BEYOND the MIRROR
National Alopecia Areata Foundation®

INTRODUCING BEYOND THE MIRROR

Campaign Toolkit

This week, the National Alopecia Areata Foundation® (NAAF®) is launching **Beyond the Mirror**, a new awareness campaign to help more people understand that alopecia areata is an autoimmune disease whose impact can extend far beyond visible hair loss.

WE'RE ASKING YOU TO HELP US BRING BEYOND THE MIRROR TO MORE PEOPLE.

The campaign brings together scientific evidence and lived experience to show the full impact of alopecia areata — including on mental health, identity, relationships, school, work and daily life.

What others see is hair loss. What they don't always see is everything that comes with it.

WHY IT MATTERS

Because hair loss is its most visible symptom, alopecia areata is still often perceived as a cosmetic condition. We understand that this misunderstanding can minimize the very real impact of the disease and contribute to barriers to care, treatment, coverage and support.

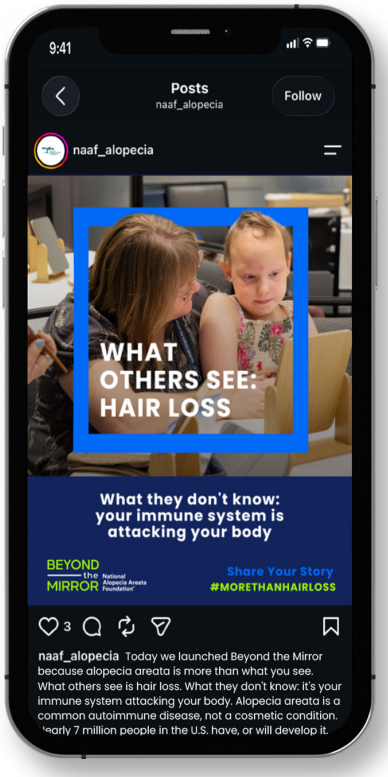
BEYOND THE MIRROR IS DESIGNED TO CHANGE THAT.

This campaign is the first part of a larger effort to build awareness of the full impact of alopecia areata and, over time, turn that awareness into advocacy and action.

JOIN US. SHARE IT. MAKE IT YOUR OWN.

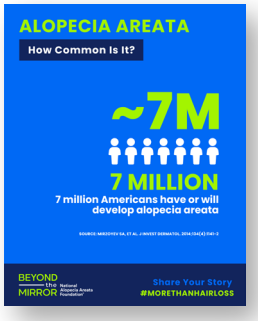
Over the first eight weeks of Beyond the Mirror, NAAF will be sharing stories, information and resources across our social media channels — and we're asking you to help us amplify the campaign's important message.

WE'VE MADE IT EASY TO PARTICIPATE. We're kicking things off with two ready-to-share campaign assets, along with suggested social copy. Simply share or repost the content on your own channels to help us reach more people.



WHEN YOU SHARE USE #MoreThanHairLoss

Together, we can help more people understand that alopecia areata is **#MoreThanHairLoss.**







DOWNLOAD CAMPAIGN ASSETS

Scroll to the bottom of this toolkit for suggested captions to accompany these.

Follow NAAF on Instagram @naaf_alopecia and reshare our campaign posts directly to your own channels. You'll see new posts through December.



Make It Your Own

You can also create your own social media post entirely. Tell your community what you wish more people understood about alopecia areata, or what **#MoreThanHairLoss** means to you.

INVITE @naaf_alopecia to collaborate on your unique Instagram post.

Don't want to share on your own social channels, or don't have any?

You can also send NAAF **a short video, photo or message sharing your experience.** Your submission may be considered for sharing on NAAF's official social media channels.

SEND YOUR CONTENT TO: jenna@naaf.org

BEYOND THE MIRROR IS MADE POSSIBLE WITH FUNDING FROM PFIZER.



POST 1:

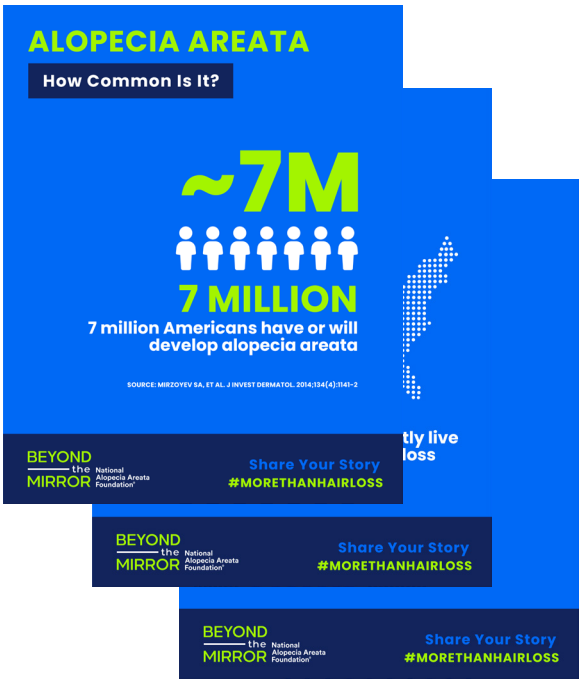
Today @naaf_alopecia launched Beyond the Mirror to remind the world that alopecia areata is more than what you see.

What others see is hair loss. What they don't know: it's your immune system attacking your body.

Alopecia areata is a common autoimmune disease, not a cosmetic condition. Nearly 7 million people in the U.S. have, or will develop it.

👉 To learn more, visit naaf.org/beyond-the-mirror

#MoreThanHairLoss #alopeciaareata #BeyondtheMirror #NAAF



POST 2:

If you have alopecia areata, you already know you're not the only one. Here's just how many of us there are.

Nearly 7 million people in the U.S. have it or will develop it. Worldwide, that number climbs to 160 million - about 1 in 50 people.

More than 80% first show signs before age 40, and 40% by age 20 and onset often begins in childhood or early adulthood. About 1 in 5 have at least one family member who is living with the condition.

But the numbers don't capture the full experience of living with alopecia areata, or the impact that can extend far beyond visible hair loss.

That's what @naaf_alopecia Beyond the Mirror campaign is here to change.

👉 See the full picture at naaf.org/beyond-the-mirror

#MoreThanHairLoss #alopeciaareata #BeyondtheMirror #NAAF