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# Hair-raising tonic parts believers and skeptic

By KATHLEEN GRIFFIN

Perhaps man's greatest fear of aging is the loss of hair that often accompanies it. Receding hairlines, bald spots, or the necessity of combing the hair toward the face can be recurring nightmares for many men.

For years products have flooded the market promising to restore hair to balding men and women, but realistically the only safe and sure ways were transplants, hair pieces or wigs.

Yet even in recent times, medical doctors scoff at the notion of hair tonics replacing lost hair.

Dr. G.D. Schachter, Chairman of Dermatology for the Ontario Medical Association said, "It's complete and utter hogwash," baldness is inherited.

However, Pickering resident Douglas Smith guarantees his product, Second Chance, will restore hair to a bald or balding person.

According to Mr. Smith, marketing manager at Images Inc., a scientific research team at the University of Helsinki in Finland discovered the cure for baldness while looking for a cure for cancer.

Since the discovery of the Helsinki Formula many American chemists have incorporated it, one way or another, to produce simple, easy to use products such as Second Chance.

In principle, the formula is simple. A combination of shampoo and conditioner deep cleans the scalp and removes the "plug" (a thick, oily secretion called sebum) in the hair follicle that prevents hair from reaching the scalp.

But Dr. Schachter says it has nothing to do with what you wash with, or how clean your hair is. Sebum, he says, is not the problem. As the hair shrivels up and dies, so does the sebum.

"People buy it because it's a miracle cure, and because it's relatively cheap. It's beautifully pushed with movie stars (in this case actor Robert Vaughn on TV commercials), before and after pictures, and it's very difficult to prove things like this wrong."

"It's a great way to make money," he continued. "It's the closest thing to the way women get conned with make-up and clothes. You can con any man alive with hair growing formula."

Dave Waterhouse of Markham has been losing his hair since his early 20's. Now 37, he has begun using Second Chance.

"We didn't notice any difference for four weeks. But now, you can see something is definitely happening," said his wife Lorna, a Second Chance distributor.

Mr. Waterhouse believes in Second Chance. "That the possibility exists is encouraging. I am showing growth. It seems a small price to pay for that chance," he explained.

That price is \$83.95 plus tax for two 12-ounce bottles, one shampoo, one conditioner. According to Mr. Smith the formula is very concentrated, and will last up to five months.

Dr. Schachter says the only legitimate hair growing product on the market is Rogaine. This product has been available, by prescription, for close to a year. The active ingredient is minoxidil, a drug used to control blood pressure.

Rogaine increases blood flow about the scalp. It has an effect on the cycle of hair growth," he said. But it can have side effects, and must be approved by a doctor.

There is no minoxidil in Second



Dave Waterhouse has had some success with Second Chance hair treatment, which is guaranteed to renew hair growth on bald heads. His wife Lorna is a distributor of the product.

— Bill Lanning

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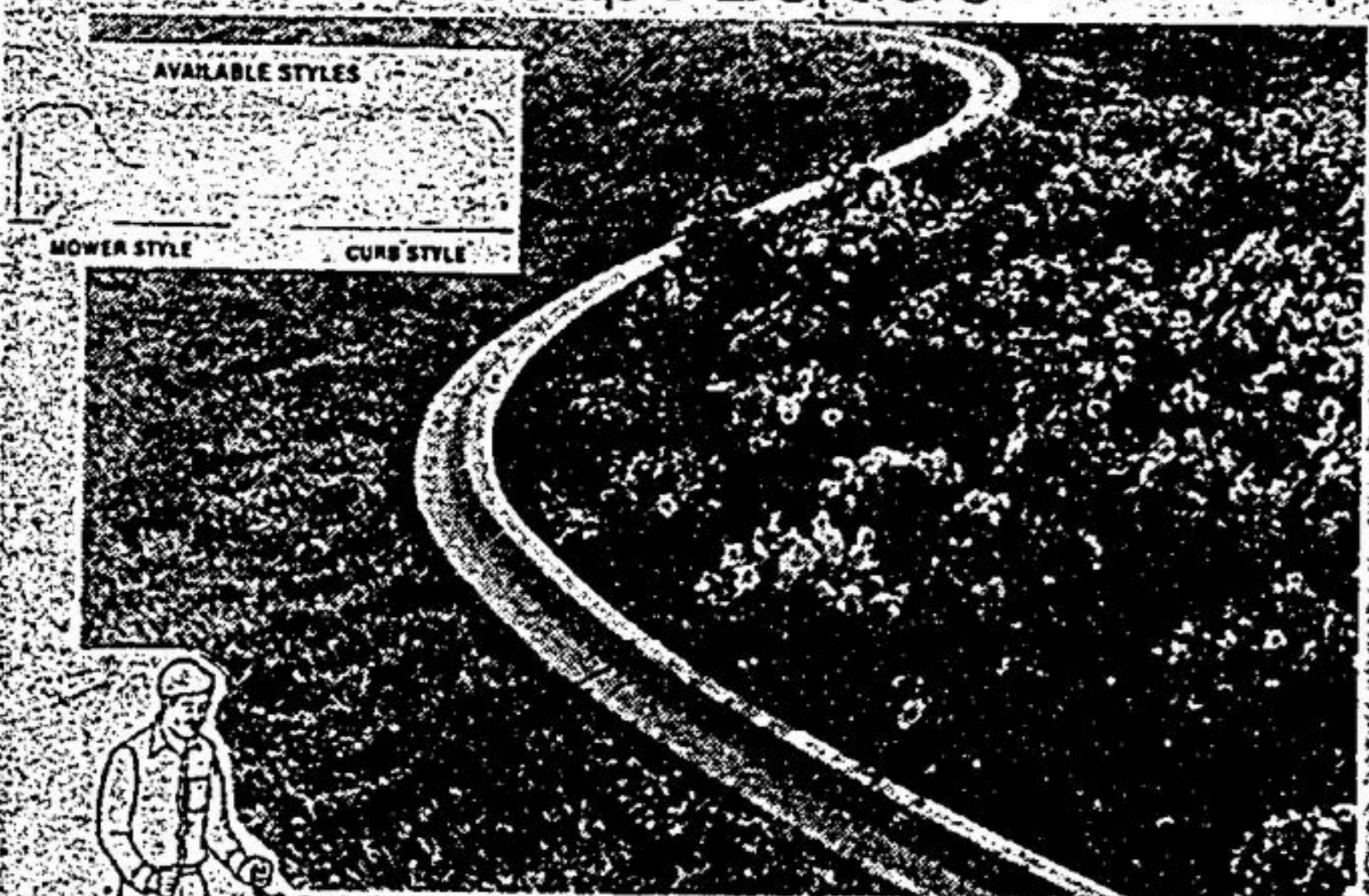
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