



What's the Trich?

FAMILY-LED AWARENESS

FREE FAMILY AWARENESS GUIDE

Let's understand hair pulling together.

A starting point for young people and the people who care about them.



With Trixie & Maverick

Awareness and education. Not diagnosis or treatment advice.



UNDERSTANDING TRICH

What is hair-pulling disorder?

Trichotillomania, often called **trich**, involves repeated hair pulling that can cause hair loss and distress. It is one of the **body-focused repetitive behaviors**, or BFRBs. Pulling may involve scalp hair, eyebrows, eyelashes or other body hair. [1]

Outside awareness

Pulling can happen during everyday moments, such as reading or watching a screen, before someone notices.

With an urge

At other times, someone may notice a strong urge or focus on a hair that feels different.

Experiences can vary

A person may experience both. A qualified clinician can assess what is happening; this guide cannot diagnose it.

[1] IOCDF: Body-Focused Repetitive Behaviors. Links on page 4.



FOR FAMILIES & YOUNG PEOPLE

Words that help, without pressure.



Wanting someone to stop can come from worry. Repeated demands, criticism or checking can add stress or shame. [2]

INSTEAD OF...

"Just stop pulling."

"Why are you doing it again?"

"Look what you've done to your hair."

"Promise you won't pull today."

TRY...

"What would be helpful from me right now?"

"Would you like to tell me what it feels like?"

"How are you feeling? Would you like to talk?"

"Would you like company, some space, or help finding support?"

Ask, don't assume. Some people welcome an agreed reminder; others find it uncomfortable. Talk privately about what feels supportive. Keep making room for everyday conversations unrelated to pulling. [2]

[2] IOCDF: For Families - Supporting a Teen with a BFRB.



A STARTING POINT, NOT THE WHOLE STORY

Keep learning. Stay connected.

A note for parents: You do not need perfect words. If you've said something unhelpful, you can acknowledge it and start the conversation differently.

Read our trichotillomania guide

Plain-language awareness at whatsthetrich.com

Explore our family's story

Three chapters of lived experience, shared by a parent.

When to ask for qualified help

If pulling causes hair loss, distress or difficulties in daily life, ask a healthcare professional for an assessment. If hair is being swallowed, tell a healthcare professional; this can cause serious health problems. [1]

Sources & trusted resources

[1] [IOCDF: Body-Focused Repetitive Behaviors](#)

[2] [IOCDF: Supporting a Teen with a BFRB](#)

Created by What's the Trich, a family-led awareness project. Sources checked October 22, 2026. Independent resource; no IOCDF endorsement. Not medical advice or a substitute for professional care.