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Trichoscopy for common hair loss disorder

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Dermatoscopy of the scalp is termed as trichoscopy. Using a simple dermatoscope in the office will make the diagnosis of some complicated hair loss cases easy by knowing the characteristic trichoscopic features of common hair loss diseases. Black dots, exclamation mark hairs, yellow dots and short vellus hairs can be seen easily by an expert even if the clinic is showing androgenetic alopecia. In an active trichotillomania multiple broken hairs differing in length and shape will be observed. Trichoscopy helps mainly differential diagnosis of hair and scalp disease, but may be used as a device to follow up and monitoring the activity of the hair disorder.

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Automate, delegate, and dominate: Take the pressure off yourself and put it into your systems so your business can grow successfully

Heather Lemere
Salon Success Strategies, USA

Business owners tend to be hands-on people, mostly out of necessity. In today's technology-driven society there's no need to handle every task manually – especially you're marketing. With the right automation strategy, you can achieve higher efficiency and productivity while creating more profit and growth. Marketing automation is a fast growing trend for small businesses that can dramatically increase efficiency while freeing your time to focus on other aspects of your business and life. Heather Lemere, Marketing Director at Salon Success Strategies will focus on teaching how to take the pressure of marketing from the owner and shift it to automated systems that will produce consistent and effective results. Using these strategies will help increase productivity, sales and client retention.

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