
THE TRIFECTA OF HAIR
LOSS TREATMENT

REAL HAIR GROWTH RESULTS



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REAL SCIENCE. REAL HAIR.

INTRODUCTION TO THE E-BOOK

BY THE AGE OF 35, TWO-THIRDS OF AMERICANS WILL EXPERIENCE SOME DEGREE OF HAIR LOSS (ALOPECIA).

Hair loss isn't just a cosmetic issue. Plenty of environmental and lifestyle factors play into male and female hair loss. As a result, many treatments and products for hair loss fail to deliver the desired result because they try to treat the symptom, not the cause.

With over 14 years of experience, William Gaunitz, WTS has created and refined a robust treatment methodology for hair regrowth. At his clinic, Evolution Hair Loss Institute, he has successfully helped thousands of men and women including celebrities and pro athletes stop their hair loss and naturally regrow as much hair as possible.

Consumers have numerous options today, but the hair regrowth treatment from Evolution Hair Loss Institute continues to obtain the best results for the individual who simply wants to regrow hair.

This e-Book outlines how the Evolution Hair Loss Institute's Trifecta of Hair Loss Treatment stimulates new growth, strengthens existing hair, and prevents additional loss by addressing multiple avenues of treatment. You will learn and understand why you are losing hair, learn about different types of products, and see consistent proof of this effective treatment plan with individual case studies. As you will see, our case studies cover an array of male and female demographics and the custom treatment plan for their particular case.



PROBLEM: WHY “ONE SIZE FITS ALL” HAIR LOSS TREATMENTS DON'T WORK.

There are so many different reasons and unique factors that comprise an individual case of hair loss. It is nearly impossible for a “One Size Fits All” treatment or product to work for every person. Many treatments have some credibility, such as:

- » minoxidil
- » low-level laser therapy
- » topical products
- » cleansing shampoos
- » DHT Blockers
- » vitamins

To get results, however, these products need to be used on the right person, at the right time, and at the right frequency.

For example, hair growth stimulants like minoxidil and low-level laser therapy (LLLT) have great potential but do not block the underlying cause of hair loss. DHT Blockers and Vitamins may stop the reason for the loss, but users will not regrow hair because the individual is not using any stimulants to accelerate growth. To achieve noticeable results, a case of hair loss requires both.

In addition,

- » Men and women respond differently to hair loss products because of the different levels of hormones interacting with the hair follicle. You must make sure that you are using the right product for your precise application.
- » For optimal results, laser therapy must be used correctly. The addition and correct usage of laser therapy in your regimen will provide optimal results. Different hair types require different laser intensities.

There is so much information on the internet that it is hard to know which products are going to give you the results you are looking for. So how do you find the right products and treatment for you?



FIRST STEP: IDENTIFY THE REASON FOR YOUR HAIR LOSS

ONCE YOU UNDERSTAND THE CAUSE, YOU WILL KNOW HOW TO TREAT IT.

95% of men and women losing their hair in the US are losing it due to genetic hair loss (androgenetic alopecia) or stress (telogen effluvium). If caught early, Evolution Hair Loss Institute can reverse the following forms of hair loss:

FEMALE PATTERN HAIR LOSS (ANDROGENETIC ALOPECIA IN WOMEN)

SYMPTOMS: general thinning along the frontal hairline, frontal vertex (one inch behind hairline), and/or general thinning throughout entire top of the scalp.

Loss is gradual and usually occurs over time. In some cases, aggravators such as nutritional deficiency, stress, hormonal fluctuations, and medications will accelerate the rate of loss. The condition continues to worsen with age unless effectively treated.

Typically this will not begin for a female until around the age of 35 years old when estrogen and progesterone begin to decline. Hormonal or nutritional issues may accelerate the loss in cases that begin prior to the age of 35.

SOLUTION:

Treatment can be very successful when using the core Trifecta protocol for women.



MALE PATTERN HAIR LOSS (ANDROGENETIC ALOPECIA IN MEN)

SYMPTOMS: hair loss on the frontal hairline, temples, middle vertex of the scalp, crown, and entire top of the scalp. Male pattern baldness (MPB) will never impact the sides of the scalp, above the ears, or above the neck, and is always in a pattern. This type of hair loss can result in total baldness in the affected areas.

Loss is usually gradual, but in some cases can occur rapidly. The earlier you begin to lose your hair, the more aggressive the loss pattern typically is. MPB can occur any time after puberty but will usually begin after the age of 18.

Many aggravating factors can speed up the process including stress, medication (i.e., Testosterone, pharmaceuticals for ADHD, high blood pressure, and high cholesterol, etc.), as well as poor diet, and workout supplements.

SOLUTION:

Treatment can be very successful when using the core Trifecta Protocol for men. Younger men experiencing hair loss may need to be more aggressive with their treatment than those who begin loss later in life.



TELOGEN EFFLUVIUM (TEMPORARY STRESS SHED)

SYMPTOMS: extreme shedding ALWAYS beginning 90-120 days following a traumatic event. The loss is heavy and comes on suddenly, lasting 6-9 months. Telogen Effluvium (TE) affects the entire scalp but with thinning most dramatic through the middle of the scalp (widow's peak to the nape of the neck). Sometimes a "crawling" sensation under the scalp is associated with the loss. TE results in general thinning, but can be severe in some cases.

Common triggers include physical trauma (like a car accident, surgery, or childbirth) and emotional trauma (such as the death of loved one, job loss, or relocation). Triggers will vary from person to person.

SOLUTION:

In many cases, TE will recover completely on its own. You can control and shorten the duration of Telogen Effluvium with the correct treatment, but cases of underlying androgenetic alopecia may require additional treatment; the Trifecta Protocol is recommended. In situations where shedding has ceased, Low-Level Laser Therapy and Topical Formulas may be all that is necessary.



TAKE ACTION: YOUR MOST EFFECTIVE HAIR LOSS TREATMENT

In nearly every situation, the goals are the same:

- » Stop the hair loss,
- » regrow as much as possible,
- » and maintain it for as long as possible.

Over 14 years, Trichologist William Gaunitz developed a complete multi-therapy approach, making these goals a reality for thousands of men and women. At the Evolution Hair Loss Institute in Phoenix, Arizona, William developed a unique system to produce optimal results for each case. The Trifecta of Hair Loss Treatment consists of three treatments that synergistically magnify the results of the other to bring unprecedented success for both men and women. The Trifecta is supported by a nutritional element that targets underlying factors.



THE INGREDIENTS OF THE TRIFECTA: 1 - 2 - 3

1. LOW-LEVEL LASER THERAPY

LLLT has changed the face of hair loss treatment since its 510K FDA clearance in 2007. The light energy of the laser improves blood flow to the hair follicle and stimulates energy production within the cell, resulting in thicker, fuller hair. Supported by numerous clinical studies, LLLT devices are FDA-approved for both home and clinical application. The following home lasers have proven to be as powerful as in-clinic treatment:

- For dark hair and darker skin, EHLI recommends the iGrow Laser.
- For light hair, very fine hair, or hair loss lasting longer than ten years, EHLI recommends the LC PRO LaserCap.



Clinical Laser



Home Laser

2. SCALP SERUMS INCLUDING 5% MINOXIDIL

Topical minoxidil formulas and laser are the only two growth stimulants available. Both propel hair growth beyond what your body is capable of on its own. Serums can physically restart a resting hair follicle; laser therapy reinforces and thickens the usually fine regrowth that serums produce. Combining these complementary treatments can double or triple the effects of either Minoxidil or LLLT alone.

When used with other topical extracts (such as the Advanced Trichology PM and Pmb Formulas), Minoxidil serums show amazing results.

Alternate these formulas to maximize effectiveness and prevent the scalp from building a tolerance.



Serums



3. BLOCK THE UNDERLYING CAUSE, DHT

For most individuals suffering from Male and Female Pattern Loss (Androgenetic Alopecia), the underlying cause is a genetic sensitivity to a hormone called Di-hydro-testosterone (DHT). Though this hormone is normal, it is essential to block as much DHT as possible from impacting the follicle in those with sensitivity. In doing so, this allows the first two portions of the Trifecta treatment to work more efficiently.

- For women, suggested methods for blocking DHT include:



- **Revive Hormone Balancing Cream by Advanced Trichology:** This product is unlike other DHT blockers in that it coats the hair follicle receptor with estrogenic herbs to decrease DHT uptake. Revive Hormone Balancing Cream is recommended for women 35 and older due to hormonal fluctuations that occur at that age.



- **DHT BLOCKER with Immune Support:** This herbal supplement decreases DHT impact in a different way. This treatment is suggested as a complement to the Revive Hormone Balancing Cream or for women under the age of 33 years old.

- For men, higher levels of testosterone impacting the follicle mean that DHT Blockers need to be more powerful. Men can block DHT in two ways:



- **The DHT BLOCKER with Immune Support:** This product contains herbs like Saw Palmetto, Green Tea, Stinging Nettle, and Pyguem to help block DHT at the hair follicle. This formula comes with no risk of side effects, but will only block 25-35% of DHT impacting the hair follicle.



- **Propecia:** Propecia inhibits DHT systemically. It is more powerful than the herbal DHT BLOCKER, reducing the impact of the hormone as much as 65-75%, but it can come with side effects. In many cases, men start with the DHT Blocker with Immune Support and potentially add Propecia down the road if needed. Discuss using Propecia with your doctor for full treatment risks and side effects. For best result, use the DHT BLOCKER and Propecia together.

TRIFECTA PROTOCOL WOMEN

TRIFECTA PROTOCOL MEN

Light Fine Hair	Darker Thicker Hair	Light Fine Hair	Darker Thicker Hair
LC PRO LaserCap	iGrow Laser	LC PRO LaserCap	iGrow Laser
PM/PMb Topical Formulas	PM/PMb Topical Formulas	PM/PMb Topical Formulas	PM/PMb Topical Formulas
Revive Hormone Cream / DHT Blocker	Revive Hormone Cream / DHT Blocker	Revive Hormone Cream / DHT Blocker	Revive Hormone Cream / DHT Blocker
Supportive Nutritional when needed	Supportive Nutritional when needed	Supportive Nutritional when needed	Supportive Nutritional when needed

OTHER THINGS TO CONSIDER

Nutrition, diet, and detoxification play a massive role in how your body functions and how capable it is of recovering and regenerating healthy cells.

SUPPORTIVE NUTRACEUTICALS

At Evolution Hair Loss Institute, we recommend supporting your system with the best Nutraceuticals in each nutritional category. Unlike the Trifecta Protocol, these are not mandatory aspects of your treatment. In many cases, however, it is necessary to take the right nutritional for the best result.



- 1. Multi-Vitamins for your hair:** Key vitamins and minerals are essential to hair growth including Choline, Biotin, Vitamin D3, and Iron and others. Our FoliGrowth Vitamin covers all those needs and more. FoliGrowth replaces the average multivitamin.



- 2. Essential Fatty Acids:** EFAs can be extremely powerful in supporting the reduction of inflammation that leads to additional hair growth. The EFA COMPLETE Nutritional Supplement contains Borage, Evening Primrose, Flax and Fish oils for complete essential fatty acid support in the Omega 3-6-9 range.



- 3. Annual Detoxification Regimen:** For those who have a poor diet, are on medications, or simply want the best results, detoxing can be extremely beneficial. An annual one-month detox with the Detox Tea for Optimal Hair Growth system supports the liver and kidneys to maximize nutrition conversion and minimize inflammation.

THREE BASICS TO COVER YOUR BASES

1. **Vitamin D3 Levels:** Know your blood levels and make sure that you are in the optimal range. A normal blood test range is 30ng/ml-100ng/ml. To strengthen and regrow your hair, you will want it to be between 55ng/ml-80ng/ml.
2. **Ferritin Levels:** Ferritin, or the bioavailable iron storage in your blood, is critical to your overall hair health. Find out your ferritin blood level and make sure they are mid-range.
3. **Blood Type:** Know your blood type. There are four blood types: A, AB, B, and O. Each one has unique dietary requirements. Following the dietary needs and restrictions for your blood type is the best way to maintain healthy hair nutrition.



THE TRIFECTA OF HAIR LOSS TREATMENT

LASER TREATMENT

FDA clinically proven to improve the width and length of existing hair.

2 Laser Treatment Options Available:

Light Hair – LaserCap Dark Hair – iGrow Laser



Provides Low Level Laser Therapy for hair- recommended treatments are twice weekly using the correct device depending on hair type.

TOPICAL FORMULAS

Stimulate new growth.



Topical Applications – contain 5% Minoxidil, antimicrobials, and anti-inflammatory. Alternate formulas nightly to improve effectiveness.

THE TRIFECTA OF HAIR LOSS TREATMENT

REVERSE THE CAUSE

Block DHT & negative genetic influence.



Herbal DHT Blocker* and / or Propecia for Men.



Hormone balancing cream recommended for women 35+.



*also an option for women under 35

[LEARN MORE](#)

If you do not have the appropriate nutrition available to the hair follicles, in some cases the Trifecta will only be minimally effective. To ensure the greatest success, you may require supportive nutritional supplementation depending on diet and lifestyle.

SUPPORTIVE NUTRITIONAL SUPPLEMENTATION



FoliGrowth Vitamin – for general health of the hair including B vitamins, anti-oxidants, immune support, and collagen support. Includes Optimal Vitamin D3 and Iron support



EFA Complete – healthy omega 3–6–9 assist in cellular recovery, hormonal support, reduction in inflammation, and cellular hydration.

PROOF THE SYSTEM WORKS: CASE STUDIES

THE FOLLOWING CASE STUDIES DISPLAY INDIVIDUAL SUCCESS STORIES WITH THE EVOLUTION ELITE HAIR REGENERATION PROGRAM. Typical 9–12 Month Clinical or At Home Complete Program includes the following:



1. **Detox** Clears the Liver and Kidneys for optimal cellular recovery and hormone function.



2. **Topical Scalp Serums** Only once daily hypo-allergenic, 5% Minoxidil scalp recovery formulas to decrease microbials, reduce inflammations, and regrow hair.



3. **Complete Nutritional supplementation** 3 supplements that include all core nutritional needs for someone who is regrowing lost hair.



4. **Optimal HairCare Products** 3 step Complete HairCare System ideal for optimal scalp health and hair recovery.



5. **Clinical or At home Laser Therapy** typical program includes 9–12 months of full strength laser therapy depending on hair type (clinical or at home can produce similar result when using the correct at home device).

FEMALE CASE STUDY #1

Age: 32

Years of loss: 6

Package: 9 Month Female Evolution Treatment Program



MALE CASE STUDY # 1

Age: 30

Years of loss: 6

Package: 6 Month Male Evolution Treatment Program

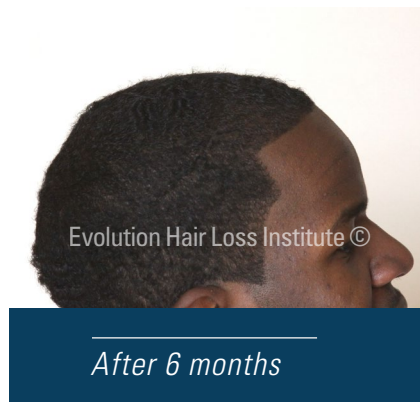
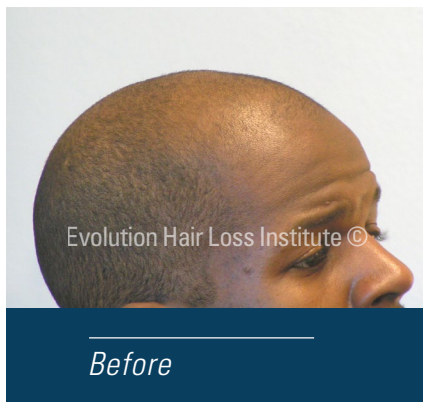


MALE CASE STUDY # 2

Age: 26

Years of loss: 3

Package: 6 Month Male Evolution Treatment Program



FEMALE CASE STUDY # 2

Age: 42

Years of loss: 12

Package: 6 Month Female Evolution Treatment Program



MORE SUCCESSFUL TREATMENTS

MEN



WOMEN



WHO IS WILLIAM GAUNITZ, WTS

LEARN MORE ABOUT WILLIAM GAUNITZ, CERTIFIED TRICHOLOGIST AND FOUNDER OF EVOLUTION HAIR LOSS INSTITUTE, AND HOW HE OVERCAME RAPID HAIR LOSS AT A YOUNG AGE.



• BACKGROUND

William Gaunitz, WTS has been working on the solution to achieving real hair growth results for decades. After trying countless products and treatments that did not work for him, William travelled the world in pursuit of reversing his own hair loss.

• EDUCATION & RESEARCH

He trained as a Trichologist in the UK, studied treatment methods in France and Australia, and in the process found something ground-breaking. He found a method of hair loss treatment that gave lasting results to himself and to his clients.

• CLINICAL PROGRAM

In 2002, William opened the first Evolution Hair Loss Institute in Arizona with tremendous results. At his clinic, he helps people suffering from hair loss regrow and maintain their hair for as long as possible. He works with clients from all walks of life, including a long list of celebrities, and pro athletes.

AS SEEN ON



TESTIMONIALS



If I hadn't found William Gaunitz, I probably would be bald right now...I have more hair now than before the hair loss started! William figured out my hair loss after my first assessment. I had previously seen two dermatologists with no solution. I am very thankful that I found Evolution Hair Loss Institute.

– Dr Steven Brown



My hair was not growing back on its own after spending time in the hospital and being very sick. I had given it time to recover, but I knew it was time to do something more. After looking at the Evolution Hair Loss Institute system, I realized it was a full body program for your hair. I am very pleased with the results and with the staff. My hair hasn't been this thick and full in years!

– Susan Johnson



William just really saved my hair. I am simply a happy person because of it! When my hair started falling out, I was devastated. For women our hair is our crowning glory. I was too young to lose my hair. When I found William, he spent the time to figure out what was going on... I am thrilled with my results and this really does work!

– Aubrie McCall



Evolution Hair Loss Institute has the most comprehensive non-surgical program currently available for treating hair loss in both men and women. It is safe, and the results I have observed have been nothing short of amazing. In 15 years of clinical experience, I have never seen results like this using medications alone for treating hair loss. I was so impressed that now I am a client myself.

Dr Gene Carsia, D.O.

*Board Certified Family Physician/Principal of Your Neighborhood Doctor
Scottsdale, Arizona*

GROW BACK YOUR NATURAL HAIR

USE OUR 3 QUESTION SELF-ASSESSMENT TOOL TO FIND
THE PROGRAM RIGHT FOR YOU.

WOMEN



MEN



GET STARTED

SHARE WITH YOUR FRIENDS



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