

# Hair Health Newsletter: An Invitation to Pause and Learn

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**“Newsletters can be tools for scientific promotion that inform and expand health understanding, either through their accessible language or by serving as hubs that connect readers with different sources of scientific content.**

For many years, I searched for ways to communicate more deeply with my patients, students, fellow professionals, and the general public who are curious about understanding hair — this symbolic and sensitive part of the human body. Social media? Yes, they're powerful. Videos? Absolutely. Articles, lectures, conferences, books, interviews — they all have their place. But something always made me uncomfortable: the speed.

We live in accelerated times, where content must be instant, performative, and often superficial. That's precisely why I became interested in a much older, yet revitalized format: the newsletter. That “email with content” that many once dismissed as spam has now gained new life, relevance, and sophistication.

In my own experience — both with the “O Tricologista” newsletter in Portuguese and my Substack newsletter in English — I discovered something that no other digital tool ever offered me: a calm, direct, intimate, and generous channel with the reader.

The newsletter has no rush. It often arrives in the morning. It can be opened over coffee, during a break between appointments, on a quiet Sunday afternoon. It can be read slowly — and re-read. It doesn't require likes, comments, or algorithms. It only asks for one thing: attention and a willingness to learn. And that's exactly why newsletters have become such a valuable tool for sharing knowledge about hair health.

In recent years, newsletters have seen a true renaissance. According to Mailchimp, companies that maintain active newsletters show open rates ranging from 21% to 25%, depending on the industry — impressively high numbers considering how many emails we all receive daily. Substack, where I publish my English newsletter, surpassed 35 million active subscriptions in 2023, with over 2 million paid readers. This reveals something vital: people still want to read — and are willing to pay for content that truly matters.

And it's not just scientists, doctors, or educators turning to newsletters. Today, there are newsletters about everything: art, music, literature, pop culture, fashion, politics, behavior, economics, integrative medicine, spirituality, data science, psychology, gardening, wine, and astrology. What do all these different topics have in common? The need for time. A space where information isn't forced, but offered.

In hair health, this becomes even more essential. We're not only talking about biology, but also about aesthetic, cultural, emotional, and identity-related dimensions of life. To educate about hair is not just to explain keratin, follicles, or anagen phases. It is also to welcome doubts, dismantle myths, offer new perspectives, and — often — relieve guilt and despair for those suffering hair loss. And for that, we need a tool that offers more than urgency — we need something that brings presence.

That's the role my newsletters now play. Through them, I can share clinical stories, reflect on new studies, discuss articles, or simply invite readers to think with me. I've received replies from fellow professionals saying "this issue moved me," and from patients writing "I never thought about my hair this way." That, to me, is medicine too.

Paradoxically, newsletters may be the future of hair health communication — precisely because they rescue the depth of human connection. And if we truly want to shape more conscious readers, patients, and professionals, we need to learn how to communicate more calmly, more deeply — with more pause.

Whether aimed at professionals or the general public, knowledge needs softer ways to circulate. And perhaps, amid so much noise and urgency, the newsletter is a gentle reminder that true wisdom doesn't scream — it whispers.

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