

Talking of HAIR..

what is happening to YOURS?

Too many people, men especially, take their hair for granted. They keep it trimmed and washed and believe they can safely leave it at that. How much the hair may suffer from this mistaken belief this article clearly shows.

Is it inevitable
that a baby's downy
growth of hair...

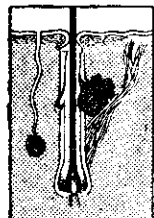
AS you can easily prove by pulling a hair from your head and examining the "root," your hair begins beneath the skin. From this bulbous end it grows up through the scalp, deriving life, growth and nourishment from beneath, almost exactly as a plant does from the soil. The only difference is that whereas outside influences, particularly light and warmth, play a vital part in plant growth, the hair depends chiefly for its development and health upon special foods produced by the body and supplied from within.

Thanks to the work of biologists and trichologists, much is now known of the processes governing hair growth. Moreover, the various hair-forming substances produced by the body for the development and growth of the hair have been isolated and identified.

14 Essential Substances

Hair is produced, and its growth maintained by the body, with the aid of at least 14 separate substances to which Science has

given such names as tryptophane, tyrosine and cystine, to name only three. The important thing to remember is that the healthy growth of your hair depends upon adequate and properly regulated supplies of all fourteen of these vital substances. Disturbance of the balance of these "raw materials" of hair growth or partial failure of the flow of them to the hair-forming tissues produces gradual starvation and subsequent loss of hair which, if allowed to continue, leads inevitably to baldness.



Hair begins beneath the scalp.

What happens in middle-age?

A philosopher once remarked, with dismal truth, that we begin to die from the day we are born. Certainly we need no reminding that with the arrival of middle-age there is a noticeable slowing up of our bodily activities. The majority of middle-aged heads, especially male heads, bear silent witness to this.

Most people accept loss of hair after middle-age philosophically as an inevitable part of growing old. But is it? If loss of hair is unavoidable why is it that many men and women retain youthful heads of hair until advanced old age, while others lose hair in comparative youth?

The answer is that those who keep their hair are enjoying the results of ample supplies of tryptophane, tyrosine, cystine, and the other hair-forming substances. In others less fortunate, those supplies are falling fast.



"Getting a little thin on top, Sir."

... should reach
perfection in early
manhood ...

... only to
disappear, often
well before old age?

Can baldness be postponed?

Faced with fast-falling hair most people make some attempt to delay the evil day when baldness can no longer be denied. Some try to disguise the fact with long forelocks and other subterfuges. But the wise and knowledgeable face up to the fact that their hair is dying from "natural causes" and that a natural treatment is the only hope of saving the situation.

One of the first and essential steps on the road to the recovery of hair health is to adopt regular and thorough massage of the scalp. It is quite easy and, properly done, produces wonderfully beneficial results by loosening up the scalp and stimulating the flow of blood through the capillaries. But massage alone is insufficient to maintain the full growth of the hair. To do this you must massage into the scalp the hair foods and nutrients which the body is failing to supply in adequate quantities.



Regular massage, the golden rule.

How Science Helps

As many thousands of men and women have discovered to their benefit, science has produced a treatment which, provided the hair roots are still alive, enables the youthful health and vigorous growth of the hair to be restored. This treatment is called *Pure Silvikrin* and consists of a combination of tryptophane, tyrosine, cystine and the other natural hair-producing substances so balanced as to produce the correct chemical equivalent of nature's own hair-food. Massaged into the scalp, *Pure Silvikrin* carries on where nature leaves off, feeding the hair with the vital nourishment it needs.

Besides *Pure Silvikrin* for severe dandruff and falling hair, there is *Silvikrin Hair Tonic Lotion*, the ideal daily treatment for less serious cases; *Silvikrin Hair Tonic Lotion with Oil*, for those whose hair is on the dry side; and *Silvikrin Shampoos, Powder or Liquid*—refreshing and beneficial shampoos for all types of hair.

The makers of *Pure Silvikrin* have issued an interesting little booklet about hair care and treatment. A copy may be had by any reader of the "N.Z. Listener" without charge by writing to the N.Z. Manufacturers, Salmon and Spraggon Ltd., 1 Customhouse Quay, Wellington.