

OBSERVATION vs ASSUMPTION

A Scalp Analysis Cheat Sheet

Purpose:

To help you stay in scope, speak professionally, and build confidence by separating what you can **see** from what you might **think**.

WHAT COUNTS AS AN OBSERVATION

An observation is something that is:

- visually present
- objectively describable
- not dependent on cause or diagnosis

Observation Language Sounds Like:

- “Visible redness around follicular openings”
- “Follicles appear partially obscured”
- “Density appears reduced in the crown area”
- “Hair shafts appear shorter and uneven in length”
- “Scalp surface appears coated with visible buildup”

✓ Observations can be **seen, photographed, and documented**

WHAT COUNTS AS AN ASSUMPTION

An assumption:

- explains *why* something is happening
- names a condition or cause
- goes beyond what is visually confirmed

Assumption Language Sounds Like:

- “This is inflammatory alopecia”

- “This is stress-related hair loss”
- “Their hormones must be off”
- “This client is deficient in something”
- “This is genetic thinning”

⊘ Assumptions feel confident — but weaken client trust if stated too early

TURNING ASSUMPTIONS INTO OBSERVATIONS

Example 1

✗ “This looks inflammatory”

✓ “The scalp shows visible redness and sensitivity reported by the client”

Example 2

✗ “This is shedding from stress”

✓ “There is diffuse reduction in density across the scalp”

Example 3

✗ “This is breakage from styling”

✓ “Hair shafts appear uneven in length with visible breakage points”

THE SAFEST SENTENCE YOU CAN USE

“Based on what I’m seeing at the scalp level...”

Finish the sentence with **only what you can see**.

This sentence:

- keeps you in scope
 - protects your credibility
 - buys you time to think clearly
-

REMEMBER

- Observation builds clarity
- Clarity builds confidence
- Confidence builds trust

You do **not** need the answer to be professional.
You need clean observation.