



# Ultimate Guide to Hormonal Hair Changes

YOUR SCALP HEALTH COMPANION  
FOR FERMENTED HAIR CARE 101

POP IN. LEARN.  
GO AT YOUR OWN PACE.

BY NELEA R. LANE, CMWC — THE HAPPY JUICE CHICK

YOUR ULTIMATE GUIDE TO HORMONAL HAIR CHANGES

# Welcome!

THIS GUIDE WAS CREATED AS YOUR COMPANION  
TO THE FERMENTED HAIR CARE 101 POP-UP  
CLASS.

POP IN, LEARN, AND GO AT YOUR OWN PACE.  
INSIDE, YOU'LL FIND WHAT CAUSES HORMONAL  
HAIR CHANGES, SIGNS OF SCALP IMBALANCE,  
AND HOW FERMENTED HAIR CARE HELPS  
RESTORE BALANCE FROM THE SCALP OUT.



**Nelea Lane, CMWC**  
THE HAPPY JUICE CHICK

**TEXT: 936-209-7222**

**THEHAPPYJUICECHICK@GMAIL.COM**



# Why Your Hair Feels Different (and What's Really Happening Beneath the Surface)

IF YOUR HAIR FEELS THINNER, DRIER, OR JUST NOT LIKE IT USED TO, YOU'RE NOT IMAGINING IT.

Hormones, stress, and changes in your body's microbiome all play a role in how your hair grows, sheds, and shines. Especially in midlife.

When estrogen, progesterone, and cortisol shift, your scalp's environment shifts too. The microbiome (the tiny ecosystem that lives on your scalp) can become unbalanced, leading to dryness, buildup, or more noticeable shedding.

The good news? You can nurture that balance again.

Supporting your scalp microbiome is one of the most overlooked, and most effective, ways to improve the health and strength of your hair.

That's why we're exploring fermented hair care in this class.

Just like fermented foods help your gut, fermented ingredients help your scalp by increasing nutrient absorption and feeding the "good" microbes that keep it calm and resilient.

Use this guide as your companion during the Fermented Hair Care 101 pop-up class. You'll learn how to identify the signs of scalp imbalance, simple habits that restore balance, and the science behind The Rootist's patented Rootbiomic Ferment — think kombucha for your hair.

Pop in, learn, and go at your own pace. This is your space to reconnect with your roots — literally and figuratively.

# Hormones and Bad Hair Days Start With

SIGNS YOUR SCALP IS OUT OF BALANCE

- Thinning hair
- Shedding more than usual
- Hair that feels dry or brittle
- Hair that doesn't grow as fast as it used to
- Receding hairline
- Patchy hair loss
- Hair texture has changed
- Hair has lost its shine and vibrancy

# What's Really Going On With Your Scalp in Midlife

You've probably noticed your hair doesn't behave the way it used to, and that's not your imagination. As estrogen and progesterone decline (and cortisol, your stress hormone, takes the spotlight), the scalp's natural balance changes too.

- Oil production can slow down, leaving hair drier and more brittle.
- Hair follicles may miniaturize, producing finer strands.
- Circulation and nutrient delivery to the scalp can decrease.
- Stress and inflammation can trigger increased shedding.

These shifts can make the scalp more sensitive, sluggish, or prone to buildup — and when your scalp's ecosystem is off balance, your hair reflects it.

Here's the part most women never hear: your scalp has its own microbiome: a living community of bacteria and yeast that helps protect, moisturize, and support healthy growth. When hormones or stress disrupt that microbiome, your scalp needs extra help to stay balanced. That's where fermented hair care comes in. Fermentation helps deliver nutrients that your scalp can actually absorb, feeding the good microbes that keep the scalp calm, balanced, and ready to grow stronger hair.

# What's Not Helping your Hormonal Hair

01 **Wash regularly — but not obsessively.**

Skipping too many wash days allows buildup and dead skin to block follicles, while over-washing can strip protective oils. Aim for balance: cleanse 2–3 times a week with a gentle, microbiome-friendly formula.

02 **Rinse with warm water, not hot.**

Heat can irritate and dry the scalp. Keep temperatures mild to preserve natural moisture and barrier function.

03 **Gently exfoliate once a week.** – A soft scrub or massage brush removes buildup and encourages healthy circulation. Think of it as a facial for your scalp.

04 **Feed your gut, fuel your scalp.** – Your scalp microbiome mirrors your gut. A healthy gut supports better nutrient delivery and oil balance, so keep up those Happy Juice and protein routines!

05 **Manage stress intentionally** – Talc and synthetic ingredients can clog follicles and lead to thinning over time.

06 **Choose clean, fermented care.** – Fermented ingredients help deliver nutrients your scalp can actually absorb. They support a thriving microbiome, calmer scalp, and stronger roots. (This is the foundation behind The Rootist's Rootbiomic Ferment — a blend of red ginseng, reishi, coffee berry, and plant proteins that act like kombucha for your hair.)

# Healthy Scalp



Your Hair's Root Issue

”

**Consistency matters more than perfection.**

**Small, repeatable habits — paired with microbiome-friendly, fermented care — can completely change how your scalp behaves and how your hair looks and feels.**

**When your scalp is balanced, your hair can finally do what it's meant to do: grow, shine, and stay strong.**

NELEA LANE, CMWC

# What's missing from haircare?

Most hair products focus on strands, but real hair health starts at the root.

Think of your hair like a plant—if the soil (your scalp microbiome) isn't balanced, the roots can't thrive. Yet, traditional shampoos strip away natural oils, and serums only coat the surface. That's where fermentation changes the game.

Fermentation breaks nutrients down into smaller, more bioavailable forms—meaning your scalp and hair absorb them better.

Your scalp has its own microbiome, just like your gut, and fermented ingredients help keep it balanced.

The result? Stronger roots, a balanced scalp, and healthier hair.

This is where fermented haircare comes in. Like kombucha for your hair, our formulas are brewed for benefits.

”

**The scalp microbiome plays a crucial role in hair health, yet 80% of people unknowingly disrupt it with harsh shampoos and treatments.**

HEALTHY HAIR

**Imagine feeding your hair the way you nourish your gut—with fermented superfoods.**

01

Chinese Skullcap Root → Supports healthy hair cycles

02

Red Ginseng Root → Strengthens & protects roots

03

Reishi Mushroom → Strengthens scalp barrier

04

Coffee Berry → Antioxidant protection

05

Rice + Pea Proteins → Nourish & repair

YOUR ULTIMATE GUIDE TO HORMONAL HAIR CHANGES

IT'S LIKE KOMBUCHA FOR YOUR HAIR

**“Fermentation reduces the molecular size of active ingredients, allowing deeper penetration into the scalp for better results.”**

*INTERNATIONAL JOURNAL OF COSMETIC SCIENCE*

# You've Got the Knowledge — Now Let's Nurture Those Roots

You've learned how hormones, stress, and microbiome shifts affect your hair — and how fermented care helps restore balance from the scalp out.

Now it's time to take what you've learned and make it personal.

Every scalp is unique, and the best care starts with understanding what yours needs most.

Here's how to continue:

- Go to our Facebook class page ([Fermented Hair Care 101](#))
- Comment HAIR on any post to receive your [Hair Wellness Quiz](#)
- You'll get a personalized look at your scalp needs and a personal [\\$10 off](#) link to shop The Rootist fermented care system

Think of this as your next layer of self-care: calm, confident, and rooted in science.

Your scalp deserves as much care as your skin, your mind, and your gut.

And when they all work together, everything just... flows better.

— Nelea R. Lane, CMWC

Certified Mental Wellness Coach | The Happy Juice Chick



**LOVE YOUR HAIR  
LIKE NEVER  
BEFORE**

TAKE THE 1-MINUTE  
QUIZ TO LEARN YOUR  
BEST PRODUCTS



# Nelea Lane, CMWC

THE HAPPY JUICE CHICK



TEXT: 936-209-7222

THEHAPPYJUICECHICK@GMAIL.COM