



Nutrafol Spotlited In New USA TODAY Innovation Leaders Series

Company leaders reflect on a decade of advancing a personalized, root-cause approach to hair health through scientific research and innovation

NEW YORK, NY, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- Nutrafol, the #1 dermatologist-recommended hair growth supplement brand*, today announced its participation in USA TODAY's Innovation Leaders series, highlighting trailblazing brands inspiring new standards of success across industries. Through dedicated interviews with its executive leadership, the episode spotlights how Nutrafol revolutionized an industry by pioneering the hair wellness category a decade ago, looking at hair health through a unique inside out, whole-body approach.

Featured in the new documentary are Nutrafol leaders:

- Cindy Gustafson, Chief Executive Officer
- Dr. Kim Biedermann, PhD, Chief Research & Development Officer
- Dr. Heather Woolery-Lloyd, MD, FAAD, Chief Medical Advisor

During the episode, they discuss everything from how the company is redefining the category, to addressing underlying biological, environmental, and lifestyle factors that contribute to hair thinning – an issue that impacts approximately 1 in 2 women**, and over 80% of men in their lifetime.***

As consumer expectations continue to evolve, Nutrafol remains focused on expanding the lifestage-based, root-cause approach it helped pioneer. Through continued investment in research, innovation, and consumer education, the company is helping shape a future where people can better understand, support, and take ownership of their hair health.

“We’ve always believed that hair health is deeply personal, and that no two journeys look exactly the same,” said Cindy Gustafson, CEO of Nutrafol. “As people increasingly seek more personalized approaches to their health and wellness, we’re committed to helping them better understand their hair health and providing products and support that meet them where they are.”

For more than a decade, Nutrafol has helped shift the conversation around hair health beyond appearance alone, championing a science-backed, root-cause approach that recognizes the

complex connection between overall wellness and healthy hair growth. That philosophy has continued to evolve through innovations designed to support consumers across key life stages and biological needs, including postpartum and menopause. Most recently, Nutrafol expanded its portfolio with the launch of Nutrafol Men 50+, the first and only physician-formulated hair growth supplement specifically designed for men over 50.

Central to Nutrafol's innovation strategy is a commitment to quality, personalization, and continuous product advancement. The company's hair growth supplements are NSF Certified for Sport[®], one of the supplement industry's most rigorous independent certification programs, reflecting Nutrafol's dedication to safety, quality, and transparency. That commitment has also led to partnerships with organizations such as Major League Baseball, helping expand awareness of hair health among athletes and active consumers.

"Hair growth needs are not static," said Kim Biedermann, PhD, Chief Research & Development Officer at Nutrafol. "As factors like hormones, stress, metabolism, and life stage evolve, consumers may benefit from different types of support. Our focus is on continuously translating cutting edge science into formulations that help people personalize their routines based on their individual needs."

Underpinning that approach is a robust scientific foundation. Nutrafol's formulations are supported by 26 publications on hair wellness, including peer-reviewed studies and three randomized, placebo-controlled clinical trials. This body of research continues to advance understanding of the biological and lifestyle factors that influence hair health while informing the company's innovation pipeline and long-term vision for the category.

According to Dr. Heather Woolery-Lloyd, MD, FAAD, Chief Medical Advisor at Nutrafol, educating consumers about the connection between internal health and hair health remains an important part of empowering them on their hair growth journey.

"Hair is often a reflection of what's happening inside the body," said Dr. Woolery-Lloyd. "Factors like stress, hormones, nutrition, metabolism, and aging can all influence hair health, which is why a more personalized approach is so important. When we help people better understand those underlying factors, we can create more effective paths forward."

Today, Nutrafol combines clinically tested hair growth nutraceuticals, digital tools, educational resources, and expert guidance to help consumers navigate their hair wellness journeys. Through offerings such as the Hair Wellness Quiz, licensed naturopathic doctor consultations, and ongoing wellness support via platforms like the myNutrafol app, the brand continues to advance a more personalized approach to hair health. More than 1.5 million people are growing with Nutrafol,**** underscoring the growing recognition that hair health is deeply connected to overall wellness.

To learn more about Nutrafol and view the USA TODAY Innovation Leaders feature, visit

<https://www.usatoday.com/story/sponsor-story/acumen/2026/08/25/where-science-meets-trust-redefining-the-future-of-hair-health/91391999007/>

*According to IQVIA ProVoice survey for 12 months ending March 31, 2026.

** Ramos PM, Miot HA. An Bras Dermatol. 2015;90(4):529-543, Gan DC, Sinclair RD. J Investig Dermatol Symp Proc. 2005;10(3):184-189. Dinh QQ, Sinclair R. Clinical Interventions in Aging 2007;2(2) 189–199., Chaikittisilpa, S et al. Menopause, 2022;29(4):415-420. (estimating that over half of women experience various forms of natural hair thinning in their lifetime)

***Gan DC, Sinclair RD. J Investig Dermatol Symp Proc. 2005;10(3):184-189; Hamilton, J. Ann N Y Acad Sci. 1951;53(3):708-28.; Norwood, OT. South Med J. 1975;68(11):1359-65.

****Based on non-subscription purchasers within the last 12 months and active subscribers as of January 2025.

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

About Nutrafol

Nutrafol is the #1 dermatologist recommended hair growth supplement brand, known for its whole-body, evidence-based approach to hair health. Nutrafol's physician-formulated, 100% drug-free supplements are tailored to support hair thinning through different life stages and lifestyles, targeting underlying causes of hair thinning: stress, hormones, lifestyle, metabolism, nutrition, and aging. As the first and only hair growth supplement brand to earn NSF Certified for Sport® – the preeminent, independent third-party certification program - it continues to meet the highest standards in quality and safety, using high-quality ingredients backed by published research. Nutrafol prioritizes clinical rigor, with clinical studies conducted on different populations to support the efficacy of its final formulations and 26 published studies on hair wellness. Today, Nutrafol has been adopted by 7,500 healthcare providers nationwide, is trusted by over 1.5 million customers, and has earned numerous prestigious accolades. For more information, visit www.nutrafol.com.

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