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SKIN AND SCALP

A look at a revolutionary system of hair and face treatment

HANS of Switzerland sounds – to the Teutonic ear – like a fairy-tale character. But then, perhaps the impression is not far wrong, for the man behind the name has already performed some near-miraculous wizardry, in the eyes of his clients.

The Biosthetic Society was formed in France in 1939, by Marcel Contier – a man with a scientific background who turned to nature (and the first to market the currently popular protein shampoos). In France and Germany, biostheticians are in great profusion, but in Britain we have only a handful of these decided practitioners.

Biosthetics can be termed as a method of treatment of scalp and skin disorders – from crown to toe, by corrective and preventative measures, aided by the application of natural oils and essences (Aromatherapy*).

Like most branches of naturopathy, treatment is determined by correct diagnosis and individual prescription. Hans has a direct aversion to the word 'cure' in his own practice, but terminology aside, the undisputed fact is that he has remedied some very unnatural conditions and complaints. Take Mrs. I. Pilkington, for example.

So overjoyed is she by the treatment she received at the hands of Hans that she has no objection to her identity being revealed in what is normally a delicate subject, and her personal testimony reads like a Salvationist's attestation.

Her "before" photograph shown here (she is the white-haired lady) does not present the true situation at the time of her first visit to Hans' studio, for by the time it was taken, she had already received some initial treatment. She was balding. Rapidly.

One of the worst cases of alopecia that Hans had ever seen.

Her hair was falling out in lumps and a wig was the only remedy flippantly offered by the general medical profession, after months of unsuccessful treatment.

Understandably she was in despair.

Her nerves were as tattered as her scant remaining hairs. It is not a pleasant prospect for a woman to face the anathema of life under a Mansion-polished dome. Indeed it disturbs many a man, but hair to the feminist, is often her crowning glory.

Her topknot.

And Mrs. Pilkington was going to lose it all.

Then she found Hans.

As the "after" photograph clearly shows, she now sports a wonderful, abundant head of hair and in her own words, "from being a scarecrow, I am now the envy of my friends".

How did Hans bring about this chimerical denouement?

By a careful analysis of her condition, a programmed course of treatment and personal attention to her progress at all stages. But then, Hans gives the same attention to every client who comes to him with a problem. He is

– the face and scalp – is often the most abused. Hans' basic advice is similar to most naturopaths – to maintain a sensible, natural diet and take adequate exercise. But he goes on to point out that even many of those who enjoy the benefits of a natural diet, persistently imbue their scalp and face with harmful chemical detergents and "unnatural" cosmetic preparations. This results in the copious ailments of modern living – thinning, oily, dry, brittle and split hair, dandruff, alopecia, blackheads, acne, excessively oily, dry or flaking skin and generally bad complexions.



Before treatment . . .



. . . and after treatment.



Biosthetician Hans Bartholet.

*Aromatherapy is an ancient science, which has been known for over 4,000 years. For those requiring more information a fascinating book – *The Art of Aromatherapy* by Robert B. Tisserand – has recently been published by The C. W. Daniel Co. Ltd.

deeply concerned about the ill-treatment to which most of us subject our bodies, but – like most logicians – his is a voice in the wilderness of apathy. He constantly reminds his clients that of the average 20 square feet of skin on the body, that which is most important to us

But biosthetics is not just a remedy of these complaints. Its prime aim is to prevent their occurrence by achieving a balanced, healthy skin and scalp, and perhaps more important, by maintaining it.

After initial analysis, advice and treatment, the biosthetician usually recommends a course of home treatment, and prescribes a range of products, matched suitably to the individual's type

of skin. It is, of course, futile to take a successful course of treatment, only to return to the bad habits that originally contributed to the malady.

But, naturally (or unnaturally!) it happens.

This is why Hans insists upon avoiding the word 'cure'. The individual has it in his power to cure himself – by heeding the advice of the specialist, and adopting new routines. The specialist can merely advise and offer treatment. There are limits of course.

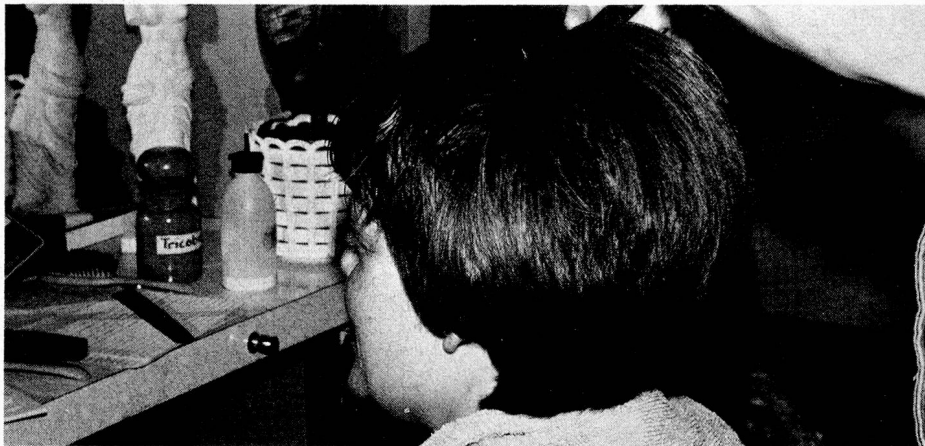
Baldness is something which the hawkers of patent medicines have delighted in, for over a century, until the Trade Description Act uprooted the practice. There is no real cure for total baldness – except perhaps a wig, but certainly there are preventative measures that can be totally effective, if treatment is undertaken in the early stages. One of the most remarkable cases which Hans has treated defies standard medical contentions. It is that of Margaret Hepworth, who, in 1976 discovered that she had cancer. After three operations, one of which was mastectomy, she was put on a course of intravenous chemotherapy, in September 1976. After one month of treatment, her hair began to fall out. She was told by her consultant that it was to be expected and that nothing could be done, other than to buy a wig. After a further three months, her hair began to fall out rapidly and it was then that Hans started a special

intensive treatment, which was carried out weekly, until April 1977. By this time new roots had been induced, and she reverted back to her usual shampoo and set treatment. She now has a head of beautiful, thick, glossy hair, as can be seen in the photograph, below. Hans has a head full of hair-raising stories like this, and his many delighted clients are testimony to his care and patience.

He started his training as a hair-dresser in Switzerland in 1953 and came to England in 1959. So successful was he that he soon had a string of salons around Halifax, West Yorkshire, but his

growing awareness of the real problems of hair care later led him to abandon all but one of his salons, to concentrate on biosthetic studies.

After years of diligent study in Europe and in England, he has been awarded the highest merits through the college of the Biosthetic Society, in West Germany. The little town of Elland is honoured by his continued presence. He has received pleas from Harley Street specialists to act as a consultant to their practices, but shunning the high life, he prefers to stay in the town that first gave him the thirst for knowledge.



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