

Mr A Sample
Sample Ltd
Sample Business Park
Sampledon
SM17 3AB

9th October 2008

Get back your hair, go back to being you

Dear Mr Sample,

Our hair is one of our most defining features. How we choose to style and wear it says as much about us as the clothes we wear. It can influence how people respond to us, how good we feel about ourselves and how attractive we think we look, which is why losing your hair can be such a traumatic experience.

Feeling that you look old before your time and less attractive can be devastating. The sense of embarrassment from a rapidly visible scalp and shrinking hairline can lead to you wearing hats, keeping out of photos or avoiding social functions altogether because you find your thinning hair so upsetting.

Losing your hair can also cause psychological distress, anxiety and even depression because of worrying about how you look and feeling that you don't recognise the balding person staring back at you in the mirror.

Thinning hair can damage your self confidence, self esteem and sense of happiness, because it's like losing a part of being you.

You didn't choose to lose your hair, but you can choose to get it back

Well, the good news is that your life doesn't have to be this way. You don't have to face the prospect of going bald and all the suffering that comes with it, because the treatment available has evolved a lot since people were forced to wear hot, sweaty toques or have painful surgical implants.

Matt Ambrose – *The Copywriter's Crucible*

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At [REDACTED] we have over twenty years experience practicing the most effective methods for treating hair loss. However, it's only in the last few years that we've been able to offer hair replacement therapy of the quality we do now.

Many people assume (incorrectly) that hair loss is something you have to live with. Our modern state-of-the-art hair replacement procedure means that this isn't the case at all. You can now go back to being you again.

We can offer you a hair replacement service that can return your hair virtually back to the way it was before, and without painful surgery or implants.

Hair loss? What hair loss?

Our non-surgical 'step by step' grafting procedure enables us to restore your hair to its original density, or to a thickness of your choosing.

You'll be able to style it, go swimming and wash it as you would normal hair. Your hair will have a natural hairline, look and feel which allows your pores to breathe to keep cool and to let heat out. In fact, your hair will look so natural that people will be shocked to discover that it's not your real hair.

You'll be able to regain your confidence, sense of self esteem and go back to how you were before. Whilst you didn't have control over the hormonal changes that caused your hair loss, you can choose to do something about it.

So if your hair is already starting to thin then it's vitally important that you **contact us immediately**, because the sooner we can start your treatment the easier and quicker your hair recovery will be.

FREE consultation with a hair replacement expert


We provide a FREE consultation to assess the level of treatment required and to advise you on the best course of therapy for your particular condition.

During your visit you'll speak with a member of our experienced team who'll be able to provide you with expert advice on the best treatment available. There's no commitment to go through with hair replacement therapy afterwards, and your visit will be informative and completely confidential.

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Our state-of-the-art non-surgical hair replacement therapy is cost effective, practical and the best treatment available for thinning hair. Your hair will look, feel and behave like natural hair; you'll be able to regain your confidence, self esteem and feel attractive again.

Contact us today to book your FREE consultation with one of our experienced team and take your first step towards being you again.

Yours sincerely,

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Hair replacement specialist

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