



AESTHETIC AND COSMETIC DERMATOLOGY (LASERS SEPARATE CATEGORY)

## ASSESSMENT OF LIFE QUALITY IMPROVEMENT OF 18 PATIENTS AFTER "LOVE IN EACH STRAND OF HAIR" EVENT

*Jorge Ricardo Furtado<sup>(1)</sup> - Maria Fernanda Gavazzoni<sup>(2)</sup> - Hudson Dutra Rezende<sup>(3)</sup> -  
Camila Cezário Rocha Paz Figueroa<sup>(1)</sup> - Juliana Fróes Da Cruz Silva<sup>(4)</sup>*

*Hospital Universitário Antônio Pedro, Dermatologia, Niterói, Brazil<sup>(1)</sup> - Hospital Universitário  
Antônio Pedro, Dermatologia, Niterói, Brazil<sup>(2)</sup> - Hospital Escola Alvaro Alvim De Campos  
Dos Goytacazes, Dermatologia, São Paulo, Brazil<sup>(3)</sup> - Hospital Universitário Antônio Pedro,  
Dermatologia, Niterói, Brazil<sup>(4)</sup>*

**Background:** Mostly for women, diseases that affect scalp and hair often become limiting and negatively affect patients' self-esteem and, in some cases, may even foster the development of psychiatric disorders. In this sense, we report the consequence of the "Love in Each Strand of Hair" event, which aimed to distribute free wigs to patients affected with diagnosed of scarring alopecia and alopecia areata, in addition to assessing whether the psychological and educational impact was qualitatively significant in the life of these patients.

**Observation:** In order to promote well-being to female patients in the treatment of alopecia, the "Love in Each Strand of Hair" program in its second edition promoted an entire morning of biopsychosocial care. The event was for donation of exclusive wigs made of natural hair from the first edition of the event. Each patient received her wig according to their previously stated request, as well as professional makeup, lectures on self-esteem and self-make-up, and a kit made up of dermatological. The initiative of the students of the School of Medicine of the Federal Fluminense University was successful and promoted the happiness and gratitude of these patients. Initiatives such as this one reinforce the importance of activities that promote self-esteem and psychological health to patients undergoing complex medical therapies, thus contributing to the conclusion of their medical treatment. From this perspective, we performed a data collection with the patients, three months after the event, and we were able to demonstrate, through significant data, the improvement in the quality of the self-esteem of these women.

**Key message:** We report the results of an extension project that aimed to bring psychoemotional and educational support to patients with severe chronic alopecia in addition to qualitative assessment of the importance of wigs and the items donated at the event in the life of these patients.

