



Little Heroes Hair



What is Little Heroes' Hair?



What We Do?

- 1** Provide every child under 18 with a free wig
- 2** Promote the Little Heroes Hair cause amongst customers and partners
- 3** Research into Children's Hair Loss

A Free Wig for Every Child



Giulio

Giulio is in the third grade and his favorite subject is math. He was born with many allergies to various foods, and in recent years was diagnosed with allergies to dust, grass, and mites. In March 2020, bald spots started to appear on his head. After visiting experts and receiving physiotherapy, his condition did not improve. His mother, Stefania, got in contact with Lordhair through her salon – and one of our partner salons , L'Uomo salon in Turin - which helped pick out and size up the correct wig for Giulio. Lordhair then created a bespoke wig with a cap size to fit his smaller head helping to restore that happy, smiling face that you can see.



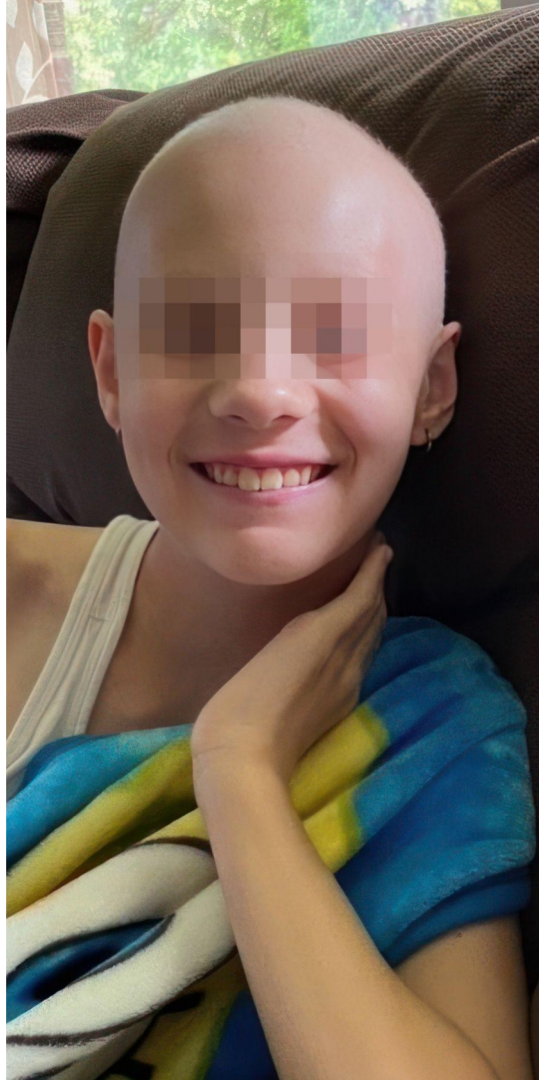
Ben

Ben was 15 years old when he was diagnosed with alopecia, causing almost all of his hair to fall out. At the formative age of 15, children feel very self-conscious about their appearance in front of their peers and the last thing they want is to have to worry about something like hair loss. That's why Lordhair was so happy to be able to help pick a comfortable and suitable base for Ben and tailor the density and wave to Ben's original hair type.



Kayla

Kayla is 10 years old and was diagnosed with alopecia in 2020 which resulted in all her hair falling out. This was devastating for a happy, bubbly girl like Kayla who simply wanted to fit in with her friends at school and be a girl with long, beautiful hair. Kayla's parents got in touch with Lordhair and a member of our team helped them and Kayla to pick out the best wig for Kayla. We carefully designed a smaller base complete with Kayla's desired hair color and length. The wig has helped Kayla to feel much happier and worry much less about her medical condition meaning she can enjoy playing with her friends once again.



Research on Hair Loss in Children

Common Hair Loss Conditions in Children

Telogen
Effluvium

Nutritional
Deficiencies

Chemotherapy

Alopecia
Areata

Trichotillomania

Experts Involved in Children's Hair Loss

- **Trichologist**
- **Pediatrician**
- **Dermatologist**
- **Endocrinologist**

How Are Children Affected by Hair Loss?

Physically

- Change in outward-appearance
- Scalp sensitivity + higher risk of sunburn/scalp injury
- Texture difference in newly grown hairs

Emotionally

- Self-esteem
- Social-isolation
- Bullying

Interviews With Experts



MIDLANDS TRICHOLOGY

HAIR & SCALP SPECIALIST

Demi Griffiths

*Registered Trichologist,
Level 4 ITECH Certified and
Member of The World
Trichology Society*

www.midlandstrichology.co.uk

What Does a Trichologist Do?

Consultations and treatment for hair loss and scalp conditions.

Consultations

- Medical History
- Current medication
- Diet
- Assess scalp & examine hair follicles under magnification using a dermoscope

Treatment

- Implementing methods aimed at
 - a. Reducing hair loss
 - b. Growing new hairs(according to each individual's case)

How would you usually treat hair conditions in children?

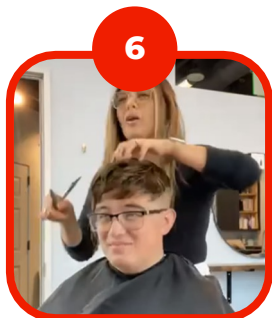
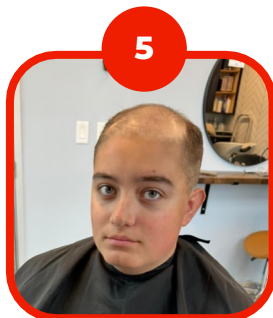
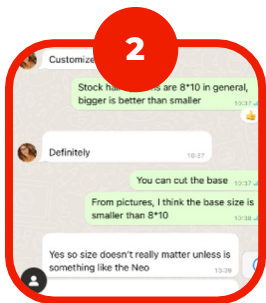
- **Individual cases**
- **Must look at root causes**
- **Often once the root cause is addressed,**
- **usually fixes the problems**
(however NOT all conditions - e.g. alopecia)

Know a Child Suffering from Hair Loss?

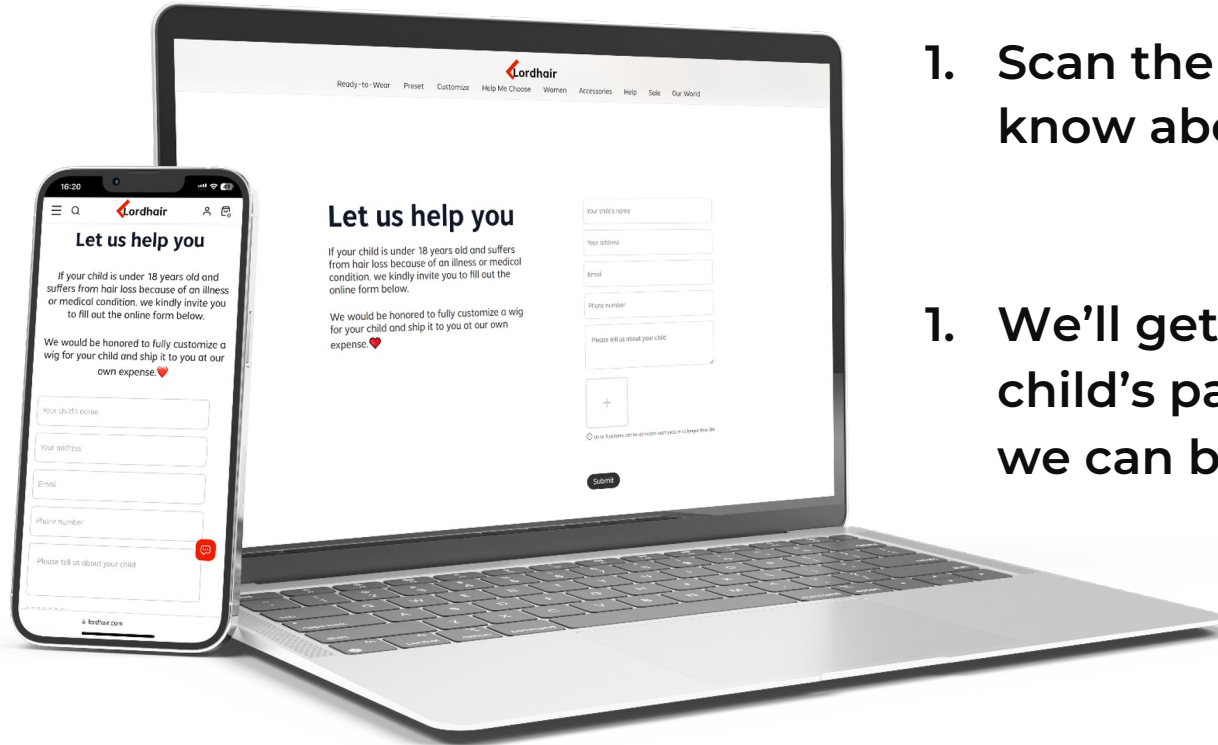


WE WANT YOU!

How We Provide a Free Wig?



Get Involved Today!



1. Scan the QR code and let us know about the child

1. We'll get back to you and the child's parent to see what wig we can best provide!



Snap a Pic With Us!

Pose in front of our Little Heroes' Hair Wall and show your support for our help campaign!

Lordhair stands by the parents and helps with anything that helps.

**We are available - around the clock In 7? Languages.
By WhatsApp, telephone or e-mail**

Before ordering

with advice



During the order

with tips
on care and comfort



After ordering

with help to
select the parameters

FAQ

- **How can we increase societal attention to the issue of hair loss in children?**

With the example of how we try to attract attention with flyers in hospitals, social organizations and clubs: The flyers should show what we do as vividly and simply as possible. A lot of text is only read when the flyer is actually taken away.

- **What organizations or charities are currently helping children with hair loss?**

We can consider palative teams.

- **How would you assess the quality and variety of wigs available for children currently?**

Synthetic wigs are provided free of charge. Unfortunately, they rarely look natural.

- **What ethical considerations should be taken into account when providing wig services?**

It is important not to make children feel that they look bad without a wig. Being without hair should not feel like a child is "incomplete or ugly."

- **What factors should be considered when selecting a wig supplier?**

The children themselves don't care where they come from. However, there are still prejudices about production against some Asian countries.

- **What are your hopes or suggestions for the future vision of our project?**

There are wig manufacturers who already have wigs for children in stock, which simplifies the selection. Unfortunately, the waiting time of 12 weeks is very long for children.