

Rethinking hair fall and how to beat it

Hair fall rarely arrives as a headline. There's no grand announcement — just a few more strands on the towel each day. Perhaps a widening hair part in the mirror. And as the strands thin out, the questions grow louder: Why is this happening? Can it be stopped?

The truth is, hair fall is often less about vanity and more about well-being. It's a barometer for what's happening beneath the surface.

What really causes hair fall?

Hair follows a natural rhythm — a cycle of growth, rest, and renewal. It's perfectly normal to shed 50 to 100 strands a day. The concern begins when the growth slows down, but the falling does not.

In today's fast-paced world, the reasons are rarely singular. They may include scalp congestion caused by dust and product buildup, poor circulation, nutrient deficiencies, and environmental stressors such as heat, humidity, or pollution. Add to that irregular sleep, bad food habits, and the daily rush that leaves little room for self-care, and the impact starts to show.

Even the healthiest hair cannot thrive if the scalp is under strain. Greasiness, dullness, and even odour are signs that something's off.

The scalp needs its own kind of care

What the scalp needs is not just a cleanse, but a reset. Something that does not just wash away buildup, but restores balance. Many turn to the usual fixes like strong shampoos that promise instant volume or



overnight results. However, quick wins often come at a cost, stripping natural oils and leaving hair more brittle over time.

Across cultures, herbal remedies have long been trusted to restore strength to the scalp. The idea is simple: ingredients that have stood the test of time, blended not for scent or texture alone, but for their therapeutic properties.

There is aloe vera to hydrate, amla to nourish, neem to purify, hibiscus to thicken, and Brahmi to calm. These herbs, when

used in the right combinations, do not just clean, they heal.

Some brands have embraced this philosophy quietly, choosing not to overwhelm consumers with flashy promises but to focus on real results.

One such name is Kesh King. With a blend of 21 traditional herbs and processed using a slow, oil-based extraction method, Kesh King Herbal Hair Fall Expert is made to quietly gain a loyal following for its impact on hair fall caused by breakage.

The formula works more than just stopping hair fall; it breathes life back into tired strands. Over time, hair begins to feel like itself again. You instinctively reach to give it a gentle shake, rather than hide in a bun.

Gentle, but effective

What sets a thoughtful shampoo apart is not just what it contains, but what it leaves out. No harsh parabens and no aggressive foaming agents, just plant-based ingredients with a purpose, chosen for how they interact with the scalp.



Pairing such a shampoo with a light herbal oil massage once or twice a week can help improve blood circulation, reduce scalp inflammation, and create a healthy environment for new growth. Over time, this gentle routine can make all the difference.

Hair, like you, needs time

There's no instant fix for hair fall. However, there is power in choosing products that align with your body's natural rhythms.

Battling hair fall does not have to mean choosing between harsh chemicals and empty promises. A more sustainable, thoughtful approach lies in going back to the basics: cleansing regularly, maintaining scalp health, and choosing products made with intention.

That's why more people are turning to herbal solutions like Kesh King Herbal Hair Fall Control shampoo, made with time-tested ingredients that not only remove dirt but nourish the scalp and strengthen the roots. With continued use, they help reduce hair fall up to 80 per cent caused by breakage and bring hair back to an elevated state that looks shiny and smooth, and feels healthy.

In a world full of quick fixes, sometimes the most effective solutions are the ones grounded in patience, care, and the quiet power of nature.

By Nusrath Jahan

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