



W H I T E C L I F F S
H A I R S T U D I O

There is a Better Way... Welcome to White Cliffs™

Case Study: Euan

“Crowing Glory”

Euan is a businessman who divides his time between Scotland and London and has recently appeared on ITV's 'This Morning' programme to demonstrate how effective White Cliffs' hair replacement systems are. A year later, he is still determined to get the message to other men that there is a practical and amazing solution to male baldness.

Euan, who has been completely bald since he was 23, says that his lack of hair never had a strong negative effect on him, so he was surprised at the improvement in his looks and confidence once he had his first system fitted. ‘I saw the White Cliffs’ brand and products at a trade show and was very impressed,’ says Euan. ‘When the system comes off my head now, it’s a bit of a shock seeing myself bald’, says Euan. ‘With it on you can’t tell it’s not my own hair and I look five or ten years younger.’

Euan is keen for men to overcome the emotional side of deciding to opt for a hair replacement: ‘There is a psychological reason that many men are reluctant to do anything about their baldness, even if it bothers them. Lots of men suffer, but not so many are brave enough to come in and get an assessment’.

‘My greatest worry was what my mates would say, but they all said I look great and ‘good for me’. You do see people with their heads down because they’re bald and not happy being that way. Bizarrely, people don’t trust men with beards but there’s also distrust of those without hair. There is nothing else on the market that does the amazing things White Cliffs does’, says Euan.

‘Hair affects the way light falls on your face, and your whole appearance. I’m here because this is a fantastic product and the people who work here are good people. Even though I didn’t initially feel the need to address my baldness, my White Cliffs’ system has had a positive effect on my life.’



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About White Cliffs

White Cliffs is the UK's premiere Hair Replacement and Improvement specialist. Like our namesake the White Cliffs of Dover we are about Trust, Beauty, Mayfair-Style Creativity, being Welcoming and People Dedicated. Our industry-leading services and products are made to delight you and improve your life.

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