



1004: The Truth About Hair Loss (And Why
Typical Fixes Fall Short) With Cristina McKay

Child: Welcome to my mommy's podcast!

Katie: This podcast is brought to you by LMNT, and this is a company you might've heard me talk about before, and I really love their products because proper hydration leads to better sleep. It sharpens focus, it improves energy, and so much more. But hydration is not about just drinking water because being optimally hydrated, a state called euhydration is about optimizing your body's fluid ratios. And this fluid balance depends on many factors, including the intake and excretion of electrolytes, which many people don't get the right amounts of. Electrolytes are charged minerals that conduct electricity to power your nervous system. I talk a lot about nervous system on this podcast.

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We have more steady energy, improved cognitive function, suffer fewer headaches and muscle cramps, we can perform better for longer, and especially the support fasting or low carb diet because when we stop eating carbs like during a fast, the absence of insulin allows the kidneys to release sodium.

So replacing that lost sodium with electrolytes can help you feel good on a fast. Since LMNT is zero sugar, it also doesn't break up fast. Electrolytes are also important for maintaining blood pressure, regulating digestion and proper fluid balance. Keeping skin hydrated, which is a big one that I feel like often gets missed and so much more.

I feel like proper electrolytes is a missing piece for a lot of people and I love LMNT's new canned drinks, which are sparkling water with all the same ratios and minerals I just talked about, and they are delicious. You can check it out and learn more at drinklmnt.com/wellnessmama. And at that link you will receive a free sample pack with any order.

Katie: Hello and welcome to the Wellness Mama Podcast. I'm Katie from wellnessmama.com. And this episode goes really deep on the topic of the truth about hair loss and why typical fixes fall short. And I feel like this is a mini masterclass from Cristina McKay about all of the multifaceted reasons for this, as well as direct solutions that address root causes and not just mask the symptoms.

She is the visionary behind Everbella, which is a renowned beauty brand that has gained widespread recognition for its products and especially for its results. This came from her

own personal challenges with hair loss and she took it upon herself to find a solution and one that really, really works well, as she will explain in this episode.

She also gives DIY ways to address these things as well. And as well as, like, really lifestyle and nutrition, things that address the root causes. So I always learn a ton from Christina. Without any further wait, let's jump in and learn. Cristina, welcome back. Thanks for being here again.

Cristina: Hello. I'm so happy to be here. It's always just a joy to chat with you. So honored to be here.

Katie: Well, likewise, you are so fun to chat with and I always learn so much because of your passion and your deep dives and your research in all that you do. And to me it felt really important to have you back on and get to dive even deeper into the topic of the truth about hair loss. And why a lot of the things that are marketed don't always deliver on their promises and fall short of expectations and what really actually solves the problem. Because I know this is a huge pain point for a lot of women. It was certainly a huge pain point for me when I still had thyroid stuff going on. And it was one that took a long time for me to kind of figure out the hard way, how to start improving. And then, since then, thanks largely to you, I have had things that have helped tremendously.

So to start broad, can you kinda walk us through like how common is hair loss and like kind of what are the multi causality reasons that someone might experience it?

Cristina: Yeah, absolutely. So for real quick, for those who don't know me, I'm Christina McKay and I'm pretty much a... call myself a hair loss expert and a women's health advocate. And I've just made it my life to share with women, you know, the truth about hair loss. And really proven solutions that not only have worked for me, but I have a community of over 60,000 women who have kind of followed my guides and tips and have also restored their hair. So. Just with that number alone, we realize how widespread this is and frankly, it's not really talked about. Right? You know, we might hear some murmurs about postpartum hair loss. That is something I did personally experience. But a lot of women experience hair loss just randomly.

Right? And we don't know why. The first time I did lose my hair had nothing to do with having a baby. I was just shy of my 30th birthday and had a bald spot on the top of my head, like the size of a softball. It was enormous. And I had a complete freak out. I spiraled into depression. I really didn't know what to do, and I had all kinds of different feedback from dermatologists and doctors as to what it could be. Is it female pattern baldness? Is it alopecia? Is it just a part of getting older? So I really felt hopeless.

And as I started kind of doing research on my own and digging into finding answers myself, because I felt like mainstream medicine had failed me, I found that so many women have this occurrence in their life and just don't know what to do or where to turn and are kind of pushed in the direction of it's just a part of aging and there's just super expensive treatments, right? You can get injections. You can use Minoxidil, which is like Rogaine. You can do pills, you can do hair implants, right? It's kind of scary to navigate. So I'm hoping today I can share more insights with women. A to let you know, you're not alone, this is a widespread issue. And B, there really are things you can start doing today to really help reawaken your hair follicles to stop the shedding, to regrow your hair. And frankly, let's be honest with ourselves, you're restoring your confidence, right? Your hair is a big part of your identity. So, you know, if you, you know, are shedding in the shower and you're panicking every time you look at the shower drain and going, oh my gosh, where's my hair going? Don't panic.

We're gonna fix that today. So when we talk about the struggles, Katie, like I mentioned everybody, a lot of women have this issue and there's a lot of different reasons it could be happening, so let's just touch on those first. So hair loss really is a way that your body is telling you that something's deeper going on, right? There's something out of balance and this isn't just a cosmetic issue, right? Thinning hair can actually be a warning sign that your body needs some extra support. So there's four root causes and I'll go through those now. One is inflammation. Two is hormonal shifts, three is reduced scalp circulation, and four is toxic overload. So I'm gonna break those down because I know that's really broad and you're probably like, what the heck are you talking about, Christina?

So inflammation can be caused from a few things. Number one is stress. So this was a huge one for me the first time I lost my hair that I had no idea could actually be an impact on the reason my hair was falling out. So stress triggers hair loss by pushing your hair follicles into something called the telogen or resting phase. So chronic stress elevates your cortisol levels, which is called you know, your stress hormone, and this disrupts your hair growth cycle. Because it actually causes inflammation around the follicles, and then it weakens the hair shaft. So essentially the stress shifts more hair into your shedding mode instead of growth mode. So lots of stress, not good for your hair. Your hair truthfully will go into this resting phase where it just keeps falling out.

Another one is poor sleep. Again, raise your hand if you knew poor sleep was gonna cause hair loss. Never knew it. Again, that was another reason I was losing my hair the first time. I was kind of climbing the corporate ladder, working really hard, probably getting maybe five hours of sleep a night, which is not nearly enough, now that I know that. So poor sleep can cause hair loss by disrupting your circadian rhythms. So that's what actually allows your

hair follicles to cycle as you rest at night. And again, this will push more hairs into that shedding phase again. So sleep deprivation increases cortisol as well and reduces the growth hormone that is essential for follicle repair. So the old adage of beauty sleep is a real thing.

You need adequate sleep, at least eight hours, to allow not just you know, your mind and your eyes to rest and your brain, but your physical body needs it as well, especially your hair. And then poor gut health. So gut health can lead to hair loss because it makes it harder for your body to absorb, you know, important nutrients. And there are certain nutrients that are really important for your hair health, like biotin, iron and zinc, which your hair needs to grow. And an unhealthy gut can also lead to inflammation in the body, which also disrupts your hair growth cycle. So I know you're probably thinking, you know, how do I, you know, what's gonna give me poor gut health? So there's a few causes.

Number one is a diet that is high in sugar, processed food, or low in fiber. Another one is again, that chronic stress that actually can alter your gut bacteria and get them in an inflammatory state so they're not gonna absorb nutrients as well. If you've been on antibiotics, that can kill that really good gut health bacteria. It kills the good and the bad. So this will disrupt your gut health. If you've had an infection, right, like a viral infection, bacterial infection, any of that kind of stuff can disrupt your gut function. And then if you do have some sort of digestive disorder, so like IBS, Crohn's, celiac disease, those types of things can, you know, disrupt your gut health. The next one, so I mentioned inflammation. Next one was hormonal shifts.

So less estrogen can cause your hair to fall out. So, typically we think about estrogen drops, we think about midlife, right? We think about menopause. But let's be honest, there's a lot of reasons your estrogen can drop, postpartum being one of them, even chronic stress. So when I lost my hair the first time from chronic stress. Lack of sleep, et cetera, I did have some blood work done on my own and I had such low estrogen levels that I was actually considered perimenopausal before the age of 30. So your estrogen can drop from a variety of reasons. You don't have to be menopausal and you don't have to be postpartum. There's so many things that can impact your estrogen.

So when you do have an estrogen drop you don't have the ability to balance out something called DHT, which is a hormone made from testosterone. And high DHT levels will shrink your hair follicles, which causes thinning. At the same time when stress, again, raises those cortisol levels, it inhibits your body to even produce estrogen. So this makes your hair slow growing, brittle, and very prone to falling out. So that's kind of a little tidbit on hormonal shifts. Now I'm gonna go to the reduced scalp circulation. So in summary, less blood flow equals less nutrition for your hair follicles. So as you age, blood flow to the scalp, it

naturally declines. Which means hair follicles receive fewer nutrients and oxygen that's really needed for growth.

But there's so much evidence that shows that if you improve scalp circulation it can actually slow down age-related hair loss. And as we get further into this discussion today, I'm actually gonna share with you some fantastic scalp massage techniques that are really gonna help you increase that blood flow. And then the last thing is toxic overload. So kind of think about like product buildup in your hair. So hair loss can also be triggered by creating a stressful environment for your hair follicles. So we're talking toxins like heavy metals, even like air pollutants. Just not using high quality products, right?

So things that are non-organic, not paraben-free you know, really good quality ingredients. All of this stuff can just really build up on your scalp and will really push your hair into, you know, kind of a freak out mode where it could strike. It's brittle, it starts to fall out because it's just not able to breathe and able to really do what it needs to do. So. Ultimately, I know that sounds all doom and gloom, but your hair isn't dying. It's really crying for help. So all of these things are as your hair, your hair's way of trying to tell you, hey, help, help. I got something going on. So that's all the things that can cause hair loss. I know it's overwhelming, but I promise you, I have some hope for you here.

Katie: That was so comprehensive and even just based on what you already explained I can make some guesses as to possible answers for my next question. But I feel like this is worth a deep dive as well. So I see so many products marketed for hair loss, including you mentioned like certain pharmaceutical ones that I know come with some pretty hefty potential side effects and that seem to me very scary. But even just the over the counter things and all these really expensive, fancy products that are marketed as like being these miracle cures for hair loss based on what you just explained, I'm thinking it doesn't actually address those things.

So why don't most kind of conventional hair remedies work or why kind of what's the missing piece with a lot of those?

Cristina: Sure. And great question because I get this question more than you could possibly imagine. So in short most traditional solutions fail and actually leave your scalp worse than it was before. A couple reasons. So some of them, again, going back to that, really pay attention to what exactly you're putting on your scalp. It could be the most popular thing on TikTok, right? But look at the ingredients, right? So one huge one is silicone. So a lot of products that make your hair look shiny or feel soft and smooth. If there's silicone in there, it is doing more harm than good. Silicone, I'm sure you all know what silicone is. It is not

natural. It is not good for your hair. It will create an artificial shine. But what it ends up doing is it coats your hair and then your hair can't breathe.

And then your hair ends up falling out and getting, actually getting brittle and clogging the pore. So you're smothering your scalp with silicones with some of these things, so make sure you look for that. Another of them, some of them actually strip natural oils as well. So again, make sure if it is some sort of serum or an oil that you're using. That it's coming, it's derived from natural ingredients. Some of them will actually strip natural oils from your hair, so then again, your hair isn't doing what it needs to do. And then leads to fallout. Some of them of course not being very pure or organic and simple have endocrine disrupting chemicals. So that's really just a fancy word for it's going to mess with your hormones.

And as we already talked about earlier, your hormones have a huge impact on your hair. So again, really look for squeaky clean products, really pay attention to the labels. And then lastly is you know, some of these things are super invasive and they're just a short term fix. I have talked to thousands of women. I know women that actually paid thousands of dollars for hair implants to then just have that hair implant fail. And the hair just fell out. So if you're not fixing the root cause, you're just treating a symptom, you're not actually you know, finding a solution to what's going on in your body. So I'm always very cautious when something is presented, especially a medical procedure, as like, just do this and it'll be fine.

Right? It's usually not the case and as we continue learning through this, you're gonna understand that it is a multifaceted approach, right? You can't just slap something on your hair and think it's gonna be a magic cure. You can't just do one thing. It's a comprehensive approach, right? You need to look at your lifestyle. You need to look at the products you're using. You need to prioritize sleep. You need to prioritize de-stressing. You need to prioritize you know, eating better, eating a diet rich in things that are good for your hair. Again, I'm gonna get into all this, but it's much more complex. And I will say that once you understand how to do these things it becomes easier, and B, you can always resort to them, right?

So I've lost my hair twice and I'm very open about that with my community. I lost it once before I turned 30, and then I had postpartum hair loss. And when I lost it the second time, was I super bummed out? Of course I was, but at least I now knew like, hey, hair loss is a journey. Women lose their hair on and off throughout life, but now I understand how to fix it, right? It's not a life sentence. Again, you need to rule out that there's not like a true underlying medical condition, but you know, if you do the right things, your hair and your body can recover.

Katie: That makes sense to me. And I feel like that's true. I learned more and more across the board and that when we support the body, its natural state is to heal and thrive. And I've learned over the years, like symptoms are messengers. So it makes sense to me with hair loss, the hair loss itself is not the problem. It's telling you something that's going on. And when you address the root cause, then you're able to resolve the hair loss as well. Whereas like just those medical treatments that just target the hair might be missing this huge piece. And it also makes sense with the hormone side because I've heard like stress hormones and the hormones that lead to fertility and healthy hair and all those things kind of compete.

And if your body has to choose between survival hormones like cortisol and all the other ones, it's gonna choose your survival over your fertility or your hair. And so it makes sense, like this kind of multifactorial approach would be the best long term. And from what you're saying, it sounds like there's a tremendous amount of hope of can hair regrow? You've said that it's happened to you twice. But what does that process look like? Because I've struggled with it with thyroid issues. I know how acute that can be and how much it does like consume so much of your mental energy and you feel a really lack of self-confidence. So, can hair regrow, and if so, how? What does that journey look like?

Cristina: Absolutely. So I'm gonna share things that have worked for me and thousands of other women. Is it gonna work for you exactly? I certainly hope so. And I assure you that if you make these changes in your life, you will see a difference. So. In my opinion, yes, you can regrow your hair. And hair follicles go dormant but not dead. So let's dive into how you can fix it. So if you are listening and you wanna jot notes, now's the time, alright? So here's how we can naturally reawaken dormant hair follicles. Number one is nutrition. So there is surmounting evidence that certain vitamins and minerals such as biotin, vitamin D, iron and zinc play vital roles in your follicle hair function as well as your keratin production.

So I don't know if some of you know this, but 95% of every single hair strand is made up of a protein called keratin. So if your body's not producing keratin, because it's lacking these vitamins that produce the keratin, you're gonna have a huge issue. So all those things help promote a healthy scalp and healthy hair follicles, which is essential for strong and healthy hair. A quick note is that your body can make its own vitamin D without supplementation. When sunlight, specifically UVB rays touch your skin, it triggers a process that turns cholesterol into vitamin D within your skin. So of course you can supplement with vitamin D, but if you know, you're like, can I just do some of this on my own?

Absolutely. Like, get that early morning sun. It's the best sun you can get in the morning. It's not as strong, you're not gonna burn. And it's gonna give you that vitamin D that we need. I mean, so many of us spend hours indoors now just because of our lifestyle today, right?

Most of us, not most of us, but a lot of us work indoors, so we're just not getting as much vitamin D as we used to. So that's really imperative. Now when it comes to nutrition, I'm actually gonna give you a list of foods that you can be incorporating in your diet that are rich in the big four I just mentioned. So, biotin, vitamin D, iron, and zinc. So for biotin things you should really push to add to your diet. Egg yolks, fatty fish like salmon and tuna.

Nuts, including almonds and walnuts, legumes which is just a fancy word for beans. And whole grains. Now for the vitamin D, definitely get that sun. And in my opinion also that early morning sun on your skin and just hearing the birds and nature, et cetera, it also helps you de-stress. So it's kind of like a double-edged, I don't wanna say double-edged sword because that's negative, but it serves two purposes for you. Food wise for vitamin D though, we have fatty fish. Again, that's salmon and tuna, cod liver oil, beef liver, mushrooms and egg yolks. Again for iron we're gonna be looking for that red meat. So beef and lamb.

You can also do some poultry, turkey and chicken, organ meats and dark leafy greens. So think spinach and kale and legumes again. And then for the zinc, oysters. I know you might not be an oyster person. I love oysters. Oysters are a really good source of zinc. Red meat, again. Poultry, dairy and seeds, including pumpkin seeds and sunflower seeds. So if you want to ensure that you're ingesting a diet rich in foods for your hair, those are things you need to think about incorporating as consistently as you can. For stress management, that's a big one. That, you know, another thing you can start doing to help your hair. absolutely start doing stress management.

So look into things like yoga, meditation, even a simple walk. All these things help improve circulation in your body, supports hormonal balance and destresses you. And then the result is that your hair follicles will enter what's called the antigen phase, which is the growing phase. So earlier I talked about the exogen phase, the resting shedding phase. The antigen phase is the growing phase. Another thing I like to do for stress management is gratitude journaling. You know, that might, some people might, I have some people that are like, I don't know, I'm not gonna sit there and write things I'm thankful for. But truthfully, maybe the first time it feels a little awkward.

But when you sit down in a quiet place just for like 10, 15 minutes and just write down all the things that you're so thankful for and blessed for, you realize like, wow, there's bigger problems in the world, right? And maybe what's, you know, got me down today if I actually countered it with all the good things going on in my life, you're gonna feel better, right? So gratitude drilling's another great thing to do. Maybe you do it in that early morning sun with that quiet time, do it before bed. But that's another easy thing you can do that really helps you just kind of pour out your heart and de-stress, and in the mental load at least. Alright. Another thing you can do to help regrow your hair is really good scalp care.

So healthy hair really starts, in my opinion, from within, but also it is due to a healthy scalp. So your scalp, if you really think about it, it's, if we're thinking about a plant, it's the soil that your hair's growing from, and if it's well-nourished and balanced, it's gonna produce stronger strands. So here are three steps to do some proper scalp care. Number one, you are gonna nurture your scalp with natural haircare products. I mentioned this early, so look for organic, natural, paraben-free. Number two, we're gonna practice scalp massage to really boost that circulation and bring more nutrients to your hair follicles. I know I keep mentioning the scalp massage.

I'm gonna tell it to you in just a moment, but I'm gonna get through the rest of these scalp care tips. And number three is prioritize the use of a high quality hair serum to support both your scalp and your hair health. So, I get emails all the time. People are like, you know, I see all these brands of hair serums. How do I know which one to use? So for years I made my own hair serum. And Katie, I know you have a hair serum recipe too that you've shared with your followers. So I have one I'll just share here that I used for years. So again, jot your notes. But this is one that I liked.

So it was 2 teaspoons, or pardon me, tablespoons of pumpkin seed oil, 2 tablespoons of black cumin seed oil, 10 drops of rosemary essential oil, 10 drops of peppermint essential oil, 1 teaspoon of vitamin E oil. And then you kind of store it in a dark amber glass bottle to kind of prevent sunlight from getting into it. And it allows it to just sit and you know, be ready for use. I will say some people do come to me and also say, well, you know, I gotta buy all these ingredients. That's kind of expensive, you know? So I have another option for you, I'll share with you in just a minute.

But the truth is, with natural support and making these lifestyle changes that I just mentioned, you know, women, I don't even care if you're in your 50's, 60's or even 70's right? I have so many women that are like oh my gosh I made all these changes and I'm seeing such tremendous change in my hair. Not even just your hair, but just like your outlook on life, right? You feel lighter, you feel happier. And just giving your body the support it needs is so important.

Katie: Wow, that was super comprehensive and I know a lot of you guys are probably taking notes. I put a lot of notes in the show notes as well. And just to like double click on a couple things you said that anytime I get a chance to talk about I love to step on the soapbox, the Vitamin D one being a big one. I will say like I am probably in a little bit of an obscure case, but the sunlight recommendation, I have a mutation in my VDR gene such that I don't absorb vitamin D supplements. So for years I was told by functional medicine doctors, I had low vitamin D and I took vitamin D and nothing changed. And once I addressed

inflammation and got healthy sun exposure, so never burning, but like the right amount for my skin, my vitamin D on my last test was 86.

But I had a lot of like trial and error in that process and I am so pro healthy sun exposure for the sake of Vitamin D and so many more things. Also I think morning sunshine is one of the best free things we can do for our health and it's amazing that it's also good for your hair. I think it's, supports, we know circadian rhythm and sleep and stress hormones and so much more beyond that. Also just love that oysters are super food because they're one of my favorite foods as well. And I'm deeply grateful to you for sharing the DIY recipe. And like you I have made it myself for a long time. And just like with my toothpaste, I ended up eventually making the toothpaste as a product because most people don't wanna order a ton of ingredients and have to keep all these things in the pantry.

So I know you have worked really hard on a really meticulously formulated serum and that you are also like giving us the best offer you've ever given. So can you walk us through your serum and I'll make sure it's linked as well.

Cristina: Yeah, absolutely. So if you're not a DIY gal I do have a hair serum that is actually even more robust than the recipe I gave you. It's actually a blend of 12 different essential oils designed to strengthen your roots and encourage new growth. And it's called, it's actually called Essential Growth Hair Serum. So what I love about what I created is that the ingredients that I use, I meticulously researched. I talked to different trichologists, I talked to different scientists. I'm like, hey, look, there's so many serums out there. Here's what I've been doing on my own that worked for me as A DIY. What other things are out there that maybe I don't know about right, that we could incorporate?

So studies shows that the ingredients that are in here are actually more powerful than Minoxidil. So for those who don't know what Minoxidil is, it's the leading ingredient found in Rogaine. In fact, Rogaine was really pushed on me years ago. And it just wasn't something I wanted to do because it truthfully isn't natural. So the fact that my serum is as effective is pretty awesome. So with just three to five drops, here's what it can do for you. It's gonna stimulate new, healthy hair growth. It will protect your hair from falling out. It will help thicken your hair at the root. It's gonna help heal a dry and damaged scalp, and you'll really enjoy shining your hair from the very first youth. And I just said youth, use, the first use. And yes, your hair will look youthful as well.

But it's natural, true shine, right? So this isn't, this does not have silicone, this has nothing, none of that junk in it. It's extremely effective. Contains absolutely zero fillers, preservatives, or scalp damaging ingredients. So you're probably wondering, well, why the heck, why is it so effective? And there's a couple reasons. It's effective because it actually

increases the circulation to the follicles. It's gonna strengthen the outer layer of your strands of hair. It's gonna cleanse and moisturize your scalp, so it's gonna prevent follicle inflammation. It's gonna clear up that bacteria buildup and will prevent fallout. It's gonna repair split ends, and it's gonna replenish that hydration for true soft to the touch hair.

I don't know if it's worth it, Katie, or if people will just glaze over, but I do have a quick rundown of all 12 ingredients and what they do. Do you think that's helpful, or do you wanna just jump to the scalp massage technique?

Katie: Ooh. Let's see. Maybe could you go through it really briefly, just like, or at least highlight a few of them and what makes 'em so special?

Cristina: Oh yeah, absolutely. So let's see. Rosemary oil is the big ingredient that I had no idea was so effective. So rosemary oil increases blood circulation, which reawakens and re-energizes your hair follicles. And it even rejuvenates nerves in your scalp. So that's the really big ingredient that is clinically shown to match the performance of Minoxidil. So there's Rosemary oil in here. There's peppermint oil in here, which helps slow down thinning and fallout and also stimulates new baby hair growth. Another one, MCT oil. So this deeply moisturizes and cleanses your scalp of bacteria and coats it to prevent it from damage. Castor oil is a unique fatty acid, but it's a big carrier oil, so this is gonna help everything get really deep into your scalp.

Olive oil. I'm Italian. They know what they're doing. So do the Greeks with the olive oil. It really helps penetrate the hair shaft and really gives that moisture to the deepest level possible. Argon oil, it's really called liquid gold because it's full of vitamin E, which helps relaxes the hair for that really soft to the touch feeling and reduces frizz and really helps, you know, fix that damaged hair. I'm just called out a few, but there's 12 oils in there. You can read about all 12 once I give you a link to kind of read more and learn more about this product, but it's extraordinarily effective and it's packed with 12 scientifically proven ingredients to help your hair. So now I'm gonna tell you how to use it and we're gonna talk about this really cool scalp massage.

So basically, it really depends on A how, I guess, bad your hair loss is if you're using it, this, as preventative or like, oh my gosh, I have hair loss right now. So if you're someone who just wants to use this as more of a preventative I just put like three to five drops, like right onto my scalp. So kind of like drip it into my hair, you know, if I have a trouble area, and then put like three to five drops in my hands and rub it together. And I kind of start up at the scalp. Think where your temples are. I think all of us start losing our hair there. It's like the widow's peak and the receding hairline, and really massage it in really don't use your nails. Use the

balls of your fingers and really press, massage it in, then go back in through your scalp and massage it in.

Always using the balls of your fingers, moving in like a circular motion and really rubbing it in so it penetrates. And then the extra stuff, you're just gonna kinda like massage down through your hair and squeeze it through. And depending on your hair type. So I have, I've always had very fine hair. This isn't something I would put on before going out personally. Because for me, with fine hair, I feel like you kind of, what's the word I'm looking for? It could be heavy if you have fine hair, but the way I like to use it personally is let's say I get outta the shower, my hair is still damp. I might apply a little bit, do the scalp massage and blow dry my hair, and then style it. And then because of the blow drying and the styling it kind of evens out.

But if my hair's already styled, I wouldn't put it on yet. And if you want more of a penetrative restorative, like overnight treatment, that's my favorite. So I wouldn't do this after a shower. I would do this before. Hair's dry, I'm gonna, what I love to do is, because it opens your pores, get like a warm damp rag, kinda lay it on your scalp. You're gonna open up all your follicles and then, and your pores. Then do this scalp massage that I just mentioned with three to five drops. If you really have an area that's troublesome, go heavier in that area with the dropper. Really rub it in and like your hair's gonna truthfully feel greasy. Because if you're doing a really heavy treatment overnight, put a hair cap on and sleep with it in, right?

Because you're gonna let all these incredible ingredients really soak in all night long and then wash in the morning. So really go heavy, massage it deep into your scalp, rub it all through your hair. You could double, triple down that three to five drops just to get a really good coating. And then rinse it out in the morning. So this is something I do, because I, at this point, I don't have hair loss issues, but I just like that treatment like once a month. But if I have women that come to me, they're like, oh man, I have this spot that's, you know, a widening part or a receding hairline. I will recommend that they do this, you know, twice a week. Like, hey, do this overnight treatment twice a week.

And then, you know, after you shower, put a little bit in your hair before styling because it's a protective barrier for heat and things like that. So it's kind of a multifaceted serum that can be, you know, something you use before styling your hair after a shower and something you also use as a deep penetrated treatment. And when you are doing massage for that deep treatment, I tell people it might be exhausting, maybe have a spouse help you do this if you're tired, but like a good five minutes, like really massaging your scalp with the balls of your fingers and those circular motions, especially pushing into your trouble spots. Five minutes. This is gonna increase that blood flow. It's gonna help the serum penetrate.

And then leave it on overnight. So that's what I recommend. This is what has been extraordinarily effective for others. And I'd just like to share just a couple testimonials. So one is from a woman named Jane. So she said, as a 57-year-old, I'm shocked at the results. I thought my hair would feel dry and brittle forever. And now my hair is soft to the touch. That's incredible. I know a lot of older women that use these products are just like, oh, I'm in my fifties now. My hair's gonna be dry forever. And they're just amazed by how much their hair restores. And then this is from Carrie. She said My widow's peak was getting worse and worse. I was so embarrassed. I didn't know how to hide it.

And now I have new baby hairs growing in and I'm thrilled. So a lot of people that have that widow's peak, like within a, I'd say within a month or two, they're seeing like little tiny baby hairs kind of grow in that widow's peak area. So it's very effective. So ultimately, what am I here to share with you is that again, your body's not broken. Your hair is not dead forever. It just really needs support and we really gotta approach it with that holistic approach, right? So we have to take care of the stress, we gotta take care of the nutrition. We really have to make sure we're cleaning up the products that we're using.

Really practicing using good products on your hair, that scalp massage is imperative. And again, I highly recommend doing a serum, whether it's your own DIY, using the ingredients I shared with you or this kind of done for you option. And so what I have for Katie and your listeners today, it's actually an offer to buy one, get one free. Or you can buy one, get two free with free shipping. Because I think in the past I've done, you know, maybe like a 30 or 40% discount with your community, but this is basically 50% off, right? Or not even, is that, is that the right math? You're getting two for the price of one or four for the price of two. And then you get the free shipping if you go for the bigger option.

In terms of, you know, how long do you have to try this out and see if it works for you. I actually have a 180 day guarantee on this, so six months. So obviously depending where you are in your hair loss journey, some people to get full restoration, it could take up to six months. So I really want you to give it a go, see if it really works for you. At the six month mark, if you're like, Hey Christina, I tried six months and it didn't work, like, I wanna give you your money back. I highly doubt that will be the case, but if it is, I'm more than happy to give your money back because if it doesn't work, then I don't want you to be stuck outta that cash. So that's my promise to you.

Katie: Amazing. Well, I took so many notes and those are all in the show notes as well as the link and the special offer which you also mentioned. But for anybody listening on the go, I believe it was everbella.com/mama/. But of course, all the link and the details and everything will be in the show notes. And I will say, I've gotten to try your hair serum and I loved how it felt. My hair is more like yours, so I do stick to using it at night mostly. Though

one of my daughters has like super thick hair that just like absorbs oil. So she's able to use it like straight anytime of day. And also loves to like put Argonne oil on her ends. So like a point, like you mentioned, it really depends on your hair type, but no matter what your hair type, I feel like it's so beneficial and I'm in the more just preventative hair loss of not dealing with anything specific now, but I love how it makes my hair feel.

So all those notes and all those links are in the show notes, but Cristina, I know you have to go pick up one of your kiddos. It is always an absolute pleasure to get to chat with you. I hope we get to do it again in the future because I always learn so much and I love how generous you are in sharing recipes and education and that you have an all in one solution for people as well. Thank you so much.

Cristina: You are so welcome and it's always an honor. And yes, I have a 4-year-old daughter that I have to pick up from preschool. But yes and I also did forget to mention that the oils have 2 scents, peppermint and lavender. So when you do make your purchase, you get both. So you can try both and see what you like best. But it is an honor to serve your community, Katie. It's always a pleasure to chat with you and share what I can to help others. And as Katie mentioned, it's Ever Bella, everbella.com/mama/. Alright, well thank you so much and I hope you have a fantastic day, Katie. It's been a pleasure.

Katie: Thank you and thank you for listening and I hope you'll join me again on the next episode of The Wellness Mama Podcast.