A new British Journal of Dermatology study explores the relationship between seasonality and hair loss at a population level using Google Trends data.

Across all eight countries analyzed in the study, summer and fall were associated with greater hair loss. The findings support previous studies that were constrained by small sample sizes or homogeneous populations in limited geographic locations. The physiology of hair loss as related to seasonal variation is unknown, however.

“This study synthesized digital epidemiological data from both hemispheres to confirm the clinical suspicion that the summer and fall seasons are associated with greater hair loss,” said senior author Dr. Shawn Kwatra, of the Johns Hopkins University School of Medicine. “This finding is clinically relevant for patients presenting in the summer and fall months with worsened hair loss and has implications in assessing the effectiveness of therapies. Future research will further clarify this association and examine the physiology of the hair cycle.”

Additional Information


About Journal

The British Journal of Dermatology (BJD) strives to publish the highest quality dermatological research. In so doing, the journal aims to advance understanding, management and treatment of skin disease and improve patient outcomes.

BJD invites submissions under a broad scope of topics relevant to clinical and experimental research and publishes original articles, reviews, concise communications, case reports and items of correspondence. The article categories within the journal are: cutaneous biology; clinical and laboratory investigations; contact dermatitis & allergy; dermatological surgery & lasers; dermatopathology; epidemiology & health services research; paediatric dermatology; photobiology; and therapeutics.

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