This is the alopecia areata awareness piece that we call the “fortune cookie”—a four-fold mini-brochure that puts alopecia areata in the context of larger disease categories — that you can cut out, fold up and share. It is proving an inspiring conversation-starter!

Emotional pain is more deeply felt and longer lasting than pain caused by physical injury.

Anxiety disorders, including depression are the most common mental illness in the U.S. and affects 40 million adults.

Mental illness in total costs the U.S. $148 billion per year.

There are at least 102 different autoimmune diseases.

22 million people in the U.S. are affected by one or more autoimmune diseases - more than heart disease or cancer.

It is the fastest growing disease category.

What can we solve together?

Alopecia Areata

There are over 3,000 skin diseases.

55% of the population has some form of skin disease.

The 21 most prevalent and severe skin diseases cost the U.S. over $37 billion a year for medical and lost productivity.

Half of people with skin disease have been verbally abused.

Over 60 million people in the U.S. are experiencing some form of hair loss.

Hair loss carries emotional burdens such as low self confidence, mental disorders like anxiety and depression, and impaired quality of life.

It is not just a cosmetic issue.

Imagine difference without stigma.
Alopecia Areata Awareness Month

Outside of “fortune cookie”

Emotional Pain

Hair Loss

Autoimmune Disease

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Skin Disease