



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: Sue Bonnington

“A life Changed”

Nurse Sue Bonnington is looking forward to the first Valentine’s Day she can hold her head high.

Sue has coped with the distress of being bald since she lost her hair at 10 but she starts this New Year with new confidence thanks to having a hair replacement system fitted by White Cliffs Hair Studio.

‘The first thing I remember feeling when I first put it on was that I felt taller. For the first time I was looking at people in the face, not looking down or away. I felt my height. Previously I had felt always looking away was something I was condemned to.’ Before she had the system fitted Sue was truly desperate. Since school she had suffered bullying and been told by doctors that there was nothing they could do. She says: After a bout of pneumonia when I was 16 my hair came out in tufts. I’d wake up with tufts on my pillow. Kids can be cruel.

‘As I got older, confidence-wise, I had none. All the doctors had said I just had to learn to live with it. I had tried everything – lotions and potions, head massage, acupuncture. Any wigs I used were itchy, hot, they would fall off. In fact wearing wigs draws more attention to yourself and doesn’t do anything for your confidence because you’re hiding even more.’

White Cliffs hair systems allows Sue to look like she has a full head of hair. The system is undetectable to sight and touch, safe, effective and natural looking. ‘I found White Cliffs just over a year ago, on the internet. After I clicked on the website it took me three days to pluck up the courage to ring. After my consultation I went to Green Park and cried my eyes out because I’d found a solution to thirty years of no hair. That time was finally over. The day they fitted it was the best day of my life, without a doubt.’

Sue has reclaimed her life since having the system fitted: ‘My confidence has soared. I now go out in the evenings. I go to parties which I never used to do. I can wear nice dresses. Most of the things that people take for granted, putting make-up on and so forth, I didn’t do. This Christmas was the first one I went out and bought a red strappy dress. The looks on my friends’ faces were priceless.’ Sue will only say that she’ll be wearing that dress this Valentine’s Day: ‘I’ve certainly got more smiles, looks and compliments from men. But the point is what’s happening inside me. I’m changing, and everything else is coming from that. The dress is feminine and I feel gorgeous in it. I have my high heels all ready.’

‘The hair system has changed my life, how I view it and the way I lead it.’

Sue is a radiotherapy nurse and is keen to show others in a similar situation that the distress associated with losing hair can be minimised. She has decided that she wants to promote White Cliffs' hair systems to people about to go into radiotherapy and chemotherapy.

Sue happily says, 'I'm already meeting with councillors and patient focus groups about it. I want to talk to patients not as someone who is part of the hospital, but because of my experience.'



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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.

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

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