

November 2010



Fall Holiday Newsletter

Dear William,

As you might be aware, I took a vacation from writing newsletters about two years ago. When economic pressure started to get really bad, I was tasked with streamlining the company and making sure that our plans for Loesch Labs were not derailed. It was very important to the Loesch family to maintain a consistent level of service and product quality throughout the crisis. We also did not want to put off new product launches just because the economy was low. We try to take a more long-term conservative approach to business and customer service.

Now that the economy is more stable, it's time to resume our quarterly newsletter. Everyone on our website who has signed up to receive the newsletter will get it by email, but for those customers who want a printed copy, there will be a checkbox on our paper order form that will allow you to request a free printed copy which will be included with your order. This new format will allow us to better control printing costs and avoid using unnecessary paper or energy. This is actually part of our company's plans to eventually go paperless, however we will not completely remove the use of paper forms for those clients who do not have Internet access or who simply do not wish to use the website.

Note: All Customers are receiving this email as well as everyone who signed up to receive newsletter because it is the first one in a long time. In the future, the newsletter will only come to you if you have requested it. To receive our newsletter free of charge, make sure that you are on the newsletter list. To do this, go to <http://www.loeschlab.com> and enter your first name and email address at the bottom-right of the page.

As always, I look forward to our clients' feedback and insights. You can contact me by replying to this email, by calling 800.231.7157 during business hours, or by clicking the Free Consultation icon on our website. It is becoming exceedingly rare for upper management to keep in touch with clients, but it was my Grandfather's wish and I intend to continue the practice.

I do hope this letter finds you in good health and happiness. Have a wonderful holiday season!

A handwritten signature in black ink, appearing to be "W. Loesch", written over a horizontal line.

Featured Articles

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The Prospects Of Long-Term Scalp Treatment



Chronic Seborrheic Dermatitis, its causes, and the prospect of long-term suppression. Low-grade seborrhea and its implications for late-life baldness. The effects of stress and hormone balance on these conditions.

Overreaction To Ingredient Warnings



"Corporations are trying to kill us!" You can either take the rational approach (growing your own food and making your own products) or you can slip into paranoid conspiracy theories. So how can you trust companies to tell you what is safe and what is not? Here's a sure-fire technique.

Kleer-Plex® Products Get An Upgrade



After almost 60 years as one of the most effective acne treatment and prevention products on the market, the original products get an upgrade. How do the new formulas measure up and why are they better than Proactiv®?

New Discovery: Control Sebum Naturally



The on/off switch for the sebaceous gland has been uncovered and can now be naturally manipulated to prevent the over-production of sebum resulting in better control of Seborrheic Dermatitis, acne, and other conditions.

The Prospects Of Long-Term Scalp Treatment

Seborrheic Dermatitis is primarily a skin condition thought to be an allergic reaction to the sebum (oily fluid) produced by the skin. In all allergic reactions, the body's immune system detects an apparently foreign substance and mounts an attack on the invader. In the case of Seborrheic Dermatitis, the body is probably reacting to the toxic components and by-products of its own sebum. The condition usually begins with mild redness or itching and later progresses to red blotchy rashes. They can either be located in one place like the scalp or they can be scattered over a wide area depending on a person's sensitivity.

This condition is often a long-term problem for those afflicted and calls for a patient and comprehensive approach to treatment. While the condition is not well understood, it does seem to be most prevalent in Caucasians and infants. Other conditions such as Parkinson's disease, severe injury, stroke, and periods of excessive stress can often make Seborrheic Dermatitis worse or even precipitate an outbreak. Elevated hormone levels such as during puberty or steroid use can often trigger the condition. The cause may be linked to androgenic steroids like testosterone but is also related to the kind of sebum produced by the sebaceous glands in the hair follicles. These glands produce a sebum that is high in oil content and lower in free fatty-acids. This richer form of sebum usually contains higher levels of triglycerides and cholesterol which are excellent foods for certain microorganisms to grow on.

Many dermatologists dismiss the condition as simple eczema which can lead to improper treatment and so the condition can continue unchecked for a long period of time. Don't despair. In most cases it's entirely treatable even in advanced stages. As with any condition, it's important to stick with a particular treatment for a few months to see if the condition improves. If it doesn't, move on to the next treatment.

An environment of excessively rich sebum often leads to an excessive skin flora (stuff that grows on your skin). This is mostly composed of yeast (*Pityrosporon ovale*) and greatly contributes to the redness and irritation turning the condition into a vicious cycle that can result in itchy or sometimes painful skin irritation and even open sores if left untreated. Although the condition is often accompanied by a proliferation of yeast, it is not considered to be infectious. You can not catch it from someone else. You are either susceptible to it or you aren't.

Low-grade Seborrheic Dermatitis is an often overlooked long-term contributor to hair loss. Examine the two images below. The second one shows how sebum can build up in the follicles. Generally, this is unhealthy for the follicle because when the sebum can not flow out, it builds up pressure and can lead to infection, pimples, blocked sebaceous glands, and if left in this state, loss of the hair at the root. This is exactly why our company developed its system. This thick, fatty sebum must be softened, loosened, and removed without traumatizing the hair. Aggressive washing only loosens hair in this state causing it to thin even more quickly and the typical shampoo does nothing to loosen sebum deep in the follicles. They only work on the surface. It's important with any treatment for hair loss due to Seborrheic Dermatitis to perform the treatment at least once per day. Sebum is discharged continuously and until it is all cleared away and the skin and follicle allowed to heal, the problem will most likely persist. After the condition has been brought under control, it's usually acceptable to reduce the frequency of treatment gradually...provided the condition doesn't assert itself again.



In the worst case, when a follicle or pore becomes clogged, blemishes very similar to acne may begin to appear. This often starts around the hairline at the back of the head and near the temples. Gravity makes sure that these are the follicles that are always exposed to more sebum than the top of the head so they begin to show problems before the other follicles. As in acne, if an infection gets started in a clogged follicle or pore, it can damage the surrounding tissue sometimes resulting in scarring. Once the dermal papilla at the bottom of the follicle has scarred, it will probably never produce another hair. As these follicles shut down one by one, permanent thinning often becomes apparent.

Another thing that contributes greatly to the amount of sebum a person produces and the degree of Seborrheic Dermatitis they might experience is poor diet. Diets high in saturated fats are likely to increase sebum production while a diet high in olive oil would not. You've heard the adage "eating candy causes pimples?" Well, it's true...when candy represents too large a portion of a person's diet. Poor nutrition forces the body to work inefficiently. As it does so, many undesirable effects become apparent like fatigue, drowsiness, moodiness, pimples, hair loss, and a generally ill feeling.

There are generally two treatments for Seborrheic Dermatitis. The first involves applying cortisone (a steroid used to reduce inflammation) to a clean scalp. This can help to reduce the itchiness that often accompanies the condition and give the skin time to heal. This treatment is fine for milder cases and when there is no evidence of blocked follicles, but it does nothing to prevent the condition...only to mask the symptoms and make the condition more bearable. Meanwhile, the condition may be progressing invisibly and damaging the hair follicles.

You knew it was coming, so here's the plug. The second treatment is the Loesch® Hair Growth System. We have been doing research into this type of hair loss since 1951. Almost 60 years ago, Bill Loesch, Sr. discovered a correlation between bathing patterns and degrees of hair loss. With further investigation, he and his son, Tom Loesch, Jr. discovered how to safely and effectively remove sebum buildup which positively affected these patterns. In their research, and quite by accident, they discovered that those clients who used the treatment to remove sebum also experienced relief of their Seborrheic Dermatitis symptoms (then only known as eczema). After all these years, we are still selling the same products and seeing decade after decade of positive benefits and long-term symptom relief in our clients.

-W. T. Loesch III, VP

Overreaction To Ingredient Warnings

As a research scientist, I am the person that our clients speak to when they call in with technical questions about the ingredients in our products and how they work together to accomplish the goal of hair loss reduction, elimination of dandruff, suppression of Seborrheic Dermatitis, and other factors that contribute to hair loss. Frequently, I speak to people to have scared themselves silly by reading an MSDS sheet without first having the education needed to understand what they are reading. There's nothing to be embarrassed about if you don't understand something and have to ask questions about it. What people should be embarrassed about is jumping to the conclusion of a doomsday conspiracy theory based on a piece of information they don't understand.

If you are going to read the MSDS sheets for ingredients, there are a few things you should know beforehand.

- 1) MSDS sheets refer to the ingredient in pure, bulk form. They do not apply to the ingredient once it is mixed with other ingredients as in a personal care product. Only a chemist or other qualified scientist can determine the degree to which each hazard noted for the ingredient applies to the final product if at all.
- 2) Many ingredients that are unrelated may have similar names. All names are in Latin and each ingredient may have many names. For example, propylene glycol is a hydrating and softening agent found in shampoos, conditioners, and styling

products and is also used in bread, snacks, dyes, and many other processed foods. It's perfectly safe and it's almost impossible to eat enough to have any health effects at all. You can read about it at http://en.wikipedia.org/wiki/Propylene_glycol. On the other hand, polyethylene glycol (http://en.wikipedia.org/wiki/Polyethylene_glycol) is toxic in moderate to large amounts. Commonly known as antifreeze, it tastes very sweet but a small amount can make you very sick and it has been know to kill pets because they think it tastes great and gorge on it until they die. Still, it appears in toothpaste, cosmetic products for topical use, and other products along with a warning not to ingest them.

3) If companies were actually trying to kill you, why would they list those ingredients on the label? They could easily add cyanide, kill off their customers, and get off scott-free...oh...except for the criminal investigation, the FDA jurisdiction, the prison time, the bad press, the loss of business from dead customers...gee. It doesn't seem that likely, does it? Granted, tobacco companies have done it for years, but then again, EVERYONE knew that cigarettes were addictive because they couldn't stop smoking them. Here's a tip. Anything that is addictive is probably harmful in some way.

So how can you tell what to believe? Find out where the information is coming from before you believe a word of it. If you find information on a website that purports to be a resource and to have "everything you need to know" take the time to check out their authors' credentials. If there's only one author, it's probably some guy with too much time on his hands, skip it. If they are a reputable site like WebMD (<http://www.webmd.com>) they will have many educated people with lots of credentials checking each other and referring to supporting articles others have written to back up their claims. Paranoid articles can't stand up to this sort of cross-referenced professional review process so they often refer to other articles with uncredentialed authors.

Loesch Laboratory's 3 Generations of Researchers

- 1) Bill Loesch, Sr., Air Force, WWII Service with Honorable Discharge, founder of the company and continuous service from 1951-2004.
- 2) Tom Loesch, Jr., Ph. D. in Bio-Medical Sciences from the University of Texas 1973, served as primary researcher for product development and statistical analysis for Loesch Labs from the 1960's to the present, internship and M. D. Anderson Research Center studying virology and disease pathology, currently serving as Chairman of the Board at Houston Community College, Stafford Campus, Biomedical Sciences & Technology Division.
- 3) W. T. Loesch III, Texas Tech College of Architecture 1987, Hilton Business College of Hotel & Restaurant Management 1989-1991, manufacturing line service at Bio-Medical & Pharm. Mfg. Corp., a subsidiary of Loesch Labs 1989-1994, service as Inventory Director 1994-2005, service as Vice-President of Loesch Labs 2005-present, service as Bio-Medical & Pharm. Mfg. Corp. formulation research 1991-present.

-W. T. Loesch III, VP

Kleer-Plex® Products Get An Upgrade

The Kleer-Plex® line has been around a long time. My Grandfather recognized that people with excessively oily scalp were very likely to have problems with adult acne sometimes into their 50's. He decided that because his clients were getting good results from the Loesch Hair Growth System and the problems of hair loss and acne were partially related, he would offer a similar solution to those with acne.

In the past, the Kleer-Plex® products were only available individually. Clients needed to learn about the products and what makes them work, and then design a treatment program for themselves. These were good products and have served

people very well but something has changed recently. A lot of research has gone into taking a close look at the sebaceous gland over the past decades and we understand a lot more about how it works. I'll discuss that in the next article, but we decided to use this discovery in the Kleer-Plex line during this upgrade.

Kleer-Plex® products are now available in kit form and come in a free travel bag with disposable exfoliating pads and a guide explaining acne treatment and prevention in layman's terms. The two astringents formerly known as "Kleer-Plex®" and "Kleer-Plex® I" have been replaced with "Kleer-Plex®" in oily and normal skin variations. The two new formulas are very similar to the original except for the addition of Acnacidol™ which reduces the activity of the sebaceous glands for 4-6 hours. Our research demonstrated that, properly treated, acne could actually be cleared up in 1 week instead of 14 days as promoted by other, less effective products.

We decided against engaging in an "infomercial war" with our main competitor, the makers of Proactiv® because we'd rather let the results speak for themselves. Infomercials would increase the cost of the product and since that was going up anyway we didn't want to make it worse. We always try to hold our pricing as low as possible while still offering products at the high end of the effectiveness scale rather than "just strong enough to get by" which is what Proactiv® has done.

-W. T. Loesch III, VP

New Discovery: Control Sebum Naturally

This article about Acnacidol™ is going to be a little on the technical side but to thoroughly understand exactly how this new discovery works, the technical details must be used.

There is a sebaceous gland present in almost every pore in your skin. The gland produces an oily blend of fatty acids, hydrocarbons, and waxy compounds. The reason these glands empty into a pore instead of directly to the skin's surface is because your skin needs a small amount of sebum to soften the skin's outer layers and water can't penetrate the pore due to its surface tension. A follicle is the same thing as a pore but a follicle's hair bulb grows a hair that emerges from the pore and occupies most of the open space within the pore. Sebum also contains some salts, amino acids, and hormone-like molecules that were not understood until recently. Why would sebum contain molecules that look like broken-down versions of hormones and enzymes?

We know that when you thoroughly clean out a pore, the sebaceous gland quickly begins producing copious amounts of sebum and as the sebum is produced, the gland slows down production. It was assumed that this was some sort of internal timer or similar mechanism of biochemistry. Some experiments were done by exposing freshly-cleaned pores to the previously-mentioned extraneous molecules and something interesting happened. The sebaceous glands behaved sluggishly as if they were bathed in sebum but they were dry. We realized then that these molecules were not extraneous. They were part of the control mechanism itself. Remember that our bodies in the caveman days needed protection from the elements but clothing wouldn't come on the scene for thousands of years. Our bodies used a greasy coating of stinky sebum but since you wouldn't want to waste energy over-producing it, there had to be a way of turning it off when there was enough sebum coating the skin. This is similar to the way the brain works during

the sleep cycle. While you are awake, the hormones that cause sleep build up until you just can't stay awake anymore. The act of sleeping breaks those hormones down until you wake up and the process begins again.

Through a delicate process of analysis and chemical separation, researchers have discovered that if you bathe a clean sebaceous gland in certain natural compounds present in sebum, the gland is "fooled" into thinking that it is surrounded by sebum when it isn't. While this signal is present and in concentrated form, the gland produces sebum slowly as if it were asleep. Over time, as these compounds are diluted to a more natural level, the sebaceous gland eventually "wakes up" and returns to normal function without any long-term effects. Because the compounds used are present naturally anyway, there's every reason to believe that the process is safe.

Still, moderation is always a good policy, so we don't go drowning sebaceous glands in this newly-discovered cocktail. We use just enough to achieve the desired effect and no more. If you've spoken with me personally you know that this philosophy permeates everything we do at Loesch Labs.

From the research, we can immediately conclude that acne sufferers would benefit from this because acne is known to be the direct result of excessive sebum production. Sebum is also a contributing factor in hair loss, but the problem of maximizing hair growth patterns isn't quite as simple as shutting down sebum production. The health of the hair bulb at the bottom of the follicle depends on several factors of which sebum is just one. We are in the process of designing a research program that may help us determine if using these compounds in the Loesch® Hair Growth System would help or hurt the hair bulb. You can bet that if we determine that it makes the treatment program better and once we figure out how strong it should be, we'll be looking for some way to include it in our hair growth products.

Research into hair growth methods and patterns is slow and tedious, but when you've been around as long as we have, you learn how to do research right and not to rush it.

-W. T. Loesch III, VP

Want To Have Your Topic Included?

If you have any suggestions or request for future articles, reply to this email and I'll try to work your topic into a future newsletter. Feel free to forward this newsletter on to others, though all its content is copyrighted 2010 by Loesch Laboratory Consultants, Inc.

The Loesch® Hair Growth System is a monthly treatment program, but we do not automatically enroll you in any recurring charges nor are you required to do so. We do have an automatic shipping program, but it is by request only and participants will receive an email at least a week before each shipment.

**Save
50%**

We are currently running a 50% off special on Loesch® Extra-Strength Scalp Activator. Order as many as you like from our website at loeschlab.com and enter the Coupon Code **XSSA50** on the checkout page to reduce the price by 50% for the rest of 2010. If the website give you any trouble, simply call your order in and we'll honor the special.

Offer Expires: December 31, 2010

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