



## **HelpMe2Stop.org Aids Trichotillomania Sufferers to Raise Money for Salon Treatments Through Social Media**

Stroudsburg, PA, August 10, 2010 --([PR.com](http://PR.com))-- Trichotillomania (pronounced "TRIK-oh-til-oh-MAY-nee-ah"). Any idea what it is? If you don't yet, you will, if Charlene Blacer has anything to say about it - and she has plenty to say about this devastating disorder.

Ms. Blacer, a hair health and growth expert and entrepreneur, founded HelpMe2Stop.org, dedicated to providing recovery assistance for sufferers through beauty. Trichotillomania, known simply as "Trich," is the official term for a behavioral compulsion in which the affected pull their hair to breakage or to baldness.

Blacer explains: "I saw how for those who've experienced hair loss through medical treatments like chemotherapy and gastro-bypass surgery, insurance coverage is possible to help pay for expenses - including cranial hair prosthesis. But not for Trichotillomania Suffers."

A direct observer to the positive life changes that happen through hair augmentation and regrowth, Blacer recognized the opportunity to make a difference with it on a larger scale - by using it to help children in financially disadvantaged situations. This is the segment of trichsters who lose out the most and get stuck attempting recovery sans professional assistance.

"Those children are the reason I started HelpMe2Stop," says Blacer who began consulting on Trich cases in 2004. Through her hair restoration services, Blacer has assisted in growing back hair up to a length of 12 inches. Through post-treatment follow ups, a client reported she is "over 4 years pull-free" - no re-occurrence of the behavior.

The mission of HelpMe2Stop.org is threefold:

1. To stop hair pulling through a variety of treatments
2. To help grow the hair back and/or provide cosmetic hair pieces/replacement
3. Via events like Salons for the Trich Cure, raise funds to provide financial grants when insurance coverage is unavailable.

Like many compulsions, the exact origin of trich is unknown. It often begins in the "tween" years, (but has been found in younger children) and can continue into adolescence - a period in life when appearance is most emphasized. A few of the symptoms include:

- An uneven appearance to the hair or bald patches
- Constant tugging, pulling, or twisting of hair
- Stubby areas in the bare/bald spots
- Sense of relief, pleasure, or gratification after the hair pulling
- A sense of shame or guilt when the damage is done



People who have overcome trichotillomania employ various methods to change their behavior such as:

- Hypnotherapy
- Various medications
- Natural/holistic wellness practices
- Salon Treatments

There is a wealth of information out there for current Trichsters through online videos generously shared by Trich victors. This openness assists HelpMe2Stop with another part of its mission: To bring this "underground" disorder into greater public consciousness. "Greater awareness will decrease the anonymity that helps fuel the compulsion," explains Blacer.

In the event grant requests are not approved for assistance (or even the applicant isn't applying for assistance through the organization), HelpMe2Stop can still aid with other possible alternatives; and social media has been a great ally in this effort. HelpMe2Stop encourages friends to make connections and share their stories/ideas via YouTube and Facebook. Through Causes.com/HM2S, Trich Sufferers can submit their own YouTube video sharing their experience. Their submission qualifies them to be chosen "Star Trichster" for 90 days while helping to raise funds to get a hair makeover.

More fund (and morale) raising efforts are coming up during Trich Awareness Week in Pennsylvania, October 1-7, 2010. HelpMe2Stop kicks off its SalonsForTheTrichCure.org 1st Annual Women's Retreat in Milford, PA, October 1-3, 2010. It is sponsored by Circle of Trees. Also happening that week is BikersForTrichCure.org in Stroudsburg, PA on October 2, 2010.

If you are a salon specialist, wellness practitioner, have dealt with Trich in some capacity or are simply interested in supporting this cause, or to learn more go to <http://HelpMe2Stop.org> for links and other information.

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