment as detailed above, with the addition of scar camouflage work. Whilst the rest of the treatment may be complete after 2-4 sessions, the scar may need an additional session or two to achieve the optimum level of camouflage. In this case, you can expect to pay around \$4000-4700 in total.

## **CLIENTS WITH ALOPECIA**

Alopecia is a highly variable condition and it's quite difficult to provide a flat rate, given the fact that the requirements of one customer might be entirely different from the next. The strategy that the clinic adopts during the preliminary discussions will have a bearing on the total price. This happens because certain users who suffer from extended alopecia symptoms need to get their full head done, while minor symptoms can be covered with a partial treatment. Usually, clients with alopecia areata or alopecia totalis will require a full head treatment, including the entire side profile areas and down to the nape of the neck. For clients with alopecia totalis, density is created from scratch which of course takes longer to achieve.

Costs can vary from \$4000-5000 depending on your needs. This really is something you need a bespoke quotation for. Please ensure you deal with a clinic that has specific experience in using scalp micropigmentation to camouflage alopecia, as this is a highly specialised area and should not be attempted by a rookie in training. Ethical providers should assign their best people to your case.

## **MAINTENANCE COSTS**

Fading will occur over the course of years, and you will have to visit the clinic once every 4-6 years on average. You might also want to change your style, which would also require another session. Some clinics charge an hourly rate for services such as these, whilst others will offer a fixed quotation. Either way, the costs are usually substantially less than for your initial treatment.

Also consider the distance you are willing to travel in the future. That business trip to Philadelphia may provide the perfect opportunity to use your preferred clinic there, but in years to come will you still be prepared to make the journey? There is nothing stopping you from using a different provider later on of course, however most people feel more comfortable building a relationship with one particular provider.

Provider incentives may also play a part. For example if you have your treatment at Scalp Aesthetics, all your touch-ups in the future are charged at 50% of the normal rate. If you're concerned about fading and would like the option to return to your clinic every 2-3 years for check-ups, offers like these may be particularly attractive.

## **CAUTIONARY NOTES**

The price of anything in the modern world is dictated by four factors – supply, demand, the cost of fulfilment and the ambition of the seller. These four factors are self-explanatory, however the two factors that most influence the price of goods and services are of course the supply available, and the demand for that good or service. In a scalp micropigmentation context, demand has greatly outstripped supply for a number of years. Quality services have only been available from a limited number of locations. Marketing types might label this as ‘exclusive distribution’, which basically means that supply is so limited and demand is so high, there is no leverage for the buyer to negotiate on price or shop around for a better deal. Ever tried to get a discount on the latest iPhone or a new Porsche?

In recent years, demand for scalp micropigmentation has soared to unprecedented levels. Whereas prospective clients used to count in their hundreds, they're now in their hundreds of thousands. Awareness is more widespread than it used to be, and reminiscent of the hair transplant boom in the 1990's, thousands of successful case studies posted by the various providers are fuelling demand.

At the same time as demand has rocketed, a couple of hundred scalp micropigmentation providers have established themselves in various locations around the world. On the face of it, supply and demand have grown in tandem and the industry has matured.



**The true cost of cheap services. Results like these are becoming more common, not just in low cost economies, but in the United States and United Kingdom as well**

The reality however, is a very different story. The truth is that supply of quality services has NOT soared at all. There is a handful of providers that (in my opinion) turn out good work consistently, however they make up a tiny minority of the providers out there. The general perception is that scalp micropigmentation technicians are more plentiful, when in fact most of the service providers currently operating offer nothing like the same level of quality as the market leading clinics. A lot of people are going to get hurt in this new hair restoration 'gold rush', as rogue providers relentlessly pursue greater profits.

My concern is that customers who simply cannot afford a premium service, will buy a cheaper service instead. If price becomes a leading factor when choosing a scalp micropigmentation provider, consumers will focus less on quality and thousands more men will end up with sub-standard treatments. What if some of those clients cannot afford laser treatments to remove the pigments? They'll be stuck with poor results that could damage their confidence for a very long time.

### **WHAT IS THE SOLUTION?**

Enforced regulation and technician certification in an ideal world, but unfortunately that's not the world we live in and for now, such things are pipe dreams. The best we can hope for right now is that customers take sensible precautions when choosing their provider. The best clinics all charge roughly the same for their services. If an unfamiliar clinic is quoting a price that is significantly lower than the established clinics, you should ask yourself why that might be, and proceed with caution.

### **ARE THERE ANY EXCEPTIONS?**

Yes, of course. Sometimes providers run legitimate promotions, often by offering a discount for appearing in a video or on TV.

High quality services can be obtained in low price economies too, although you must be extremely careful which clinic you choose. The best destinations appear to be Turkey and Thailand where Scalp Aesthetics offer treatments from around \$1800, and Brazil where Vinci Hair Clinic provide treatments for around the same price. Some European destinations like Austria, Malta and Poland also offer cut-price clinics, however be sure to research each provider thoroughly before proceeding.

# CHAPTER V

## YOUR CONSULTATION

All major providers operate some sort of consultation system, although the actual format could take one of many forms. These are the common methods:

- Face to face by appointment
- Face to face immediately before your first session
- By telephone
- Via Skype or similar
- Via email with supporting photos

Needless to say, the ideal situation is to either meet or speak with someone prior to the day of your first session. Meeting face to face isn't always feasible due to distance or other commitments, however I would suggest that you have a conversation with someone over the phone at least, or via Skype. It is so much more personal than email, and you'll get a lot more out of it.

There are certain things you need to establish during your consultation. It is, after all, your opportunity to learn everything you need to know about the process, and whether or not scalp micropigmentation will be compatible with your life over the long haul. This is a massive decision you're about to make, and for many people, the consultation is the greatest aid to making that decision.

Do not leave your consultation without clear answers to the following questions:

- Who (specifically) will be doing your treatment?
- How much experience do they have? Is their experience relevant to your requirements?
- How were they trained, and where?
- What pigments will they use?
- Do they perform permanent scalp pigmentation, or temporary tricopigmentation?
- Ask about dot size and penetration depth, and expect an informed answer.
- Can their results be reliably verified?
- How many sessions do they anticipate you will need?
- If you have scars, to what extent will they be camouflaged?
- How much will your treatment cost? Is the cost capped?
- Is there a deposit to pay? How much? What happens if you change your mind or postpone?
- Do you get a guarantee? If so, what are the terms? Get them in writing.
- What is their contingency process if things go wrong?

Do not commit to any treatment if your questions are not satisfactorily answered, if your consultation feels rushed or awkward, or if you remain unsure. Reputable providers will not rush your decision, so take your time.

## **HAIRLINE STYLES**

Your consultation is the ideal time to discuss the single most important aspect of your treatment - the appearance of your frontal hairline. Although this is generally set in stone on the day of your first session, the time between your consultation and your first session is valuable as armed with greater knowledge, you can evaluate your options in much more detail. Therefore it is always a good idea to start this discussion during your consultation.



Here are some examples:



A classic defined hairline is shown above, sometimes referred to as the edged-up look. This style is particularly popular with younger men, however if you're considering this route, just remember that you still want the appearance of real hair. Go too aggressive, and you spoil the illusion.





This is a broken hairline, designed to look as natural as possible by simulating the pattern in which real hair would grow in the frontal region. The human eye is naturally drawn to straight lines, so this approach reduces any focus on the person's hair, exactly what many people who choose scalp micropigmentation aim to achieve.

A defined hairline simply refers to a hairline style that is quite linear in nature. A broken hairline involves the scattering of random deposits below the actual hairline to simulate a natural hairline, and a faded hairline uses a gradient pattern to completely remove any linear aspect to the hairline, thus drawing attention away from it.

There is a slight bias towards the ultra-natural look in the UK, and Europe. American clients are generally more likely to choose a defined look, particularly African American men. However, if you're American and want a broken hairline, you can get that in America. You don't need to travel to Europe for that. Likewise, defined hairlines are perfectly possible in the UK and Europe. You just need to find a style you like, and show it to your technician so they know what you want.

There are a number of factors that determine how successful your scalp micropigmentation treatment is deemed to be. Ultimately its success or failure depends on the level of realism achieved, after all, that's the point of the entire exercise, isn't it? To create an illusion of hair that is convincing enough to remove the requirement to ever explain to anyone what you had done?

Consider the position of your hairline. You have three basic options, with a multitude of variations in between. You can go for an ultra-safe receded hairline, you can recreate your hairline where it once was before you lost your hair, or you can go for a modern, edged look.

## **HOW TO ACHIEVE THE MOST NATURAL HAIRLINE**

This is a matter of personal choice of course, and presumes that everyone wants the natural look, which of course, they don't. Take Bryce Cleveland of Scalp Aesthetics for example. He has a very straight, defined style and loves his look.



It is very tempting in the pursuit of 'natural' to go for a safe receded hairline with an ultra-faded look. Personally I believe this approach can be counter-productive. In my view, the most natural hairlines follow the line of where your hair USED to be before you lost it, and are gently broken up with a randomness of dot placement.

Ultimately it's about communication. A skilled technician should be able to replicate any hairline style you desire, whether you want a totally natural appearance or a braver style like Bryce Cleveland's above. The key is to ensure your technician understands exactly what you're looking for. Take photographs to show them if necessary, or ask to see examples of their work so you can use them as a point of reference.

# CHAPTER VI

## THE TREATMENT PROCESS

So you want to know what happens after you push the button? Here it is!

As you may already know, a scalp micropigmentation treatment is best delivered over a number of sessions. But how much time should you leave between each session? Let me tackle this important question.

A typical client losing his hair to androgenetic alopecia (standard pattern hair loss) will require 2-4 treatment sessions, with 3 sessions being the norm. Some clients with extensive scarring or a condition such as alopecia areata, may require additional sessions.

When scheduling sessions with your chosen provider, it is important to understand that your new 'hair' will not look its best after just one session. After two sessions, you'll be able to step out much more confidently as the illusion will either be complete, or be relatively close.

With this in mind, you should have your second session as soon as possible after your first session. Your scalp needs a minimum of 5 days to heal after your first session, so if you had your first session on a Wednesday for example, the earliest you should have your second session is the following Monday. To be honest, a 7 day gap is better as your scalp would have almost certainly healed entirely by then.

Remember that not everyone needs a third session. A longer gap is usually left between session 2 and 3 to allow time for your scalp to fully heal, and for the dots to complete their mid-treatment fading. Only then will you know if a third session is required. The time delay is usually about a month after your second session.

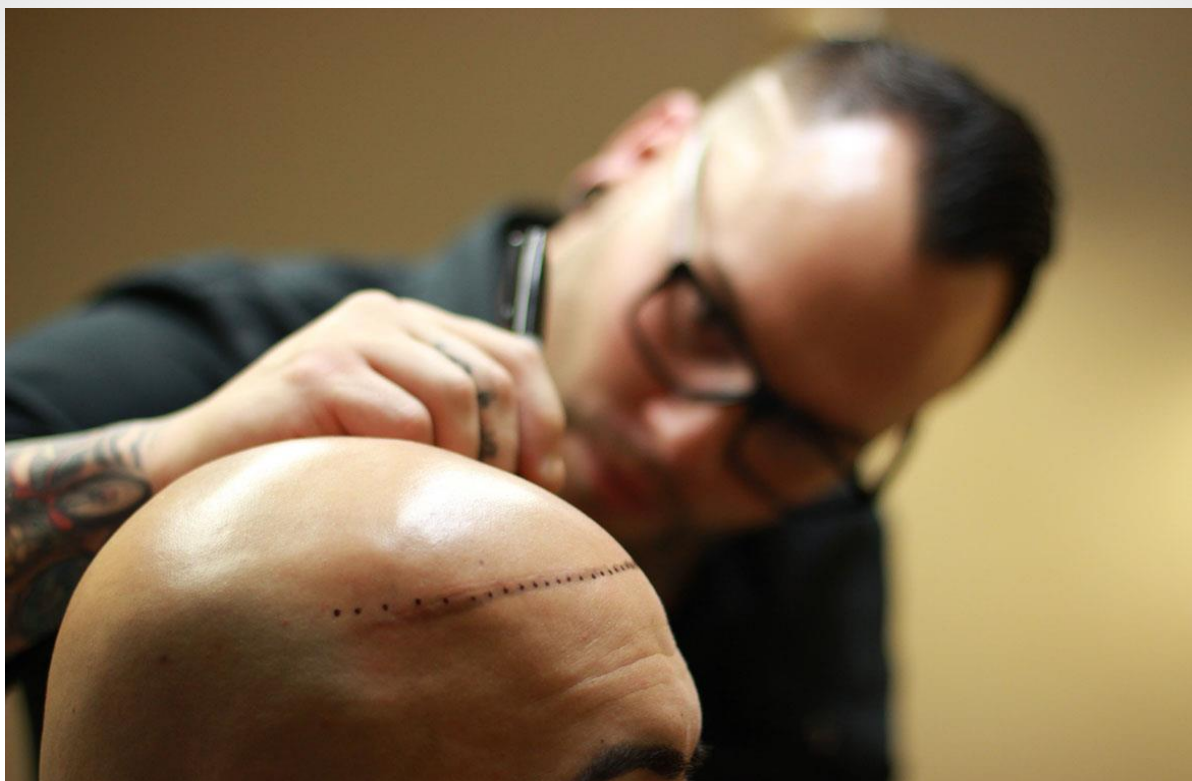
Sometimes however a third session is planned in advance, for example when it is absolutely clear that a third session will be required. In this scenario, it is perfectly acceptable to schedule your third session one week after your second session.

In summary, assuming the circumstances are considered normal, leave 1 week between your first and second sessions, and 4 weeks between your second and third sessions. If a third session is virtually inevitable, schedule it around one week after your second and plan for a fourth session around a month later.

### **YOUR FIRST SESSION**

The chances are you're probably feeling nervous or excited (usually both), and you want to know what will happen on the day of your first session. The exact routine will obviously vary from clinic to clinic. This is general guidance only.

When you arrive at the clinic, usually you would be asked to follow your consultant or technician to a private area for a pre-treatment discussion. If you haven't had a consultation yet, now is the time. Otherwise, the conversation is likely to be a brief recap or summary of the objective. Make sure your technician is fully aware of what look you hope to achieve. Although you may have discussed this already during your consultation, it is always a good idea to reiterate your wishes, especially if your consultation was with someone other than your technician.



Following this discussion, you will be lead to the treatment room or booth. Again, the order of proceedings will vary depending on the clinic, but the first step is usually to choose your hairline position, shape and style. Your technician will use a charcoal, wax or makeup pencil to draw out your hairline, and together you will adjust it until you are satisfied. This can take time, and the process shouldn't be rushed. It is common for the design of your hairline to take half an hour or more to confirm.

Next, your technician will assess your pigment requirements, density requirements and closely inspect any scars or other blemishes within the treatment area. Remember you have the option to keep scars in place if you wish, in fact it is common for clients to request that smaller 'battle scars' remain in place to enhance the authenticity of their new look. There is some logic behind this, leading some clients to request the inclusion of small fake scars to complete the illusion.

Finally, your technician will set up their machine, blend the necessary pigments and your treatment will commence.

If you've been concerned about how much your treatment will hurt, within 15-20 seconds you should start to feel some relief. The pain level really isn't that bad at all, and as you settle into the session, you'll find you notice it less and less. This is covered in more detail shortly.



Your technician will usually take regular breaks of 30 seconds or so every couple of minutes. Not only does this help you to stay relaxed, it also enables your technician to reset their vision and remain focused. They will appreciate these short breaks as much as you will. Every now and then, take the opportunity to check your progress. Most technicians will keep a hand mirror somewhere on their workstation for this purpose.

During the average 3 hour session, you are usually granted a longer break of 15-30 minutes. This is ideal time to use the bathroom, grab a coffee or a light bite to eat, for smokers to have a cigarette break, and so your technician can assess your progress in more detail. Your technician will also need this downtime to recuperate, as concentrating hard for a length of time can be quite tiring.



When your session is complete, your technician will discuss with you what has been done, and anything they noticed during your session. By this point they should be able to provide some insight about the plan for your second session, although some may reserve judgment until your pigmentation has settled and your skin has healed.

Here are some of the most common questions asked by clients prior to their first session:

### **“SHOULD I CUT MY HAIR?”**

Assuming you are male, your technician will need to shave your hair off before they commence treatment. This is done at the clinic prior to your session starting, so whether you choose to shave your head at home, or let your technician do it at the clinic, is entirely up to you.

Slight edit: Some clinics will request that you arrive with your hair already shaved.

### **“CAN I TAKE PAINKILLERS?”**

Any painkiller based on paracetamol or codeine is fine. Anti-inflammatory painkillers such as ibuprofen will have little effect. Do not take blood-thinning painkillers like aspirin, as this will encourage bleeding during your procedure.

### **“CAN I USE AN ANAESTHETIC CREAM?”**

Some technicians allow it, others don't. Some may even supply the anaesthetic cream, whilst others allow you to bring your own. Check with the clinic beforehand.

### **“CAN I HAVE A DRINK FOR 'DUTCH COURAGE'?”**

The obvious answer is no. If you arrive intoxicated, your technician is likely to refuse to treat you.



## **“CAN I WEAR A HAT TO HIDE ANY REDNESS ON THE WAY HOME?”**

Yes. Just ensure the hat is loose-fitting and does not contain fibres that could catch your scalp. Hats made from wool are not a good idea. A nylon-based beanie or baseball cap is ideal.

## **“HOW MANY SESSIONS WILL YOU NEED?”**

A scalp micropigmentation treatment is delivered over a number of sessions. Exactly how many sessions will be required is hard to predict accurately in advance, however it is most heavily influenced by the rate of fading experienced by the client, the combination of their hair and skin colour, the shade of pigments used and any scar tissue that requires treatment.

The majority of ‘standard’ clients, those without scars or symptoms of alopecia or other skin conditions, will require 2-4 sessions to complete their treatment. Some clients believe their treatment is complete after 2 sessions, but return to their chosen clinic a short while later to correct fading. Most clients need 3 sessions and (at a guess), around 50% of clients will require a fourth session.

## **WHY DO SOME PEOPLE NEED A LOT OF SESSIONS?**

There are those who require 5 or more sessions to complete their treatment. Some have as many as 6 or 7 sessions before their process is considered complete. These cases are rare, however these are the primary causes:

- The client has a particularly active immune response
- Scar tissue absorbs and disperses the pigment more readily than expected
- The client requests a number of adjustments during the process
- The technician uses a pigment that is too light
- The technician (for whatever reason) is playing it safe
- The penetration depth is too shallow

In an ideal world, no client should need more than 4 sessions to complete their pigmentation. However taking into account all of the variables within the process, it is inevitable that some will. It’s not ideal, but it’s not a doomsday scenario either, albeit a little inconvenient.

## **WHY IS THE NUMBER OF SESSIONS IMPORTANT?**

During each session, a layer of 'dots' is placed on the scalp. Too many sessions can cause the loss of individual dot definition because the technician runs out of space, meaning the dots are placed very close together, or layered on top of one another. This can be a real problem, and the main reason why technicians discourage clients from requesting more and more sessions when they are unnecessary. This is especially common among clients with body dysmorphia.

Of course there is the cost of the sessions themselves. Depending on your choice of provider, you may be charged for each session. This is especially likely if your technician believes the session to be unnecessary or potentially counter-productive.

Even if the session is provided free of charge, you will incur additional travel costs, possibly accommodation costs, and of course you'll need to take time out from work, plus any time needed after the session for redness to subside. If you are travelling any significant distance for treatment, these costs can soon stack up.

## **WHY DO SOME PROVIDERS SAY THEY CAN DO IT IN ONE SESSION?**

There are some clinics around the world that offer a single session scalp micropigmentation treatment. I do not believe that a high quality treatment can be delivered in just one session, in fact I have seen a number of horror stories pertaining from services like these.

Most of the major providers have tried to offer a single session process, after all it would enable them to be more profitable (and win more customers) if such an option existed, however reputable clinics have almost unanimously come to the same conclusion – it cannot be done reliably and consistently.

## **MID AND POST TREATMENT FADING**

This is the fading that occurs between your treatment sessions, and also up to about a year after your final session. Longer term fading is covered later in this book. Immediate fading is normal and expected, however excessive early fading usually means that your treatment simply isn't finished yet, and more sessions are required.

More sessions? It sounds simple, but of course I know this can be intensely frustrating and inconvenient for some people. Each session potentially means time off work, travelling time and associated costs, possibly accommodation costs and (depending on whether you're covered under your providers guarantee) the cost of the additional sessions themselves. It is easy to blame your provider and I know it's frustrating. In some cases it may be that the pigments used were too light, but most of the time excessive mid or post treatment fading is the work of your immune system, a variable that neither you nor your technician has any control over.

You need to be able to recognise what constitutes excessive fading. It is perfectly normal for your pigmentation to appear too light between sessions, because your treatment is not yet complete. Expected fading and excessive fading are two different things.

If you're genuinely experiencing excessive fading, you need more sessions. It really is as straightforward as that, whatever the cause.

# CHAPTER VII

## PAIN

Sooner or later, everyone asks about the pain level they can expect during their treatment sessions.

Each individual will most likely describe the feeling in a different way and most of them compare the procedure with that of getting a tattoo. Of course, the processes seem quite similar to an outsider, but the only thing these two have in common is that pigments and needles are required during each procedure. Other people also come up with a totally different explanation for their sensations.

There are tattooed men who decide to get scalp micropigmentation, and most of them say that the process is not similar and that it actually hurts a lot less than getting a tattoo.

Various people have different pain threshold and the discomfort which is felt relies heavily on this factor. There are other factors which might have a word in the whole ordeal and although we won't describe them all, we will talk about the most important ones.

### **YOUR HAIR FOLLICLE SIZE**

Your follicles are the inspiration for the dots that are designed by the technician and obviously, the smaller the follicles, the smaller the dots will be. If the technician needs to create smaller dots, he will press lightly on your scalp, so less discomfort will be experienced. Larger hair follicles require more pressure, so more discomfort might be felt.

### **THE AREA OF THE SCALP**

Your scalp has different pain thresholds and there are a few areas where you will experience the highest levels of discomfort, usually the frontal hairline, the crown and the temples.

## **THE CONDITION OF THE SKIN**

There are some issues with the skin which might cause problems and the most important ones are dermatitis and dryness. Dermatitis is an inflammation of the scalp skin so the area becomes more sensitive. Dryness can be dealt with if you make use of a moisturising cream a few days prior to each session.

## **THE THICKNESS AND TIGHTNESS OF THE SKIN**

These two factors are also important. If your skin is thicker, your technician will apply more pressure so he can place the pigment within the upper dermis. However thicker skin is also less sensitive, and so does not usually equal greater pain.

## **YOUR MINDSET**

You should know that if you are stressed and anxious about the process you will be more susceptible to pain. If, on the other hand, you are relaxed and mentally ready to undergo the procedure, the discomfort levels will be much lower.

## **IS IT BAD?**

As I have already mentioned, pain is an individual matter. For some it's not a problem at all, because although there is still some pain involved, the whole thing is bearable. Whenever a customer feels more pain, he can ask for a break of a few minutes. A lot of people usually experience discomfort during the initial session, but afterwards, they are used to what they are going to feel and pain is reduced by a lot.

## **ARE THERE OTHER WAYS TO DEAL WITH PAIN?**

Some painkillers may be useful such as paracetamol or codeine, however remember that your technician is likely unqualified to provide advice in this area.

You should keep calm at all time and you should also care for your scalp prior to your sessions, in order to keep it moisturized and healthy. Remember, this is just a small step you will have to get through in order to look great for the oncoming years.

# CHAPTER VIII

## ETHNICITY

Hair loss does not show preference to any ethnic group, race or creed. It affects all men equally.

African, African American and Afro Caribbean men are generally more likely to have scalp micropigmentation when they first notice any significant recession of their frontal hairline, whereas Caucasian men (and men of other ethnicities) tend to wait a little longer on average.



Scalp micropigmentation is a slightly different process for black men or for anyone with a significantly darker skin tone, for example men of an Indian or Pakistani heritage.

First is in the size of the pigment deposits, as they need to be slightly larger than that of Caucasian men because the actual hair of darker skinned men is thicker than most Caucasians.

Furthermore, men with darker skin tones are generally better suited to modern edged up looks. The shade of the pigment also has to be much darker to match with darker hair colours and skin tones.

Lastly, density is also a consideration. Men with a lighter skin tone have different hair patterns and colour. Their hairs are also less thick and the density of its placement is slightly more scattered. Conversely, the pigments should be placed very close to each other to follow the natural hair distribution of the typical black male. The technician needs to be more adept in his application as there is a tendency for the pigments to merge when larger dots are placed too close together.

There is also further consideration when it comes to laser removal. Hyperpigmentation may occur in men with darker skin colour if the removal is not done properly using the correct equipment at the right settings. This would make for an undesirable outcome as these additional marks may detract from the planned effect.

This information is not intended to put off darker skinned men who are considering treatment, however it should reinforce the message that finding a technician who has specific experience in treating black men is of the utmost importance. None of the considerations listed above need to be a problem, if the technician is properly equipped with knowledge and the right type of experience. Check what training they have had, and ask to see recent examples of their work on darker skinned clients.



# CHAPTER IX

## HAIR TRANSPLANT SCARS

Although scalp micropigmentation is first and foremost a solution for those who are losing (or have lost) their hair, a very popular secondary use for the technique is the camouflage or concealment of hair transplant scars. This is nothing new or groundbreaking as it's been going on for years. What level of camouflage should you realistically expect, and are you expecting too much?

Follicular Unit Transplantation (FUT) scars are the most obvious, and are usually linear scars located at the back of the head and sometimes at the side, often extending from ear to ear. Some men have multiple scars as the result of multiple procedures.

Follicular Unit Extraction (FUE) scars are much less obvious, and are typically seen as multiple small round 'dot' scars at the back of the head (the donor site) with smaller scars in the recipient site.



The photo above shows a typical strip scar, camouflaged using scalp micropigmentation. The scar is not completely invisible, but the technician has done a pretty good job. To be fair another session would probably improve the level of concealment slightly, but the photo still offers a good representation of what can be achieved.

## **HOW ARE SCARS TREATED?**

Although some people have a transplant scar treated as a standalone procedure, most people have the rest of their head treated at the same time. It doesn't really matter as far as concealment of the scar is concerned, however be aware that the treatment zone needs to be a larger area than just the scar tissue, often extending 1-2 cm above and below the scar to achieve an effective blend with surrounding hair.

The treatment process varies from client to client, because scar tissue is more unpredictable than undamaged skin. Scars tend to soak up the pigment, resulting in excessive fading. It's no problem of course, but it does mean more sessions are usually required to treat a scar versus a regular treatment for male pattern baldness.

## **WHAT INFLUENCES THE LEVEL OF CONCEALMENT?**

Simply put, the closer the scar tissue is to surrounding skin in terms of its colour, texture and level of prominence or indentation, the better the scar will camouflage. Smaller, cleaner, tidier scars hide better too.

If your scar is still pink, it might be worthwhile waiting a little longer for it to heal before having scalp micropigmentation to cover it. If it has already been more than two years since your surgery, or if you simply cannot wait, consider Vbeam laser therapy to accelerate the colour change in the scar. If your scar is raised versus the skin around it, consider Fraxel laser therapy to flatten it. If your scar is indented significantly, you might want to think about dermal fillers to make the scar more alike to the skin around it. Slight indentations can be helped to some extent using Fraxel, but not always. If your scar is a different texture to the surrounding skin, or if it is particularly wide, you might consider Fraxel laser therapy to smooth it out.

# CHAPTER X

## CONCEALMENT OF ALOPECIA

Alopecia can take many forms. In some cases the onset of alopecia might point to an underlying health problem, and sometimes alopecia is linked directly to physical or psychological stress, however most of the time alopecia happens on its own without being caused any external stimuli.

Is to common for the condition to manifest itself during childhood, then again in later life. There is no age limit, and even men and women in their senior years can experience the condition. For some, the symptoms never go away. Right now, there are only remedies for alopecia. There is no absolute cure.

Physically, alopecia is harmless, but it can deal a huge blow to a persons self-esteem and affect their overall quality of life.

### **WHAT ARE THE MOST COMMON FORMS OF ALOPECIA?**

By far the most prevalent form is alopecia areata. The condition manifests as round bald patches on the scalp which may change shape, size or position as time progresses. It can become aggressive and cause the loss of all head hair, at which point the condition is referred to as alopecia totalis.

Telogen effluvium is also common, particularly amongst women. Usually brought about by stress or a physically traumatic event (such as a car crash, major surgery or childbirth), the sufferer experiences diffuse thinning of their head hair, usually affecting all parts of the scalp equally and leaving the remaining hair thin and lifeless.

These are the two forms of alopecia most commonly camouflaged using scalp micropigmentation. Other forms such as alopecia universalis, alopecia barbae and traction alopecia also exist, however the treatment route is largely the same.

### **WHAT ARE THE TRADITIONAL REMEDIES FOR ALOPECIA?**

One option to deal with alopecia is injecting cortisone into the balding areas. This prevents further inflammation of the area so that hair follicles are not destroyed. However, this treatment is useful if the hair loss has not become too widespread so that there are still hair follicles remaining in the area. A similar drug-based option is minoxidil. This can become part of a wider treatment in order to improve the looks of the hair, but results are highly variable and do not often work satisfactorily.

Immunotherapy can also prove helpful. This method makes use of chemical irritants which are injected or applied topically to the bald patches. Diphencyprone is often used and its dosage is increased over a period of weeks weeks, until an allergic reaction begins. The skin then develops eczema and hair growth follows afterwards. It is unclear why this method works, but there are a number of cases in which it has proved successful.

However, these traditional remedies are usually temporary solutions. This is why many people seek a more permanent solution.

### **HOW CAN SCALP MICROPIGMENTATION HELP?**

Unlike traditional methods, scalp micropigmentation does not attempt to cure alopecia. Instead, it camouflages its symptoms. Compared to other methods, scalp micropigmentation is the only option that provides guaranteed results. Symptoms are not prevented, but they are effectively concealed.



**This client of had alopecia areata. As you can see, following his scalp micropigmentation treatment his symptoms are almost entirely disguised**

Scalp micropigmentation is able to provide those suffering the effects of alopecia with a much-needed boost in confidence, to go on with their lives without worrying about hair loss.

Clients should have the option to treat only the affected areas, or the entire scalp. Both options have their advantages, however the more aggressive and unpredictable the condition, the greater the likelihood of a full head treatment being the best course of action. Both require the hair to be shaved, however if the alopecia symptoms go away, the client is free to grow their natural hair back, provided their frontal hairline is at least as far forward as their treatment area.

# CHAPTER XI

## SCALP MICROPIGMENTATION WITHOUT SHAVING YOUR HEAD

So many people ask this question. They recognize the benefits of scalp micropigmentation, but don't like the idea of wet shaving their head. Therefore they want to know if they can keep their hair a little longer, or even at full length, and still be able to pull it off.

Here's the deal – scalp micropigmentation was not designed to work with long hair. No matter how much you might want to keep it longer, or how uncomfortable you might be with shaving your head to the bone, you're asking the process to do something that it was not designed to do.

There are however some circumstances where long hair and scalp micropigmentation CAN work together. I'll come on to these scenarios shortly.

### **WHY DOES THIS COMBO USUALLY FAIL?**

Although there are ways and means to make pigmentation of the scalp look three dimensional, the bottom line is that pigment deposits are two dimensional, and that real hair is three dimensional unless it is shaved. To the human eye unshaven hair looks like a series of lines, while scalp micropigmentation looks like dots. The two do not mix easily.

### **WHY DO SOME PROVIDERS SAY IT CAN BE DONE?**

If you've asked the question in the first place, clearly you would prefer to keep your hair a little longer. The unfortunate truth is this - by telling you what you want to hear, the provider is more likely to win your business. To be fair, there are some providers that genuinely believe that scalp micropigmentation and longer hair can work together, and therefore provide advice in good faith. I agree with them to a certain extent – I just don't believe it works for as many people as some providers would have you believe.

## **THE QUALITY ISSUE**

Another problem is that many so-called specialists mask the poor quality of their work by hiding it under longer hair.

A well-executed scalp micropigmentation treatment is made up of thousands of tiny pigment deposits that effectively mimic real shaven hair follicles. Some providers simply 'paint' the scalp under the hair with pigment to reduce the variation in shade between the hair and the scalp. Whilst this can still make hair appear fuller, the illusion is of a poor standard and leaves the recipient in real trouble if they lose more hair and can no longer cover the treated area entirely.

## **SO WHAT IS ACTUALLY POSSIBLE?**

The best candidates for this variation of the process are those with intact hairlines and diffuse thinning, i.e an overall loss of hair density. For this to work, the recipient should have a decent coverage of hair in the crown area too. Pigmentation can be applied to cover the entire upper scalp, and the resulting appearance is of restored hair density.

For those with receded hairlines, as long as their overall density is still reasonable (including the crown area), it is usually still possible to keep the hair longer after treatment as long as the treated area does not breach the boundaries of the recipients frontal hairline. It should be noted however that if the client experiences a further recession of their hairline and the treated area is exposed, the hair must then be kept shaved to maintain an effective illusion. This is another reason why primitive scalp shading techniques are definitely not recommended.

Due to the fact that shaving the head is not strictly necessary in some cases, this type of scalp micropigmentation is also ideal for many women suffering with female pattern baldness, telogen effluvium or general thinning alopecia.



## **WHO IS THIS UNSUITABLE FOR?**

Those with substantial recession of their frontal hairline and/or side profiles, or with extensive loss of hair around their crown, will almost certainly need to keep their hair short after scalp micropigmentation. Keeping the hair cut at a longer length is also not an option for those with alopecia areata for obvious reasons, and there are limitations for those who wish to camouflage linear hair transplant scars too, although it may be possible with FUE scars in many cases.

Just remember that the aim of this treatment is for it to look 100% natural. I believe it is a case of being honest with yourself and having realistic expectations.

Believe it or not, reaching for the blade and shaving your head is not that big a deal. You may be uncomfortable with the idea at first, probably because you don't think the look will suit you (I was the same), but you'll get used to it very quickly and like many people, you may even find your new style to be quite liberating.

# CHAPTER XII

## AFTERCARE GUIDELINES

All hair loss treatments require some form of maintenance. Scalp micropigmentation requires less maintenance than most of the alternatives, however you should be aware that the maintenance that is required is definitely not optional. If you want to maintain a realistic illusion of hair without looking odd or unusual, it is important that your routine is adhered to.

Your maintenance regimen will usually comprise of the following:

- Adhere to aftercare guidelines provided by your technician after each session
- Shave every 1-3 days depending on your desired hair length
- Cleanse and moisturize your scalp daily
- Avoid topical products that contain high levels of alcohol
- Take adequate measures to protect your scalp from strong sunlight

Most people find they are able to build their maintenance regimen easily into their existing morning or nightly routine, without too much trouble.

## GENERAL LIFESTYLE FACTORS

For the first 4 weeks after a scalp micropigmentation session, refer to the guidelines given to you by your provider. After 4 weeks has elapsed, the following activities are generally fine:

- Any kind of shaving
- Cleansing and exfoliating
- Sweating heavily
- Swimming
- Sunbathing\*
- Use of sun beds\*
- Using fake tanning sprays, lotions or moisturizers

**\*note: these activities may accelerate long term fading unless adequate sunscreen is used.**

## LONG TERM FADING

Ultimately, the purpose of following aftercare guidelines is to reduce the rate of long term fading. This is an issue that many people obsess over, but the crazy thing is that it doesn't need to be that big of a deal. Once you have a real appreciation for why pigments fade, what can be done to slow it down and have accepted the fact that fading remains inevitable whatever steps you take to prevent it, the whole issue becomes much easier to understand.

Forget the first 12 months after your treatment. Long term fading occurs a year or more after and is caused partly by your own immune system, but more by your lifestyle choices. How you look after your scalp long term will ultimately decide whether you need a touch-up treatment in 3 years, 5 years or 10 years. Whatever you do, you cannot ruin your treatment. Make the wrong choices, and the worst case scenario is that you will probably need to visit the clinic in shorter intervals than normal.



The number one culprit here is sun exposure. I'm not suggesting you live like a hermit and shrink away from sunlight, but you do need to take sensible precautions, just as you would (should?) have done prior to having scalp micropigmentation. This is easy for those who have always used adequate SPF creams for example, but it may represent something of a culture change for sun worshippers who never used to bother with sunscreen.

The other culprit is products that contain large amounts of alcohol. The kind of alcohol you put on your head, like that contained in minoxidil lotion for example. Most moisturisers and toners contain some level of alcohol and that's fine, but products like Rogaine that are particularly high in alcohol should be avoided.

# CHAPTER XIII

## ANTI SHINE

A little shine on the scalp is not the end of the world. All men who keep their hair short will experience some kind of head shine. There are some that believe it looks good and it really depends on how a man carries this look. In fact there are online communities out there that actually encourage head shine, and share tips on how to achieve the best results in this regard. The purpose of this section however is to help those who wish to reduce or prevent scalp shine, not those who wish to enhance it.

Not just the exclusive concern of those who have had scalp micropigmentation, reducing shine as light bounces off the head is a mission of many men around the world. Those who are totally bald, those with shaven heads and of course, those with scalp micropigmentation, generally wish to reduce the extent to which their heads shine. This chapter explains some practical methods to stop it.

### **HOW CLOSELY DO YOU SHAVE?**

A smooth head will always shine more than a scalp with some sort of texture (hair), because there is nothing to disturb the reflection of light from bare skin.

For some who are completely bald, perhaps in Norwood 5+ territory, there isn't much they can do about that. If the hair isn't there, what else can they do? If however, you do have some hair remaining, even a little, consider shaving with the grain instead of against it, or dispensing with the wet blade in favour of an electric shaver, or even a close-cutting clipper like the Wahl Balding variety.

## **HOW MUCH OIL DOES YOUR SCALP PRODUCE?**

The production of scalp oil, or sebum, is a natural process that helps to protect your skin from bacteria. Halting your sebum output is difficult, in some cases impossible, and to be honest a little ill advised anyway. There are, however, steps you can take to keep it under control.

Wash your scalp regularly using an exfoliant. I use the same scrub I use on my face, washing my head and face at the same time in the shower each morning. Keep a packet of facial wipes handy in the glove box of your car. They're ideal for an impromptu and discreet wipe of the scalp, whenever the need and opportunity presents itself. Astringent wipes that contain witch hazel or similar are ideal.

Avoid products that are particularly drying, as they will actually encourage the production of more sebum to compensate. Use a light non-greasy moisturiser twice a day to keep moisture levels topped up.

## **DON'T SWEAT IT!**

Like sebum production, sweating is a normal and essential bodily function, although it can make your scalp shine like crazy. If you're hitting the gym, doing some other exercise or are likely to be exposed to an unusually hot environment, plan ahead and take something with you so you have the option of discreetly wiping off the sweat. In the gym discretion is less important, but if you're wearing your best suit and sweating because you've just lugged a box of paperwork to the upper floor of your workplace, a more covert option may be useful.

## **CHOOSE THE RIGHT PRODUCTS**

Scalp micropigmentation treatments are intended to create an illusion of hair. This semblance of hair is at its best when any remaining real hair is shaved down. A wet shave is all that is necessary to make it look this way. It is recommended to shave with the grain because this will leave a minute amount of hair to act as an absorber of light that could potentially bounce off the scalp. It could also help to prevent irritation of the scalp, as shaving with the grain is much more comfortable than shaving against it.





Daily maintenance should include keeping your scalp clean to avoid shine-enhancing oil gathering on its surface. A mild soap is perfectly adequate, however many men prefer a facial scrub to provide more effective exfoliation.

Matte cleansers in general can help to provide a matte effect, though they are sold at a higher price than regular cleansers. Remember that the products you use towards the end of your routine, for example the moisturizer you choose, will have a greater effect on the level of shine you experience throughout the day.

Avoid any oil-based sunscreens and heavy moisturisers as these will cause your scalp to shine. These products are available in matte variants which are far more suitable, as long as they really do produce a matte effect. Not all do.

Purchasing a high quality moisturizer with a matte effect is a good investment. The following products are among the most effective in the market:

- Jack Black All Day Oil Control Lotion
- HeadBlade Headlube Matte
- Clinique For Men Oil Control Mattifying Moisturiser
- Recipe For Men Anti-Shine Moisturiser
- Dermalogica Clear Start Oil Clearing Matte Moisturiser (SPF15).

Using a mattifier after applying moisturizer is often the best way to address a shiny scalp, because these are specifically manufactured for the very purpose of doing so. The following are among the most popular to use:

- Peter Thomas Roth Mattifying Gel
- Neals Yard Remedies Purifying Palmarosa Mattifier
- Mary Kay Oil Mattifier.

They come however, at a premium price and can be switched with baby talcum powder for daily use. A more effective option is Clubman Pinaud flesh colored talc though again it would be a bit more expensive.

Try milk of magnesia although this is not specifically a mattifier. There has been good feedback on its matte effects but be mindful to wipe it away after a few minutes to avoid any build-up of residue.

### **A LITTLE PERSPECTIVE**

The combination of oil (sebum) and a smooth scalp will almost always make it shine to some extent. There is no hiding this because of the absence of hair to absorb the light as it reflects off the head. Men sometimes feel anxious about this, and although the advice in this article will almost certainly reduce the reflection of light from the scalp, it cannot eradicate it entirely. It is hugely important not to obsess over this issue, as there is little point in trading one anxiety for another – getting scalp micropigmentation to address your hair loss, then spending your days worrying about whether your head is shining.

# CHAPTER XIV

## COMBINING MICROPIGMENTATION WITH FUE SURGERY

It is perfectly possible to combine scalp micropigmentation with follicular unit extraction (FUE) hair transplant surgery to reap the benefits of both techniques, or more specifically, to bypass the limitations.

Scalp micropigmentation creates a two dimensional appearance, and some people simply long for real, three dimensional hair. Equally an effective hair transplant procedure requires a sufficient supply of donor hair. This can be a real problem, especially if the recipient has lost most of their hair. Combination procedures address both of these issues



Please note this is a specialist area, and one that requires expert advice. You are almost certainly going to achieve a better result by choosing a reputable FUE surgeon first, then choosing a reputable scalp micropigmentation clinic to complete the process.

The order can be reversed. The advantage however of having scalp micropigmentation after surgery is that any scarring can be pigmented at the same time. Therefore it is usually advisable to have your hair transplant, then follow with scalp micropigmentation afterwards.

Remember you need to allow a minimum of 6 months for your scalp to heal after surgery before undergoing scalp micropigmentation. 12 months is optimal.

There is an obvious need for a 'one-stop-shop', i.e a clinic that offers both hair transplant surgery and scalp micropigmentation. These places do exist, in fact there are two or three providers that offer an exceptional combination service.

However, proceed with caution. Hair transplant surgeons do not always make good micropigmentation technicians. Also consider that many surgeons offer tricopigmentation, an alternative temporary solution, not scalp micropigmentation.

# CHAPTER XV

## TRICOPIGMENTATION

Tricopigmentation is a relatively new alternative to scalp micropigmentation, basically a form of semi-permanent makeup, with a few key differences.

This was not so much for the benefits of a temporary option, but more so to circumvent the fear that surrounded the permanence of scalp micropigmentation at the time.

When tricopigmentation was developed, many rogue clinics were entering the scalp micropigmentation market, and people were uneasy with some of the results that were out in the public domain. Thankfully things have improved significantly since then, however the uncertainty back then enabled tricopigmentation to become established as a viable alternative.





Essentially tricopigmentation is a temporary version of scalp micropigmentation, enabling the client to get used to the look before committing to a long term solution. In theory men should then proceed to have a permanent application, however in reality no clinic offers both options, so those who choose the temporary option tend to re-apply the treatment again and again.

The application of tricopigmentation is slightly different to scalp micropigmentation, however the primary difference is in the type of pigment used. Temporary pigments used in tricopigmentation are designed to fade out after 12-24 months, whereas scalp micropigmentation pigments can last for many years, even decades.

Tricopigmentation is fast becoming a popular solution alongside traditional options like hair transplant surgery, wigs and drugs. It is non-invasive and offers exceptional guaranteed results when delivered by an experienced and well trained technician.



There are four primary applications of tricopigmentation, as follows:

### **REPLACEMENT OF LOST HAIR DENSITY**

For thinning hair, tricopigmentation enables the simulation of the missing density. This applies regardless of how much hair the recipient has lost, and can even recreate a full head of hair on a completely bald scalp.

### **HAIRLINE RESTRUCTURING**

Recession of the frontal hairline is often the most visible sign of balding. This technique enables the client to rebuild their hairline to its original position, or whatever position is preferred.

### **SCAR CAMOUFLAGE**

Usually the result of hair transplant surgery, all manner of head scars can be hidden using tricopigmentation. The technique used is highly specialised, however when applied by an experienced technician, even the worst hair transplant scars can be very effectively concealed.

### **ALOPECIA CORRECTION**

The unpredictable and recurring nature of alopecia, particularly areata or totalis, can make the conditions challenging to live with. Tricopigmentation enables the sufferer to completely hide the symptoms of scalp alopecia, even if the affected areas move or change in appearance.





For many people, tricopigmentation may offer a suitable remedy. Personally I believe there is a stronger argument in favour of scalp micropigmentation, but for those who desire a temporary option, this may be a solution they're more comfortable with.

The process originated in Europe, Italy more specifically, and was referred to as temporary scalp micropigmentation. However as time progressed, the term 'tricopigmentation' or 'tricopigmentazione' - was widely adopted.

## **THE PROBLEMS WITH TRICOPIGMENTATION**

The availability of a temporary option definitely encourages more people to resolve their hair loss issues because tricopigmentation is less permanent, and in that regard, less daunting for those who are yet to be convinced that scalp micropigmentation is the right solution for their needs. It basically means that if they later realise they have made a terrible mistake, it isn't so bad because it will soon fade out anyway.

People sometimes perceive tricopigmentation as a safer option, and an opportunity to test drive their new look and maintenance regimen before committing to a long term lifestyle choice, however the so-called 'safe' option is not as straightforward as it first appears.

There are no less than five major concerns I have regarding tricopigmentation that I feel should be taken into consideration:

- Fading is entirely unpredictable. Neither you (or your technician) has any way of knowing if your treatment will start to fade in 6 months, 12 or 24.
- The interim period is challenging to say the least. Temporary pigments fade in a much less even pattern than permanent pigments do, so your scalp is likely to look a little odd for a few months
- Compounding the issue above, temporary pigments cannot be lasered off like permanent pigments can. Attempting to remove them via laser simply heats up the pigment deposits and can cause burns or scarring in some cases.

- If you plan to overcome the issues above by re-applying a new treatment every 12-18 months, this also creates problems. Constant addition of pigment will eventually lead to non-existent dot definition, replaced instead with a solid block of shade. The interim period is simply too long to expect old pigments to fade quickly enough to keep pace with the fresh treatments you'll inevitably need.
- A temporary tricopigmentation treatment costs about the same as a permanent scalp micropigmentation treatment. The only difference is that permanent treatments only require a short touch-up session every 4-6 years or so, usually costing £500 (GBP) or less. That's a lot less expensive than paying for a whole new treatment every 12-24 months.

### **SO WHICH IS BEST?**

There's no right answer to this question. Tricopigmentation definitely has its place and is an ideal option for some people, however one thing is for sure – the wrong approach is to have multiple temporary treatments, one after another. That's a really bad idea for many different reasons.

To be honest I believe a permanent treatment is safer, more cost effective and easier to live with. However if you really feel that a temporary solution is the right one for you then use it as a test, and when your treatment starts to fade, get it done permanently and properly.

# CHAPTER XVI

## PIGMENT REMOVAL

This is not my area of expertise, so I'll keep this topic relatively brief. I have included it because it is important for people to understand how to reverse their procedure if something goes wrong, or if they change their mind.

The ability to remove scalp micropigmentation pigments is important for a number of reasons. A reversible treatment enables you to change your mind at a later date. Who knows how you might feel in years to come? There is always the possibility you might want to go back to your original appearance at some point in the future, or you might want to alter your hairline or shade to reflect the fact that you are getting older.

It also provides a failsafe just in case something goes wrong. Unfortunately we do not live in a perfect world, and results delivered by some clinics are not always as they should be. Even if they are, each provider uses different pigment compounds so there is no way of knowing how stable the pigments will be over an extended period of time. The industry is still young, and we simply cannot be sure that the pigmentation will look how we believe it will in the future. The option to reverse the treatment bypasses this concern because if the worst case scenario happens, it can simply be taken away.

### **HOW DOES THE REMOVAL PROCESS WORK?**

Correctly applied treatments can be reversed with relative ease using laser removal, often within just one or two sessions. Poor quality treatments are almost always significantly harder to remove due to the wrong type of pigment being deposited too deeply. Often a recipient of a bad treatment is forced to endure 8-10 laser sessions or more to achieve a complete removal.

A Q Switched Nd:YAG laser is required. This is pretty standard equipment in most laser clinics, and certainly for those who offer a tattoo removal service. For most clients the laser should be set to a 1064 wavelength with a medium spot size, however be prepared to follow the advice of your laser technician.

After your session, the pigment in the treated area should turn white. This is indicative of a successful reaction. Following this reaction, the results will be seen on a progressive basis over the following 3-4 weeks. If you require an additional session, a minimum delay of 6 weeks must be left between sessions to ensure no skin damage is caused.

# CHAPTER XVII

## TRAINING TO BECOME A TECHNICIAN

The popularity of scalp micropigmentation has grown beyond all recognition in recent years, and surpassed even the most ambitious estimations. As an alternative to traditional hair loss solutions like hair transplant surgery, hair systems and drugs, more and more people are recognising the benefits of this option and getting it done. This surge in demand has led to an unprecedented growth in the number of people looking for training opportunities.



To be successful in this industry, it is imperative to build up a good reputation for yourself and your business, by demonstrating high quality results delivered consistently. Just being located close to the customer may be enough to make you their preferred provider, however it is your reputation that will ultimately determine your success.

It all starts with getting the right training, so you can deliver the kind of results required to stand out. You're going to need the following:

- The right equipment, needles and pigments – permanent makeup pigments and tattoo inks are NOT suitable for scalp micropigmentation
- Mastery of the basic skills – pigment selection, hairlines, blending and depth control
- Knowledge of how to deal with scars and alopecia
- The ability to adapt your technique to suit clients of any age or ethnicity
- A steady flow of customers

A number of training schools have opened up around the world, however the real issue here is quality. If you want to be a successful technician, you need the right training. Unfortunately many training providers are barely able to string together a handful of reasonable quality before and after photos, let alone provide any proof that their training is actually any good. Honestly, the number of clinics that deliver poor quality treatments, and then also try to make money by teaching other people to replicate their results is very concerning.

You must also consider the real-world experience the training school can actually offer.



For example all UK-based schools that advertise scalp micropigmentation training are actually permanent makeup specialists. We already know that permanent makeup pigments produce substandard results, yet these schools advocate the use of these pigments because (you guessed it), the pigments can be conveniently purchased direct from the school.

Some scalp micropigmentation providers offer training. That's a great idea on the face of it, until you realise how bad the results are that some of these providers turn out. For example a certain company in Canada really struggles to win customers because their results are so poor, yet they run regular training workshops for students from around the world, teaching them how to deliver the same results!

### **WHAT IS THE BEST WAY TO ENTER THE INDUSTRY?**

There are four primary routes – get trained from scratch by an employer, buy training through a licensee package, or buy entry to a course at one of the training schools.



Some clinics employ and train their own staff from scratch via their own in-house training program. This is a good way to get trained if you're happy to accept a basic salary instead of building your own business, but it is a good way to gain valuable experience. Also remember that a technician trained by a poorly skilled trainer is likely to make a lousy technician, so find out exactly who you would be trained by.

When a technician buys a franchise or licensee package from an established provider, as part of that package, the franchisor usually provides training. This is a great way to enter the industry but maintain control of your own destiny by running your own show.

Finally, you could enrol on an independent training course. My main concern with third-party training is the fact that the training provider has absolutely no vested interest in the success of their trainees. Whether a technician succeeds or fails in their career has very little bearing on the reputation of the training provider. This means they have little incentive to ensure trainees leave the course with mastery of all the skills they require. I also believe that few schools offer specific experience in the field of scalp micropigmentation, and that much of the experience they do claim to have is misleading.

Remember that no amount of training can substitute for using the wrong needles, the wrong pigments or for providing a lousy service.

Scalp Aesthetics is looking for a limited number of partners in a number of locations around the world. You may already have a micropigmentation background, perhaps in the permanent makeup industry, or maybe you're a hair transplant doctor who wants to add scalp micropigmentation to your service offering. You might be an entrepreneur looking for a golden opportunity to make money, or perhaps you're none of the above. Even if you're still in college or stuck in a dead-end 9 to 5, with the right support you can become a world class scalp micropigmentation technician.

For more information visit [scalpguru.com/training](https://scalpguru.com/training)

# FURTHER READING

For more information see the following sources. Please note no liability is accepted for content published on third party websites:

National Alopecia Areata Foundation	<a href="http://www.naaf.org">www.naaf.org</a>
Alopecia UK	<a href="http://www alopeciaonline.org.uk">www alopeciaonline.org.uk</a>
International Society For Hair Restoration Surgery	<a href="http://www.ishrs.org">www.ishrs.org</a>
American Board Of Hair Restoration Surgery	<a href="http://www.abhrs.com">www.abhrs.com</a>
Scalp Aesthetics	<a href="http://www.scalp-aesthetics.com">www.scalp-aesthetics.com</a>
Scalp Guru	<a href="http://www.scalpguru.com">www.scalpguru.com</a>

# IMPORTANT NOTES

The information provided in this ebook is based on opinion only, and does not constitute medical advice, absolute fact or an offer of service. It is up to the individual to perform their own due diligence, and readers are wholly responsible for their own decisions. Neither the Author nor Scalp Aesthetics accept any liability for loss caused as a result of following the advice contained within this ebook.

Copyright © 2015 Rapid Ecommerce Ltd

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law. For permission requests, email the publisher at [damien@scalpguru.com](mailto:damien@scalpguru.com).