

WHIPI. HAIR.APIST™ ACADEMY

FREE GUIDE

The Scalp *Society* Guide

Everything you need to know about scalp health, hair loss, and trichology — in plain English.

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"Most people spend their whole lives caring for their hair and never once think about the scalp it grows from. This guide changes that."

01 — FOUNDATION

What is *trichology* — and why does it matter?

Trichology is the scientific study of the hair and scalp. Trichologists are trained to understand hair loss, scalp disorders, and the biological processes behind healthy hair growth. Think of it as the bridge between the beauty world and hair science.

For years, trichology lived inside medical offices and specialist clinics. But as hair loss becomes one of the fastest-growing concerns for women of all ages, the beauty industry is waking up to the fact that stylists, estheticians, and beauty professionals need this knowledge too.

DID YOU KNOW

Hair loss affects over 80 million people in the United States alone — yet most beauty professionals receive fewer than 3 hours of scalp education during their entire training. Trichology fills that gap.

Understanding trichology doesn't mean becoming a doctor. It means being the person in the room who can have an informed, confident conversation about what's happening on the scalp — and knowing when to refer someone to the right professional.

02 — BIOLOGY

The hair growth *cycle*

Every single hair on your head is on its own independent growth journey. Hair doesn't grow continuously — it moves through a cyclical process with distinct phases. Understanding this cycle is the foundation of understanding hair loss.

- 1 Anagen — The Growth Phase**
The active growing phase. Hair grows roughly half an inch per month and this phase can last between 2 and 7 years. Around 85–90% of your hair is in this phase at any given time.
- 2 Catagen — The Transition Phase**
A short transitional phase lasting 2–3 weeks. The hair follicle shrinks and detaches from the dermal papilla. Growth stops. About 1–2% of hair is in this phase at any time.
- 3 Telogen — The Resting Phase**
The follicle rests for around 3 months. The hair is fully formed but not growing. It eventually sheds naturally. Losing 50–100 hairs per day is completely normal during this phase.
- 4 Exogen — The Shedding Phase**
The old hair sheds and a new anagen hair begins to grow from the same follicle. The cycle starts again. Disruption at any phase can contribute to excess hair loss.

03 — CONDITIONS

Common scalp *conditions* to know

A healthy scalp is the foundation of healthy hair. Below are some of the most common conditions a trichology-educated professional should be able to recognise and speak to.

Androgenetic Alopecia

The most common form of hair loss, driven by genetics and hormones. Affects both men and women, often presenting as a widening part or thinning at the crown.

Telogen Effluvium

Sudden diffuse shedding triggered by stress, illness, hormonal shifts, or nutritional deficiency. Often temporary and reversible once the trigger is addressed.

Seborrheic Dermatitis

A chronic scalp condition causing flaking, redness, and irritation. Often confused with dandruff but more inflammatory. Can be managed with targeted scalp care.

Alopecia Areata

An autoimmune condition causing patchy hair loss. The immune system mistakenly attacks hair follicles. Requires medical attention and professional referral.

Traction Alopecia

Hair loss caused by repeated tension on the follicle — tight hairstyles, extensions, and weaves are common culprits. Preventable and often reversible if caught early.

Scalp Psoriasis

An autoimmune skin condition producing thick, silvery scales and red patches. Can extend beyond the hairline. Always refer to a dermatologist for diagnosis.

IMPORTANT NOTE

Trichology education does not qualify you to diagnose medical conditions. The value is in recognition — knowing enough to have an informed conversation and knowing when to refer a client to a medical professional.

04 — MYTH BUSTING

What's *true* and what isn't

The beauty world is full of hair loss myths that cause unnecessary panic — and miss the real solutions. Here are the most common ones, corrected.

MYTH Washing your hair too often causes hair loss.

FACT Washing frequency doesn't cause hair loss. You may notice more hair in the drain but that's hair already in the shedding phase — the wash simply releases it.

MYTH Hair loss only happens to older people.

FACT Hair thinning can begin in your 20s. Genetics, hormones, stress, and nutrition affect hair at any age. Early awareness leads to better outcomes.

MYTH Cutting your hair makes it grow back thicker.

FACT Hair thickness is determined at the follicle level — cutting has no effect. This myth persists because blunt-cut ends feel thicker temporarily.

MYTH A dry, flaky scalp always means dandruff.

FACT Flaking can come from dryness, product buildup, seborrheic dermatitis, or psoriasis. Each has different causes and solutions. Correct identification matters.

05 — DAILY PRACTICE

5 habits for a *healthy scalp*

You don't need an expensive routine to support scalp health. These five habits make a measurable difference — and are easy to share with clients.

1. **Massage your scalp regularly.** Even 3–5 minutes of fingertip massage daily increases blood circulation to the follicles, supporting nutrient delivery to the hair root.
2. **Stay hydrated — seriously.** Dehydration affects every cell in the body, including follicle cells. Hair that looks dull or feels brittle is often a hydration signal.
3. **Manage stress actively.** Cortisol — the stress hormone — is one of the most well-documented triggers of telogen effluvium. Sleep, movement, and stress tools are part of scalp care.
4. **Check your iron and vitamin D.** Deficiencies in both are strongly linked to hair shedding in women. A simple blood test can reveal what a shelf full of supplements won't.
5. **Don't ignore your scalp at the salon.** The scalp deserves as much attention as the lengths. Ask your stylist about scalp health — or better yet, become the one who knows.

READY TO GO DEEPER?

Join *Scalp Society* — it's free

This guide is just the beginning. Inside Scalp Society you'll get weekly education, myth-busting, real conversations about hair loss, and a community of women who are serious about scalp health.

JOIN SCALP SOCIETY — FREE

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