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The root causes  
Why anyone could  
lose their hair

Expert advice  
Your hair loss  
questions answered

**MEDIA  
PLANET**

No. 1 / January 2010

# HAIR LOSS

4  
TIPS

## FEEL BETTER TODAY

**How to cope:** From treatment options to testimonials, we've got it covered.

Amazing real life  
The touching  
story of the kids  
wig charity



Losing your hair?  
How to cope  
and who you  
can turn to



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# CHALLENGES

Major advances in hair-loss surgery are great news for many anxious sufferers, but beware the many charlatans out there preying on the gullible few.

## How hair became the mane obsession

**W**ith a Google hit-rate of 251,000,000, the value of hair is clear. And this ancient pre-occupation is even greater now that increasing longevity has fuelled a desire to extend youthfulness.

Hair accounts for much of our individuality and is one of few attributes we can modify significantly.

### Why it happens

**1** Given hair's major role in social and sexual communication, it's no surprise that hair loss can cause psychological trauma.

In this supplement, we look at the most common kinds, including male pattern-baldness, telogen effluvium and alopecia areata - the most widespread pathologic form. Chemotherapy can also induce alopecia.

Finding effective therapies is difficult. Only two medicines are ap-



**Professor Des Tobin**  
VP of the Institute of Trichologists

proved for male pattern-baldness (finasteride and minoxidil) and for many patients cosmetic results are far from perfect. For others, slowing down, or stopping, hair loss can be a major benefit.

For most people, surgical hair restoration is still the only way to achieve cosmetically acceptable hair re-growth.

Fortunately, it has become more refined in recent years and provides excellent results when there is enough donor hair.

There is exciting research in this fast-moving area and we can expect breakthroughs soon. Work on

prostaglandin analogs, for example, indicates they could stimulate growth. And there is also research on tissue engineering with bioactives, including "hair follicle regeneration" and "hair cloning".

### What the future holds

**2** For now, efficiency is low and hair research remains the Cinderella of dermatology sub-specialties, something we are trying to put right at the Centre for Skin Science, University of Bradford, where we examine how a range of factors, including hormones, genetics, age and ethnicity, affect hair.

The general public should proceed with caution when looking for treatment.

The business end is awash with charlatans and the internet is fertile ground for dodgy sites.

Excellent resources remain a knowledgeable dermatologist and the Institute of Trichologists.



### WE RECOMMEND



**Discover your options**  
Find the right approach to dealing with your hair loss.

PAGE 08

"Do your homework. Get recommendations, look at testimonials, speak to patients."

## MEDIA PLANET

We make our readers succeed!

HAIR LOSS, 1ST EDITION,  
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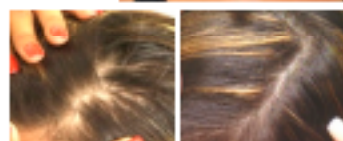
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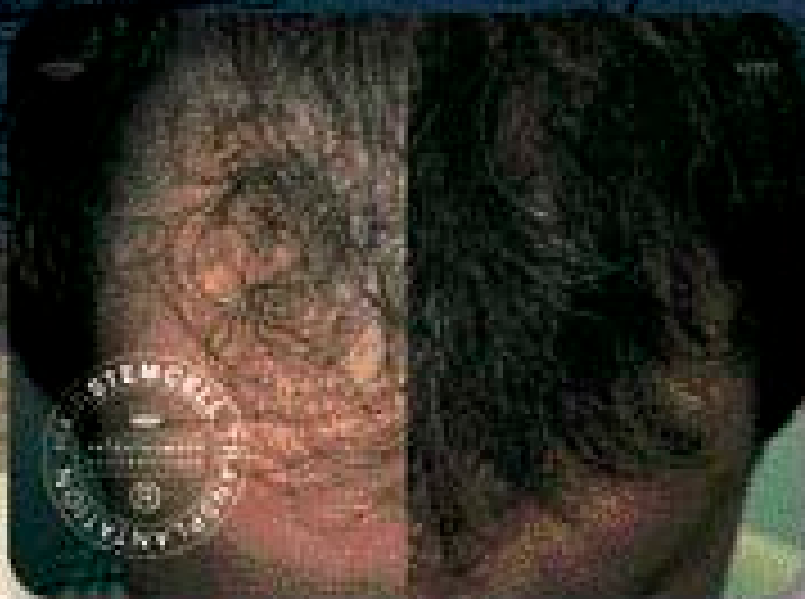
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# Say bye bye to baldness...



**HAIR LOSS OR EVEN BALDNESS:** for hundreds of thousands of people it is a nightmare. But now there is good news: after years of research, the Dutch doctor and researcher Coen Gho developed Hair-Stemcell Transplantation® (HST), at the Hair Science Institute.

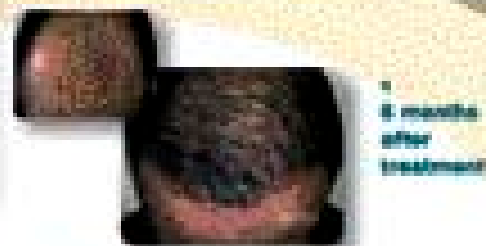


**The inventor, Coen Gho MD** After years of research, the medical doctor and researcher Coen Gho developed HairStemcell Transplantation® at the Hair Science Institute. Coen Gho brings international fame in the field of hair and scalp diseases and the treatment of scars resulting from burns. Older techniques simply redistribute the hair. They don't give you more hair. With HST, your own hairs produce new hairs. This is true regrowth with a 100% guarantee. Furthermore, traditional techniques result in big scars in the donor area where the hairs are removed, and the result is often unbearable. Those treatments are also very painful. HST is a very precise, subtle and absolute painless technique. Another great advantage is the preservation of hair growth in the donor area. Since we remove no hair follicles, just stem cells, the hairs in the donor area will simply regrow without any scar. These hairs are therefore not removed, merely duplicated and can be used several times if two or more treatments are required. In addition, HST is the only technique suitable for the restoration of eyebrows, moustache or beard!

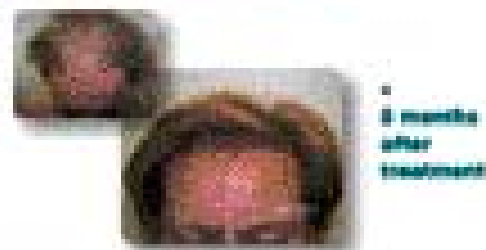


**HST: good information provision is half the work.** Decisions to undergo treatment are generally not taken impulsively. At the Hair Science Institute, we take the time to explain to you exactly what the treatment involves and what it could do for you. For a consultation in the UK, you can come to Hair Science Institute London. Hair Science Institute doesn't work with consultants. All consultations are held with HST's own medical doctors, who also perform the treatment themselves.

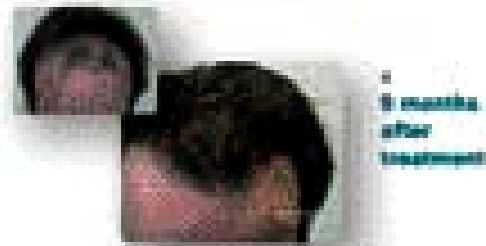
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8 months after treatment



8 months after treatment



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# INSPIRATION

**Question:** Are any myths about baldness true? Or is it just part of the ageing process?

**Answer:** Nearly all male hair loss is caused by one genetic condition, but women's hair loss is far more complex.



## Learn what triggers hair loss

### CHANGE

There are many common myths about hair loss. Balding men become paranoid that their hats are choking off the blood circulation to the scalp, or that long hair is straining their roots, or that shampooing is accelerating the process. They may even blame their mother's male ancestors.

But the reality is that around 95 per cent of men's hair loss is standard "male pattern baldness", or to give it a more academic name, androgenetic alopecia.

Most men don't even notice their hair falling out. But they all experience at least a gradual thinning even if they don't go totally bald. About a quarter of men begin balding by the age of 30; two thirds begin balding by the age of 60.

"It pretty much affects all men at some stage of life, although there is a percentage prone to early expression in the late teens and early twenties," said Professor Des Tobin, the Director of the Centre of Skin Sciences at the University of Bradford. "It depends on inheritance and so-called male hormones, or androgens. Having the genetic predisposition alone without the male hormone won't produce baldness. If you were to castrate a man who has the genes for baldness before puberty, he wouldn't become bald. But if you gave him back the hor-

mones, he would become bald."

Male pattern baldness is instantly recognisable. "Males get the classic receding hairline and thinning on the crown, then the gradual merging of the two," said Professor Tobin. "The scalp is never completely denuded, however. You don't lose the follicles, but they produce cosmetically invisible hair. Females can get female hair loss, which is often post-menopausal, possibly due to their decreasing oestrogen levels. But women do retain a subtle hairline and get more diffuse thinning than men, which is easier to disguise."

Alopecia areata, often known as spot baldness, arises more often in women, but also affects some men. It produces small, soft bald patches, which can then spread to the entire scalp - including the eyebrows and eyelashes - when it becomes known as alopecia totalis, and sometimes to the entire body, when it is called alopecia universalis. In 90 per cent of cases, the hair grows back eventually.

"Alopecia areata is an immune dysfunction which is equally common in all ethnicities, whereas male pattern baldness is more common in Caucasians than Africans, or Asians," said Professor Tobin.

Other common triggers of hair loss in both sexes include severe malnutrition and taking medicinal drugs, including the ones used in chemotherapy and to control blood pressure. There are also rare, genetic causes of hair loss in both genders. "There is one, for example, where the hair fibre is defective and the hair is brittle. Genetic disorders tend to occur where there is lots of inbreeding between cousins, such as in certain parts of Pakistan where cousin-cousin marriages are common, or among some groups of Ashkenazi Jews. These conditions are



"Hair production requires good iron stores but many don't eat red meat."

Dr Richard Rogers  
Hair transplant surgeon

rare in out-bred populations with a richer gene pool," Professor Tobin said.

Women's hair loss tends to be more complex, and there are a number of causes specific to them. A lack of iron in the diet can trigger it, whereas men's hair loss is rarely a consequence of poor diet.

"Hair production requires good iron stores and women lose blood every month, which obviously contains a lot of iron. As a result, they need constant renewal of their iron stores, but many women don't eat much red meat," said Dr Richard Rogers, a hair transplant surgeon.

The contraceptive pill can help or hinder women's hair growth. Some women lose hair; others develop thicker, glossier hair. Hormonal problems, such as polycystic ovary syndrome, can trigger diffuse shedding of hair.

Women who give birth may also experience severe hair loss. "A few months after delivering some women can have an intense hair-shedding episode. This is to do with the way hair growth is synchronised during pregnancy.

"Normally, hair follicles do not grow in a synchronised way. Follicles do their own thing. But, under the of strong pregnancy hormones, they fall into line and go through the cycle of growth in tandem. By the time pregnancy is over, oestrogen levels drop and hormone levels change again, causing the hair follicles to become unsynchronised again all at the same time. This means they are all at the shedding level in tandem, so they are all ready to fall out together. Instead of losing the average of 100-200 hairs a day, women can lose a lot more," said Professor Tobin.

Illness, crash diets, and psychological stress also cause hair loss, especially in women. "There is some evidence that if the hair follicles get stressed, they skip one of the three progressions in their life cycle, which can trigger loss," said Professor Tobin.

DAVID SMITH

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COMING TO TERMS  
Hair loss is an often stressful symptom of the body's natural patterns  
PHOTO: MACIEJ LASKA

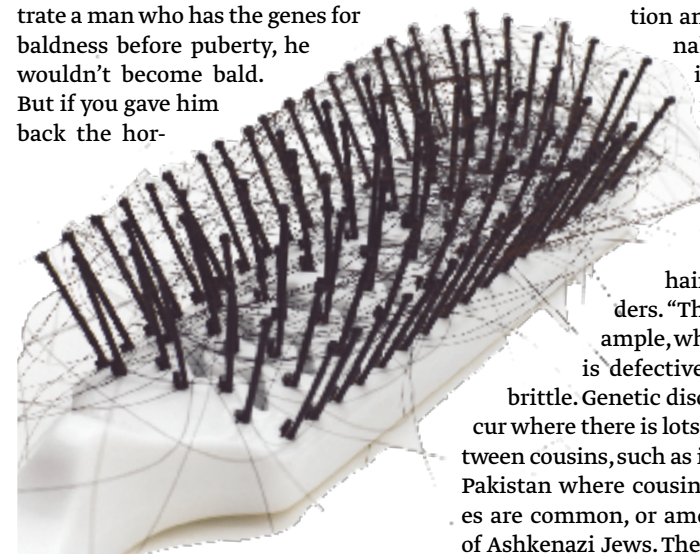


### FACTS

- Normal loss is 100 hairs a day, from around 100,000 hair follicles. Hairs grow 1cm a month
- Hair growth has three stages: The Anagen growing stage for 2-5 years; the Caragen: when the bulb detaches from the blood supply and the shaft is pushed up; and the Telogen: a five-month resting stage, after which the hair is shed and the follicle grows a new one
- The Institute of Trichologists says there are about 50 causes. The main ones are androgenic alopecia and alopecia areata - an autoimmune disease causing near-instant loss
- Male pattern baldness (androgenic alopecia) is caused by a genetic sensitivity of hair follicles to dihydrotestosterone (DHT). It causes them to shrink
- Mid-frontal hair loss affects 57 per cent of women and 73.5 per cent of men aged 80 and over. About 25 per cent of men begin balding by age 30; two thirds begin balding by age 60
- Numbers seeking treatment rose worldwide from 361,077, in 2004 to 811,363, in 2008.

Read more on the web:

www.ehrs.org  
www.nhs.uk/Conditions/Hair-loss



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## INSPIRATION



TIP

2

THINK  
POSITIVELY

**A GLOWING TRIBUTE**  
Set up in memory of five year old Hannah Tarplee, Pete Murtha's charity has given away hundreds of wigs to little girls undergoing cancer treatment.

# Dark days inspire hair-raising charity work

■ **Question:** How can we tackle the emotional pain of hairloss?

■ **Answer:** While traumatic, there is always inspiration to be found, says Pete Murtha



**Pete Murtha**  
Founder of the Little Princess Trust charity

## HOW I MADE IT

Pete Murtha has much in common with George Bailey, the character played by James Stewart in the classic Hollywood film *It's A Wonderful Life*. Both Bailey and Murtha felt such despair that they contemplated suicide, before finding meaning in their lives.

Bailey was convinced to go on living when an angel showed him how many lives he had enriched. A film of Murtha's life could also easily be turned into a heart-warming Christmas movie.

Hundreds of thank-you cards from little girls are strewn around his Optima Hair Specialists clinic in Birmingham. Murtha donates free hair replacement systems to ill little girls through the Little Princess Trust charity, which was set up in memory of five-year-old Hannah Tarplee who lost her battle with leukemia in 2005.

"Hannah's last wish was to have a full head of hair," he said.

"Nothing in my life gives me so much happiness as helping the girls," he added. "I've provided hair for 400 so far. My inspiration is knowing how much pain hair loss caused me."

Murtha, now 40, was popular at school. He was captain of the football team and full of confidence. He loved socialising and nightclubbing until at the age of 24, he had rapid hair loss.

"It was mortifying. My confidence went from level 100 to one. I spent £18,000 in three years trying to stop the hair loss and started doing drugs. I went out socially once in 18 months."

The root of his pain was the mockery of friends and colleagues. "They all thought it was hilarious. I worked as a forklift truck driver and to avoid seeing people I went on

nightshifts and I started wearing a cap," he said.

The lowest point came when he sat for three hours in a car contemplating gassing himself with a hose pipe. "My suicide note said I couldn't handle being bald and the mickey-taking. Luckily, I thought it might hurt, so I couldn't go through with it," he said.

In 1996, aged 27, he bought a hairpiece from a company which then offered him a job as a consultant. Two years into the job, an incident occurred which changed his life.

"A seven-year-old child had been scalded by a kettle. His head was a mass of scar tissue. But his old man couldn't afford to pay. My employer refused to help and was so uncaring that I decided to set up on my own," said Murtha.

When he started the company from his spare bedroom in Sutton Coldfield, one of his first moves was to approach Birmingham Children's Hospital and offer free hair to 50 ill kids a year. His business took 2.5 years to see any profits, but has continued to grow.

DAVID SMITH

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4

DR BESSAM FARJO'S BEST TIPS

### You're not alone

1 If hair loss gives you low self-esteem, remember there are eight million men losing their hair in the United Kingdom.

There is a lot of help available. Join public forums so you can talk about it and see how others cope.

### Be pro-active

2 You don't necessarily need to have surgery. Just taking a positive step can lift your mood. Using cheap treatments like Regain or Propecia would already make you feel better because it would set you off along the path to treatment.

### Consider all options

3 There is always the option of surgery, which can be a big boost to self-esteem. I've seen it transform people's personalities. As soon as surgery is over, it gives people something to look forward to in eight, or 12 months times when the transplanted hair will start to grow.

### Learn to love yourself

4 Before spending money on surgery, make sure it is the right solution for you. I've had consultations where hair is not the issue. It's just an excuse for low mood. If I suspect there is something psychological, or psychiatric at play, I try to avoid surgery and keep people on medication for longer.

Therein, lies the value of the consultation process. Somebody suffering from body dysmorphic syndrome, for example, would be unsuitable. They can never have enough surgery because they are chronically unhappy with their looks.



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*(BHR Patient) David Andrew, International Modeler & Spanish TV Personality*



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## NEWS

**Question:** What's the best action for hair loss?

**Answer:** Consider all your options carefully, advises leading transplant surgeon Bessam Farjo.



# MAKE THE RIGHT CHOICE FOR YOUR HAIR LOSS

■ Dr Bessam Farjo may be one of the UK's most respected hair transplant surgeons, but he advises his patients to consider a variety of options before they opt for surgery.

Farjo, of the Farjo Medical Centre in Manchester, said the simplest option was to do nothing and "age gracefully".

"Cut your hair carefully, learn to live with the hair loss and spend your money on golf instead," he said. "If something must be done, another non-surgical option is to try a hairpiece - like Elton John's. Remember, though there is a lot of ongoing maintenance and they must be replaced when tatty."

Camouflage products suffice for many men. "Film stars, such as John Travolta and Steven Seagal,

like them, and they can be used on a temporary basis, such as when you are recovering from surgery," he said.

Drugs are also available, the main ones being Regain, which stops hair loss in about four in five people, and prescription-only Propecia, which blocks DHT, a derivative of testosterone which causes hair loss.

"You have to keep taking Regain. It's like a plug on a sink, and the hair is like water going down the



**Dr Farjo**  
The Farjo  
Medical centre,  
Manchester

drain. Remove the plug and the water falls down the sink," said Dr Farjo.

"Propecia has a slightly higher success rate."

A more controversial method, low level light therapy - misleadingly called laser therapy - beams light onto the scalp, but independent clinical trials are lacking.

Finally, surgery is available and has come a long way since the "barbaric" days when scalp reductions cut out bald patches and stitched scalps back together.

"The vast majority is follicular unit transplantation. Follicular units are natural groupings of 1-4 hairs. Keeping them intact gives a more natural look," Dr Farjo said.

"Using stereoscopic dissecting

microscopes, we remove a thin strip of scalp containing roots, then divide it into grafts 1mm wide. They are inserted into micro-slits with needles, or tiny blades. If transferred quickly they survive. Operations take from three to eight hours depending on the number of hairs shifted - up to 9,000 but on average around 5,000".

Another option is Follicular Unit Extraction, where individual units are manually extracted. Instead of one fine-line scar, there are lots of dot scars. It is more time-consuming and limits the number of grafts possible in a session. But it may be appropriate for some people.

DAVID SMITH

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## Don't always believe the hype

Hair loss sufferers are vulnerable to slogans, but should investigate clinics thoroughly before parting with their money

There are millions of pounds to be made out of hair loss, so it is not surprising that some clinics use hard-hitting advertising techniques to attract business.

The Advertising Standards Authority has banned many adverts from hair-loss clinics deeming them to be misleading.

Sufferers of hair loss need protection. They are vulnerable when they are low in confidence. But they must remember the pitfalls awaiting customers who flash their wallets around imprudently.

Richard Peters, who runs an ad-

vice line for people with hair loss, said: "Many people assume from adverts they will be getting a full head of hair naturally, but often it's just a hairpiece. These can be overpriced, costing as much as surgery. They are advertised as unique but if people shop around, they might find them cheaper."

Peters said some clinics pressurised customers with high-powered sales techniques similar to double-glazing ads from the 1980s.

"They show videos of stereotypical, bronzed guys coming out of swimming pools; buxom beauties

run their hands through their hair. Clients are pressurised into signing long-term contracts which are hard to break," said Peters.

"Above all, don't believe the hype. If something guaranteed hair growth, it would be on the 6 o'clock news, not just the internet."

Peters said there were honest, competent clinics. But he urged caution. "The internet is a great resource for independent advice forums. But check companies out. If they won't tell prices on the phone, alarm bells should go off.

"Don't be treated like a victim.

Just watching a dvd is not good enough. Ask to see the product and don't sign long-term contracts. The danger is they will try to sell you a better product in three months time."

For people seeking pharmaceutical advice, Peters advised seeing a GP. "GPs know your medical history and can warn about side effects."

If surgery is desired, make sure the surgeon is at the top of the field.

"I've known people spend thousands and end up with less hair than when they started so do your homework."



**FIND WHAT SUITS YOU**  
There are many different causes - and treatments - of hair loss  
PHOTO: R. EKO BINTORO

## Get to the root of the problem

■ **Question:** How do I decide what the best treatments available for my hair loss are?

■ **Answer:** Don't pick randomly. Get expert advice about your type of hair loss, and which products are suitable for you.



**Sally Ann Tarver**  
President,  
Trichological  
Society

Many pre-menopausal women experiencing hair loss could be wasting hundreds of pounds on treatments when an inexpensive iron supplement would solve the problem.

Sally Ann Tarver, the President of the Trichological Society, and a trichologist with the Cotswold Trichology Centre, says many people are gulled into buying "hair" products without understanding what's wrong.

"They pick anything with 'hair' on the packet at a high street chemist, but most aren't effective. They cost up to £50, and I have patients who've taken them for years.

"Many products don't tell you what's in the 'patented complex' of ingredients. Some claim to be protein supplements, but how many pills would equal a steak?"

### Why it happens

"Pre-menopausal women usually

have iron deficiency. They eat less red meat than men and lose iron through childbirth and heavy periods. Low-calorie diets also cause low iron.

"I prescribe Lamberts florisene, which has enough iron to raise stores, but not enough to cause upset stomach.

"The amino-acid lysine aids iron absorption, so you don't need as much. After a booster, patients go on a better diet.

### SALLY-ANN TARVER'S TIPS

■ Get expert advice on your type of hair loss before randomly buying products.

■ Check ingredients and research their benefit.

■ Read independent reviews.

■ Ask others what worked for them.

■ Give treatments 3-6 months to work.

■ No results after 12 months are a bad sign.

"For anaemic women, GPs can prescribe ferrogard C," she said.

Men's hair loss is genetic so diet makes little difference. Tarver says the best treatment is prescription-only Propecia.

"Statistics say 85 per cent of men see major reduction in hair loss and 35 per cent see growth. If taken before major hair loss, there's a good chance it will restore hair.

Another product, Regain, is better at stimulating growth than preventing loss."

### Alternative options

Camouflage options work well, especially for dark hair. Fibres are shaken like black pepper onto the scalp and bind firmly to existing hair electrostatically.

"I call it 'magic powder' because it makes the scalp disappear. It's great for both sexes.

"It doesn't irritate the scalp, won't run in the rain, but washes off easily.

"Just walking out of the house and not feeling the world is staring at your scalp can boost many people's confidence.



### QUESTION & ANSWER



**Dr Bessam Farjo**  
One of the UK's leading hair transplant surgeons

■ **Is the internet a dangerous tool?**

! It can be helpful, but has also opened up the market for everything cosmetic, and there are some dodgy practices.

There are, of course, ethical surgeons in Eastern Europe, Greece, Turkey, Pakistan and India, but there are many taking advantage of the UK's rich economy. There are a lot of cheap transplant operations, but many people get disastrous results. I've seen scarring so bad it's difficult to put right.

■ **Who is especially open to exploitation?**

! Advances in technique, and increasing concerns with body image, mean lots of young people are looking for surgery. But if a client is too young, it's difficult to predict how much hair they will go on to lose. If they go totally bald, the original surgery will look inappropriate. They should stay on medication for a few more years. Surgery is the last thing many people need, but many places are desperate for business in the recession and will push them towards it.

■ **What advice would you give anyone looking for treatment?**

! Do your homework. Get recommendations, look at testimonials, speak to patients. Study independent forums such as www.hairtransplantnetwork.com, and the website of The International Alliance of Hair Restoration Surgeons (www.iahrs.org), which screens surgeons.

Reputable organisations include the British Association of Hair Restoration Surgeons (www.hairsurgeons.org.uk), International Society of Hair restoration Surgery (www.ishrs.org), and the Institute of Trichologists (www.trichologists.org.uk).

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# HairJournal

## hair science institute

The Inventors of Hair Stemcell Transplantation®



## Miracle hair multiplication?

**You have thinning hair or are balding. But then you suddenly start sprouting new hair from your existing hair. Exactly where you want them. No, it's not a miracle: it's the unique hair multiplication method using Hair Stemcell Transplantation® (HST) by the Hair Science Institute.**

HST is the result of years of research by doctor-researcher Coen Gho. With HST, you don't need to worry about a painful operation involving surgical incision and subsequent scars. It's a simple treatment fast, painless, without scarring and with guaranteed success. And the result looks completely natural: you can even determine the growth direction of your new hairs. And unlike conventional cutting and laser methods, the donor hairs regrow. HST is suitable for both men and women, both young and old. Not just for scalp hair, HST is the only treatment to offer potential for eyebrow,

moustache or beard growth. So whether you're looking for hair transplantation for aesthetic reasons or cosmetic reasons (to hide scarring, for example), HST is the method that you and many others have been waiting for.

HairJournal offers you extensive information on the unique advantages offered by HST and what makes it different from conventional techniques. For more information or a non-obligational consultation, contact our clinic in London +44 20 7224 2630, Amsterdam +31 (0)20-675 23 30 or Maastricht +31 (0)43-601 81 01, or visit us at [www.hasci.com](http://www.hasci.com).





## Coen Gho: spiritual father of HST Hair Stemcell Transplantation

Dr. Coen Gho is a doctor and researcher of the highest calibre. After completing his medical studies, he specialised in diseases of the scalp. Over the past 15 years, in close collaboration with universities and teaching hospitals, he has developed a number of new treatment methods for scalp conditions and burn injuries. His most recent and patented method is Hair Stemcell Transplantation® (HST).

This revolutionary hair growth method, which has already been used on hundreds of clients, is being heralded internationally as a new breakthrough. For the past three years, this technique has been used exclusively at the Hair Science Institute's clinics in Amsterdam, Maastricht and London. "Millions of men and women experience unwanted baldness as a serious problem," explains Dr. Gho. "Baldness can occur due to a number of different causes: heredity, stress, pharmaceuticals, or scarring from injuries such as burns. Whatever the cause, undesired baldness is a psychological burden and social impediment for countless people both young and old. It is not without cause that scientists the world over have been seeking successful hair transplantation techniques for generations. But until now the conventional cutting and laser methods were the only techniques available. Unfortunately, the results they produce can hardly be called natural, and the man or woman is left with an unightly scar in the donor area. This makes those techniques far from ideal."

**How would you describe, in a nutshell, the difference between HST and conventional techniques?**

"Conventional techniques just move hair, so whatever hair you gain in one place is hair you lose from somewhere else. HST is more analogous to budding and replenishing new plants. By taking only some of the hair stem cells away, the donor hair grows back where it was. So what we're talking about is really growing new hair."

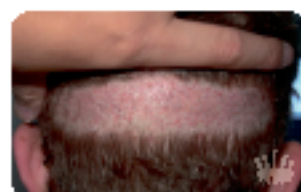
## The donor area: regrowth of the donor hairs

What makes HST unique is not only that you can have hair grow back in the place(s) you want it. The most revolutionary aspect is that the donor area is not damaged - no scarring and no hair loss in the donor area. The most salient difference between the HST method and traditional hair transplant techniques is that in HST, only a tiny part of the hair follicle is removed. Since the majority of the follicle remains behind in the donor area, it will continue to produce new hair, and the donor area remains available for future treatments. This means the technique is not so much a hair transplant method, but one of **hair multiplication**.

Thanks to the specialised instruments used, it is equally impossible to take too much of the hair follicle. These tools allow us to retain the hair follicles in the donor area, prevent scarring and ensure that no visible loss of hair density occurs in the donor area. This also allows us to guarantee that for the most part, the hair in the donor area will grow back.



Donor area before treatment.



Donor area irritated briefly after treatment.



Donor area one week after treatment. No growth of the hairs.



Donor area three months after treatment. Full regrowth of the hairs.

Details of some points of the donor areas



No regrowth with the Follicle Unit Extraction method.



Full regrowth with Hair Stemcell Transplantation method.

# The unique potential of HST

The only wounds caused by the HST method are minuscule and heal fully within two days leaving no scarring. Thanks to this very fine technique HST is the only method suitable for treating facial areas, specifically the eyebrows, moustache and/or beard. Reasons for performing such treatments may be very diverse. One frequently cited reason is the presence of disfiguring scar tissue due to burn injuries, surgery, etc. A moustache and/or beard may be desired to mask scar tissue resulting from such, hernia, or the like, or may be desired by transgendered patients to make the change of gender as outwardly clear as possible. But too-frequent hair removal can also ultimately lead to a cessation of hair growth in places such as the eyebrows.



Prior to treatment



6 months after treatment



Prior to treatment



12 months after treatment



Prior to treatment



6 months after treatment



Burn injury treatment's Eyebrow prior to treatment



Burn injury treatment's Eyebrow after treatment



Burn injury treatment's Eyebrow prior to treatment



Burn injury treatment's Eyebrow after treatment



Prior to treatment



6 months after treatment



6 months after treatment



## Don't be fooled **by imitations**



Unlike other hair transplant clinics, Hair Science Institute is developing the techniques of tomorrow today in its own R&D division. After long-term research and testing, the results are backed by scientific evidence and published in leading medical journals such as The British Journal of Dermatology. New developments are registered and patented. Unlike other clinics, which base their treatments on conventional and, in many cases, outdated techniques, thanks to its permanent state of progress HSI is always using the latest, most advanced techniques. The success of HST has led a number of clinics to suggest that they, too, have access to a similar technique. This is not true. Only HSI has the rights, the know-how and the technology to use the Hair Stemcell Transplantation® technique.

## Hair Science Institute: **the institute**

Hair Science Institute (HSI) is an institute for advanced hair transplantation and hair multiplication, with clinics in Amsterdam, Maastricht and London. Dr. Coen Gho heads the medical side of both the clinics and the Research & Development division of HSI. Dr. Gho developed the Hair Stemcell Transplantation® technique after years of research. This method has been patented by HSI, and HSI is the only organisation authorised to perform it. The technique involved in HST is not so much one of hair transplantation, but hair multiplication. HSI has two equally important divisions:

### Hair Science Institute

#### > Research & Development

This division is specifically focused on the development of new methods of hair restoration and the ongoing development and improvement of the HST method. Within this division of Hair Science Institute, the revolutionary Hair Stemcell Transplantation® technique is in a continuing state of development. Efficiency, instruments and consistency are always being improved.

#### Hair Science Institute > Clinics

The clinics of Hair Science Institute offer the very highest in hair transplantation quality. In our clinics, we use specially developed medical instruments. All medical personnel are specialised and have completed an extensive internal course of training in the techniques used by Dr. Gho.

A full educational programme for doctors and nursing staff is in place. After successful completion of the program, the doctor or nursing professional is certified for the performance of the Hair Stemcell Transplantation® technique. Of course all medical personnel are registered with BIG (the register for individual healthcare practitioners managed by the Ministry of Health, Welfare and

Sport in the Netherlands). The clinics are monitored by the Public Health Inspectorate on an ongoing basis.

#### Philosophy

At Hair Science Institute, one of our philosophies is that we treat our clients the way we would like to be treated ourselves. To achieve this, and to attain absolute quality in medical procedures with an emphasis on ensuring continuing improvements in the technique, we work with medical protocols and standard procedures. We consider it our personal obligation to ensure that Hair Science Institute and the treating doctors and technicians do everything possible to satisfy the client. Every client has different expectations concerning the result of a treatment. During the intake, one of our doctors will offer a realistic picture of the results that can be expected. The same doctor will also be responsible for the treatment. We do not work with commercial or any other consultants.

Our philosophy is not to promise unrealistic results but to set the client's expectations at a realistic level. We see it as our personal obligation



For a non-obligational consultation, call HSI:

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Photo left



Photo right

On 27 August 2007, Hair Science Institute's second clinic was opened by Mayor Roger Laurs van der Horst and Maastricht Mayor Roger Laurs. The clinic was the product of a European cooperation between teaching hospitals and specialists. From left to right: Executive Director Jan Dehonen, Maastricht Mayor Roger Laurs, Prof. Dr. Martinus Steeman, Medical Advisory Board HSI and Dr. Coen Gho, Head of HSD (Photo left).

Jan Dehonen is congratulated by Mayor Laurs (Photo right).

## PERSONAL INSIGHT

Surgeons of creative vision are needed to implement Konstantinos Giotis' pioneering No Touch Technique, which involves extracting single follicles from donor areas without forceps. Giotis says NTT avoids the scarring which is common in more traditional forms of hair-loss surgery



## Portrait of the surgeon as an artist

**H**air loss pioneer Constantinos Giotis regards the young surgeons who perform his innovative No Touch Technique (NTT) as "artists".

The NTT surgical method makes great demands on surgeons because it is labour-intensive and requires great precision, Giotis claims. Only the best surgeons can keep performing at the highest level.

Unlike the more common strip surgery - which removes a strip of hair from the scalp - NTT extracts single follicles without the use of forceps. Follicles are placed straight after extraction to avoid complications. The surgeon works on the topmost layer of skin, so a light, local anaesthetic is enough.

"It's difficult, but fantastic work," Giotis said. "The doctor must be young and artistic, with very good vision, steady hands, and lots of patience."

"We dedicate one doctor per patient a day because he will be work-

ing intensely for seven hours."

Surgeons use a pen-like implantation device to insert single follicles. This planter allows for increased precision. "It can follow the depth and angle of your natural hair, including the hairline. And it has the ability to rebuild natural features such as parts, crown swirls and widow's peaks," Giotis said.

Giotis claims NTT is minimally invasive and has no side effects. "We don't use stitches and clients can return to work soon after the operation. Since no part of the scalp is removed, we don't leave it with visible scarring, or a pitted appearance. It also gives a more natural look than traditional surgery."

Giotis helped to develop Follicular Unit Extraction when he was working in California. But he now believes NTT produces better grafts and reduces the risk of follicular damage. The method has proved popular with celebrities, such as Bollywood film star Aamir Khan, BBC sports presenter Andy May, and Indian cricket superstar Virender Sehwag.

## PIONEERING

"I reckon that hair cloning will be the future - there is a lot of research going on at the moment."



**Constantinos Giotis**  
Hair Loss expert has treated patients such as Virender Sehwag and Andy May

Doctor Steven Harris, a GP in London's Muswell Hill, was also delighted with the results of surgery two years ago.

"I had 2,800 hairs extracted from the back of my head and redistributed. It's given me virtually full coverage and a natural look. The surgery was not painful and the recovery time was fast. I had no pain or scarring and I went back to work three days later," he said.

"In my view this type of treatment works so well because of the sophistication of the instruments used. They make such tiny incisions that the lesions are nowhere near as big as with some other methods."

"Within two months I started noticing hair growth, which was around 20 per cent a month. After about nine months, I got the full effect, which looks great."

"I reckon that hair cloning will be the future - there is a lot of research going on at the moment - but I believe this is the state of the art for now."



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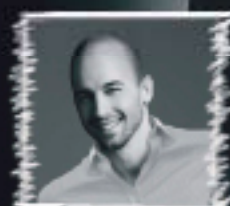
DHI also have clinics in Newcastle, Manchester, Liverpool, Belfast  
and Isle of Man as well as 40 cities worldwide

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40 YEARS INNOVATION IN  
HAIR RESTORATION

DHI US Patent Pending



Vladimir  
Cvetkovic  
DHI patient

### From Macro- to Microsurgery - A new dimension in modern hair surgery - Follicular Unit Extraction

In Follicular Unit Transplantation, follicular units can be extracted in two ways: through Follicular Unit Strip procedure, an established technique that has proven it's efficiency for several years and through **Follicular Unit Extraction**, a treatment method that was acknowledged worldwide as a second state-of-the-art technique. Thanks to this meticulous technique, the follicular units with 1, 2 or 3 hairs are immediately removed from the donor area.

In order to guarantee high return and optimal quality, the hair in the donor area is completely shaved before treatment.

A FUE treatment is very labour-intensive and therefore time-consuming, with the average treatment lasting between 5-8 hours.

Bailey machine, very precise movements and many years of microsurgical experience are absolute requirements to obtain excellent results.

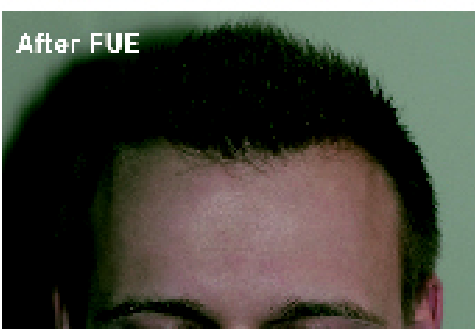
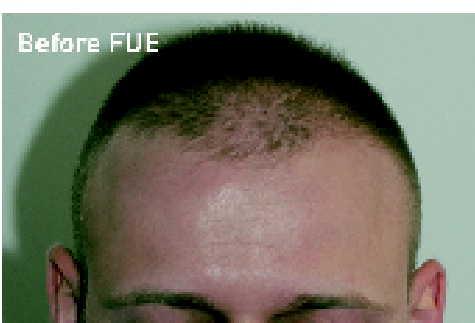
Due to the great precision and years of experience of Dr. Feriduni and his assistants, 1500 up to 3000 FU can be removed per treatment, if there is sufficient donor material present.

This technique is highly suitable for young patients with a shaven or short hairstyle as it leaves more options open for the future. Young patients that underwent a FUE procedure would still have the option to shave the hair if further hair loss would occur.

#### Advantages of Follicular Unit Extraction:

- No linear scar, making a short haircut possible;
- Almost no visible scarring;
- Minimal invasive surgery;
- Very short and almost pain-free recovery period.

In the end, the result of a hair transplant does not depend at all on the choice of technique (strip or FUE) but on the specialization and skills of the attending surgeon and his medical team.

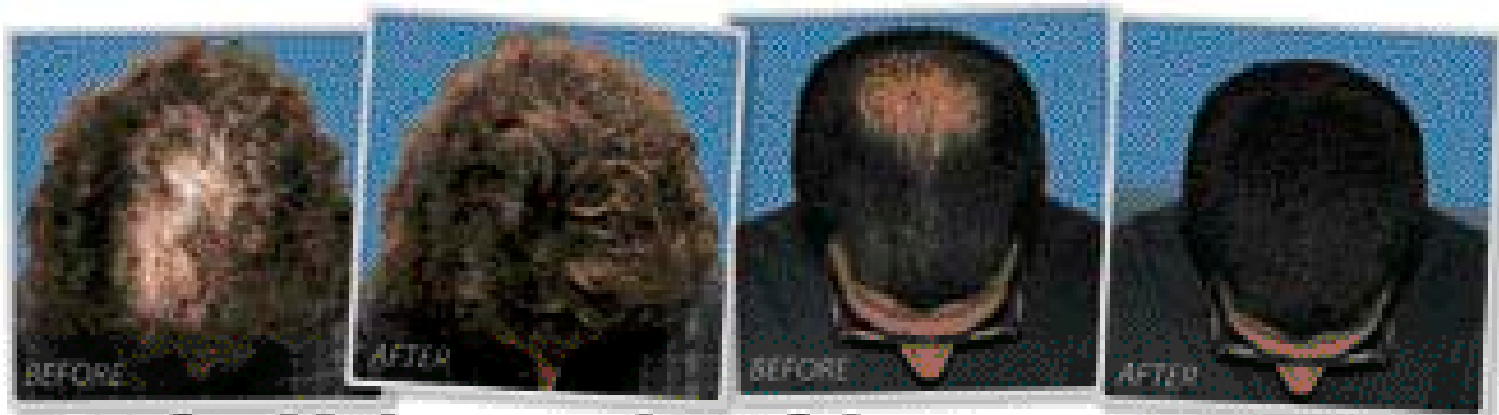


**Dr. Feriduni Hair Clinic**  
Aesthetic & Reconstructive Hair Surgery  
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Dr. Feriduni is a member of IAHRS, ISHRS, ESHRS and a certified member of the Hair Transplant Network.



**DR. FERIDUNI**  
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Nanogen is made from 100% pure keratin with a high-tech patented electrostatic coating making these tiny microfibrils actually merge with your own thinning hair.

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