UNDERSTANDING THE LIVES OF WOMEN WITH ALOPECIA AREATA

$BALD \neq CANCER$

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.

ALOPECIA AREATA

WOMEN WITH 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.

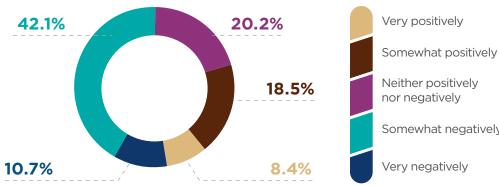
Many health insurance plans do not cover the cost of wigs or cranial prosthetics.

Women often feel like everyone is staring at them.

No treatments to help me People staring People think I'm wearing a wig Wishing I was normal Wig will come off or look fake Wishing I was as attractive as before Others think I'm a cancer patient Spouse/partner doesn't find me attractive Feel like a freak Explaining I'm not on chemotherapy Family/friends recommending treatments Hair will fall out after regrowth Ashamed Fear I will not attract a mate Stopped activities I once enjoyed

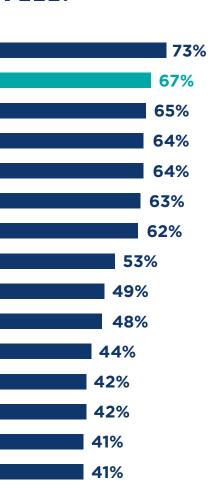
BECAUSE THEIR LIVES ARE AFFECTED ---

OVERALL, HOW HAS YOUR ALOPECIA AFFECTED YOUR PERSONAL LIFE?



Sources: BGDL data, stylist.com*

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Neither positively nor negatively Somewhat negatively

Very negatively

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.*

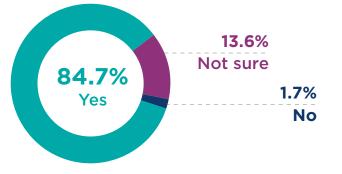
average amount women spend on their hair during their lifetime.*

BALD GIRLS A NONPROFIT FOUNDED TO EMPOWER

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.

WOMEN WITH AA

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



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