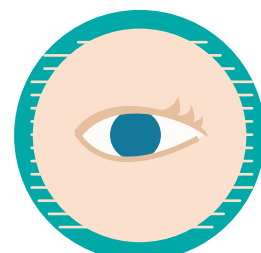
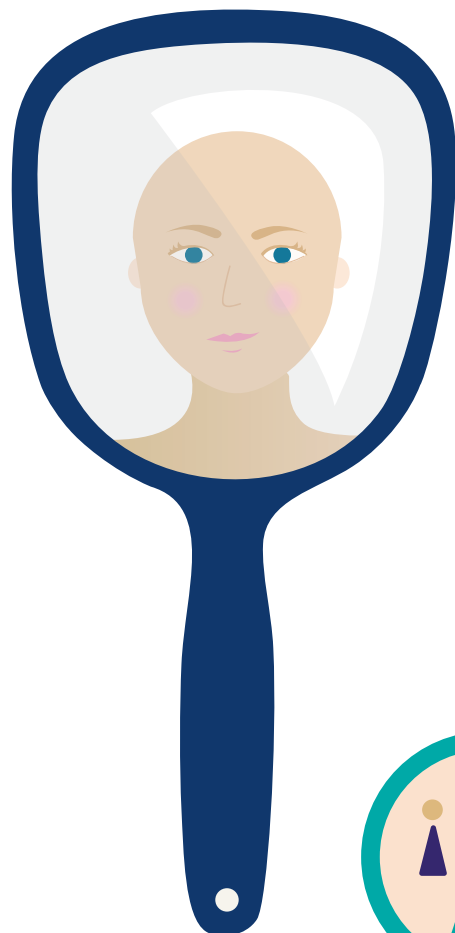


UNDERSTANDING THE LIVES OF WOMEN WITH ALOPECIA AREATA

BALD ≠ CANCER

Alopecia Areata (AA) is an autoimmune skin disease that causes hair loss. Because of most people's familiarity with the effects of chemotherapy, bald women with AA are often wrongly assumed to have cancer.

WOMEN WITH ALOPECIA AREATA



FACE BIG CHALLENGES AND GENERALLY FEEL:

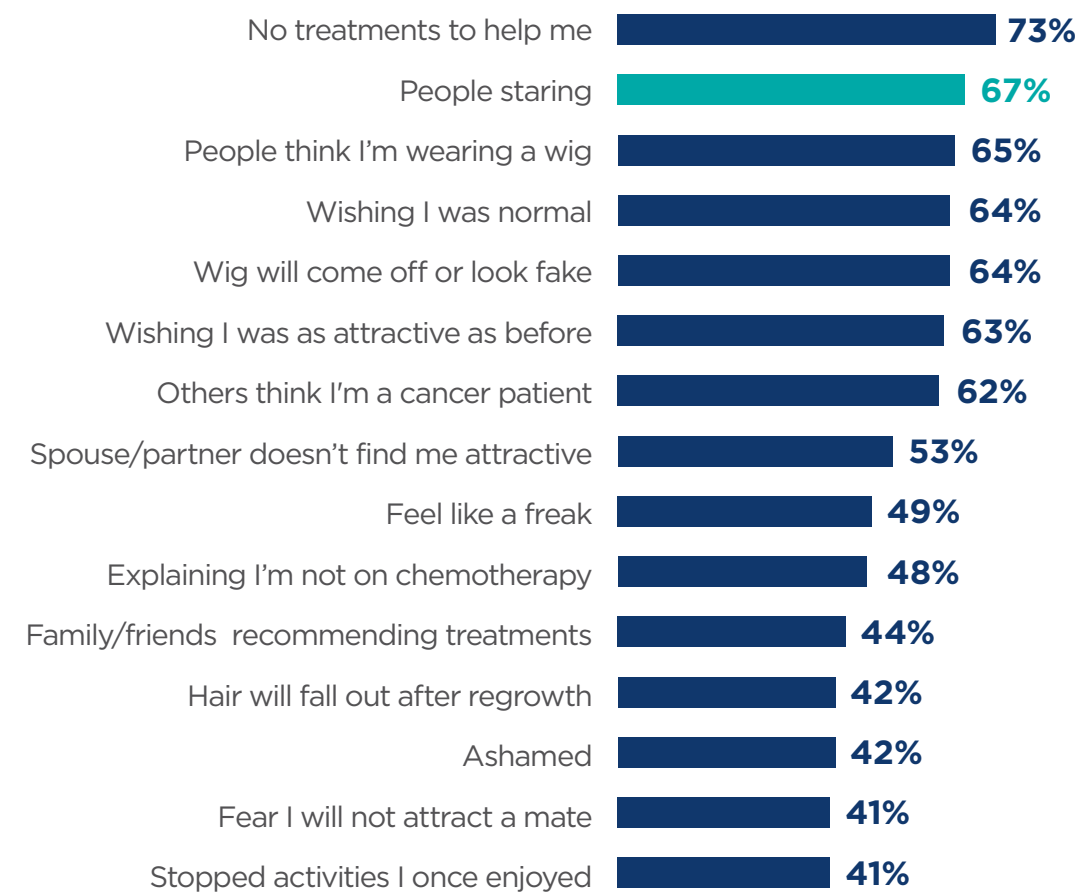
Many women fear rejection in their relationships due to taboos about female baldness.

Losing her hair drastically alters a woman's self-image. Many women have had to deal with this disease their entire life.

Misperceptions cause many women to feel isolated.

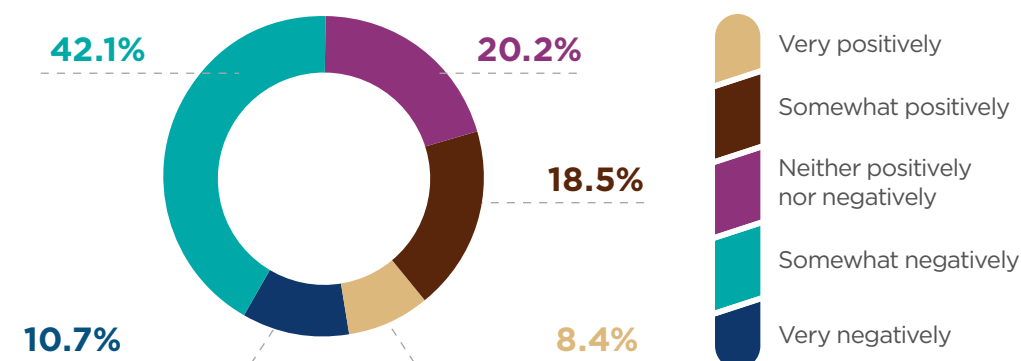
Many health insurance plans do not cover the cost of wigs or cranial prosthetics.

Women often feel like everyone is staring at them.



BECAUSE THEIR LIVES ARE AFFECTED

OVERALL, HOW HAS YOUR ALOPECIA AFFECTED YOUR PERSONAL LIFE?



HAIR + ALL WOMEN = BIG DEAL

IS BALDNESS REALLY SUCH AN ISSUE?

54%

of women got more upset with their hair than their significant other in the last month.*

\$50k

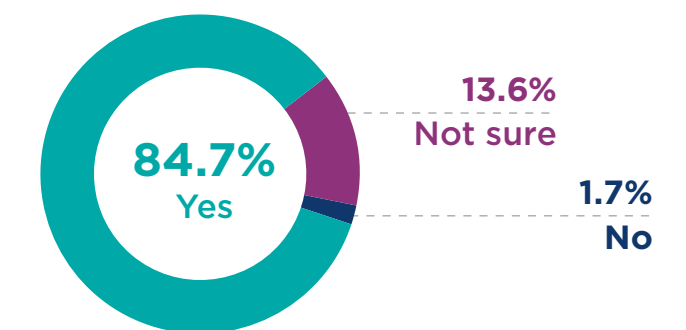
average amount women spend on their hair during their lifetime.*

BALD GIRLS DO LUNCH®

A NONPROFIT FOUNDED TO EMPOWER WOMEN WITH AA

With a deep understanding of the issues facing women with Alopecia Areata, we provide the connections and resources that lead to useful solutions for navigating life with AA.

MOST WOMEN ARE INTERESTED IN MEETING OTHERS WITH ALOPECIA IN THEIR AREA.



DONATE TO BGD L
HELP WOMEN THRIVE TODAY

www.baldgirlsdo lunch.org
1.800.578.5332



Sources: BGD L data, stylist.com*

© 2012, Bald Girls Do Lunch, Inc.