**What’s actually causing the hair loss in women with PCOS?**

👉 **Main Root Cause:** The core problem is **androgen excess** — too much testosterone and DHT (a more potent form of testosterone) in the body. These male hormones bind to hair follicles and **shrink them**, producing thinner and weaker hair strands. Over time, these follicles miniaturize to the point where they stop producing normal hair — resulting in the thinning commonly seen on the crown and mid-scalp in women with PCOS.

👉 **Key Amplifiers:**

1. **Insulin Resistance:** PCOS often comes with insulin resistance. This causes more insulin in the blood, which increases androgen production and reduces SHBG (a hormone-regulating protein), meaning *even more* active testosterone circulates freely.
2. **Genetics:** Some women have hair follicles that are genetically extra-sensitive to androgens — even normal hormone levels can cause hair loss in these women.
3. **Inflammation:** PCOS causes low-grade inflammation across the body (from insulin resistance, excess fat tissue, etc.). This systemic inflammation can further disturb the hair growth cycle, causing hair to enter the shedding phase too soon.

👉 **Bottom Line:** PCOS creates a *hormonal and metabolic storm* — with high testosterone, too much insulin, and chronic inflammation — that together trigger hair follicle miniaturization and hair loss.

### **Upgraded Analogy: The Garden & the Weed Killer**

**"Your hair is like a garden. Each follicle is a tiny patch of soil trying to grow healthy flowers."**

But in PCOS, your body produces too much of a hormone called DHT — and DHT acts like **weed killer** for your hair.

Instead of nourishing the roots, it **poisons** them.

Over time, the flowers stop blooming. The soil gets weaker. The garden thins out — patch by patch.

And no matter how much “watering” you do on the outside — shampoos, serums, oils — **nothing grows**, because the real problem is what’s happening inside.

**You’re accidentally dumping toxins on your own garden.** And until you stop the internal sabotage, the hair loss continues.

**Copywriting Style Breakdown (Advertorial Section):**Here’s the hard truth:

If you’ve got PCOS and your hair is thinning — it’s not just stress.  
 It’s not your shampoo.  
 And no, it’s not because you’re not taking enough biotin.

**The real problem starts inside your body.**

Your scalp is like a garden.  
 Each hair follicle? That’s the soil.  
 It’s supposed to grow thick, healthy strands like flowers.

But there’s a toxin in the garden.

It’s called **DHT** — a hormone your body makes in high amounts when you have PCOS.

👉 **Think of DHT like weed killer for your scalp.** Instead of feeding your hair roots… it slowly poisons them.  
 Hair follicles shrink. Strands get thinner. And eventually, they stop growing altogether.

And here’s the kicker:  
 PCOS doesn’t just raise DHT.  
 It also messes with your insulin — which tells your body to make *even more* DHT.

So now the weed killer is being sprayed everywhere.

To make things worse, some women are genetically wired with extra-sensitive follicles.  
 Even a small dose of DHT feels like napalm to their hair.

So unless you stop that internal sabotage — unless you **remove the weed killer from the garden** — nothing you do on the outside is going to fix it.

No oil. No serum. No shampoo.

UGC-Style Root Cause Script  
  
  
This isn’t a surface-level issue.  
 It’s hormonal warfare… and your hair is caught in the crossfire.

“Okay wait — I didn’t know this, but apparently the reason my hair’s been falling out like crazy isn’t stress… or shampoo… it’s literally my hormones??

I have PCOS, and it makes your body pump out way too much of this hormone called DHT — and DHT is basically like *weed killer* for your hair.

Like your scalp is supposed to be this little garden, right? And DHT just poisons it. The roots shrink, the hair gets all thin and sad… and then it just stops growing.

And then on top of that, PCOS messes with your insulin too, which makes your body create *even more* DHT. So it’s like… great, now I’m dumping more weed killer on a garden that’s already dying.

What’s wild is — even if your hormone levels look “normal” on paper, your hair can still freak out if it’s sensitive. Which mine clearly is.

So yeah, now I get why my hair was falling out… and why all the products I tried literally did nothing.”

**Root Cause Content Points (for Creators):**

*Use these as talking point ideas — explain them however feels natural to you.*

1. **The real cause of PCOS hair loss isn’t external — it’s hormonal.** → Think: “It’s not stress, it’s not shampoo… it’s inside your body.”
2. **PCOS causes your body to make too much DHT — that’s the main trigger.** → You can explain DHT as the hormone that shrinks and weakens hair follicles.
3. **Use the “garden” metaphor to make it visual.** → Your scalp is like a garden, hair follicles are the soil, DHT = poison or weed killer.
4. **DHT damages the roots, so hair grows thinner, weaker, and eventually stops.** → Feel free to describe how your hair changed over time — thinner, patchier, etc.
5. **PCOS also messes with insulin — and that makes your body create even more DHT.** → This creates a cycle: hormone imbalance → more DHT → more damage.
6. **Even “normal” hormone levels can cause hair loss if your follicles are sensitive.** → You can talk about how doctors said your levels were fine, but your hair was still falling out.
7. **Most hair products don’t work because they don’t treat the internal root cause.** → This helps explain why topicals or vitamins didn’t help much (or at all).