



# Lori's Wigsite

## SUPPORTING HAIRLOSS ALL YEAR

*"Our mission is to make our customers feel confident and comfortable while doing business with us through our online store. We offer a wide range of wigs, hairpieces and accessories, all easily viewable through our website."*

*- Lori Roddey (President of loriswigsite.com)*

## Welcome to the April Issue of "Wiggin out with Lori"

To Our Readers,

It is officially SPRING! All of us at Lori's Wigsite hope you and yours are enjoying some Springtime weather. This month some health awareness programs that give you opportunities to support are: Cancer Control Month, National Donate Life Month, Sexual Assault Awareness, and Stress Awareness Month.

**April is tax month, remember that if you are using your wig for medical purposes, it is considered a tax-write off.** Be sure to keep your original email receipt.

Summer weather is just around the corner... "Are you looking for the right wig in hot weather?" Lori's Wigsite offers a variety of wigs and hairpieces ranging from hand-tied to synthetic. Please visit our [Types of Wigs](#) page to learn more about

the different types that may be right for you.

**Featured Wig** (April 2011): "Savannah" by Revlon

### Looking for Gift Ideas?

In addition to gift certificates Lori's Wigsite frequently updates the Monthly Sales page with a variety of men's & women's wigs. Be on the lookout for some of your favorite wigs.

### Newsletter Featured Articles

Once again a letter will be chosen over the next few months (deadline extended: May 31, 2011) Guidelines: Please contact Lori's Wigsite ([loriswigsite@live.com](mailto:loriswigsite@live.com)) with your experience on how Lori's Wigsite helped you, a family member, friend, etc. and have the chance to win a gift certificate\* to use on your next Lori's Wigsite purchase and to be featured in an upcoming newsletter.



### Cancer Corner

On March 30, 2011 a Presidential Proclamation was released announcing April 2011 as National Cancer Control Month. President, Barack Obama stated, "I encourage citizens, Government agencies, private businesses, nonprofit organizations, and other interested groups to join in activities that will increase awareness of what Americans can do to prevent and control cancer" ([Source](#)). "...an estimated 1.5 million people were diagnosed with cancer last year and more than half a million Americans lost their lives to the disease" ([Source](#)).

To find out more information about Cancer Awareness and what you can do to help please visit [www.Cancer.gov](http://www.Cancer.gov)

## FREE Shipping Offer

Spend \$150 receive Free Ground Shipping

[www.wigsite.com](http://www.wigsite.com)

## Stress Awareness Month

April 2011 is Stress Awareness Month. The [Mayo Clinic](#) states that there are three types of hair loss that can be associated with high stress levels:

- Alopecia areata
- Telogen effluvium
- Trichotillomania

Trichotillomania is a disease where the individual compulsively pulls out their hair. This may be due to stress, anxiety, etc. Diseases like trichotillomania can be controlled and many of the times the hair will grow back, depending on the severity.

Please remember it is important to seek medical attention if you have sudden hair loss

and/or know someone who may be showing signs of diseases like trichotillomania. Hair loss can be a sign for a more serious medical condition.

If you are seeking more information about Stress Awareness and tips on how to overcome Stress please speak with your family physician. There are also medical websites, such as [stress.org](http://stress.org) (American Institute of Stress)

According to [helpguide.org](http://helpguide.org) dealing with stressful situations is as easy as following "The Four A's"

### Change the situation

- Avoid the stressor
- Alter the stressor

### Change your reaction

- Adapt to the stressor
- Accept the stressor

Some forms of stress are unavoidable, but how you address the situation can affect the outcome.

Team members at Lori's Wigsite find that Yoga is a very helpful tool to cope with stress. The relaxation techniques, such as controlling breathing and the quiet atmosphere can be a very meditative practice. We give it two thumbs up!

If you have any tips or suggestions for fellow "Wiggin out with Lori" readers send us an email and we'll gladly mention it in a future newsletter.

### April 2011 is Stress Awareness Month

### Closing Thoughts from the Owner...



My original thought when first starting Lori's Wigsite was to be able to provide high quality, affordable wigs with a level of personalized attention that would help us "stand apart" from the competition.

We're a small team of dedicated staff, we take the utmost pride in our wig products, treat people fairly, and properly, while hoping to make each & every customer feel special.

My vision turned out exactly how I first anticipated - we've created special friendships with our dear customers!

We appreciate "you," our loyal customer...thank you for your continued support of Lori's Wigsite.

## MONTHLY SPECIALS: Online Wig Discounts

Lori's Wigsite offers monthly discounts on a variety of wigs, hairpieces & accessories.

Visit our "[Monthly Specials Page](#)" to see this month's sales.

If you are interested in sharing your story to other "Wiggin out with Lori" readers about your experience with hairloss and/or how Lori's Wigsite has helped you please send us your story and you could be featured in an upcoming newsletter\*

*\*If your letter is chosen to be a "spotlight" and featured in an upcoming newsletter you will receive a \$50.00 gift certificate to use towards your next purchase from us.*