

What is hair fall and how does it affect us?

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Hair fall is not something we can hide from, it affects both men and women on a daily basis. The reality is that the average person loses between 100-120 hairs a day. There are several things that can cause hair fall: such as hormonal changes, stress, change in diet, damage to hair/scalp and many more.



With **Organics** New Anti-Hairfall consumers can give their tired and distressed hair a new lease on life with nature's own remedy of energising ginseng and nourishing almond oil, which are well-known for their strengthening and nourishing benefits.

When the Organics brand first launched in South Africa in 1995, it instantly became a market leader with a wide product range that caters for all hair types, including: normal, dry and damaged and anti-dandruff. The brand continues to harness the goodness of natural ingredients to give consumers the haircare they need to feel reassured, beautiful and complete.

Twenty-three years later, the brand still harnesses the goodness of natural ingredients to give consumers the best haircare they need. The benefits delivered by the variant ingredients of its products stem from a formulation inspired directly by mother nature.

This winning combination of **ginseng and almond oil** cements the powerful role of Organics in the hair care space.

Powerful benefits of these ingredients

In a study conducted by Nielsen Nov 2017, almonds have been valued in many ancient cultures for their healing and health properties, including high levels of protein, omega-9 fatty acids, and vitamin E. These properties suggest that almond oil can improve the shine and strength of your hair. The lubricating properties of nut oils, like almond oil, strengthens and repairs hair.

Almond oil can make hair stronger and less prone to split ends, which means your hair growth won't be stunted by damaged hair. Almond oil is rich in Vitamin E, a natural antioxidant that combats the environmental stress around your hair, making it look younger and healthier.

Ginseng helps increase the dermal cells on the scalp which strengthens the follicles and roots of the hair. This not only encourages the new growth of strands but also prevents hair thinning and breakage, thanks to its nourishing capabilities: ginseng, which is an herbal plant that helps both the roots and length of the hair.

"Our hair has a huge influence on our confidence and how we present ourselves to the world. Hence, New Organics Anti-Hair Fall unlocks the nourishing power of nature to bring you solutions, which provide nourishment from root to tip, leaving hair healthy and shiny," says Senior PR Manager Sphelele Mjadu.

The product is now available in all major retail outlets: Clicks, Pick n Pay, Dischem and Shoprite Checkers.

Follow the Organics story on social media using [#TheOrganicsLife](#).

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