

# New Hair

*Institute News*

## E=MC<sup>2</sup>

E = Excellence!

M = Meticulous attention to technical and artistic details.

C = Caring about the patient's goals. Caring about his results.

### In this Issue

|   |   |
|---|---|
| ISHRS Meeting.....  | 1 |
| Value of Hair Shaft Thickness   |   |
| The Hair Implanter Pen  |   |
| Propecia Update   |   |
| Standardization is Upon Us  |   |
| Steroids Proven to Reduce Swelling  |   |
| New Suture for Hair Transplantation                                       |   |
| New Radio Show Devoted to Hair Loss.1                                     |   |
| Cloning Hair? Sooner than you think....                                   | 1 |
| All Grafts are Not Created Equal .....                                    | 2 |
| Hair Transplant Procedure Now Simpler and Safer.....                      | 3 |
| NHI Physician Education Course Given for First time in New York.....      | 3 |
| newhair.com.....  | 3 |
| New Edition of NHI's The Patient's Guide to Hair Restoration Surgery..... |   |

### International Society of Hair Restoration Convention

Held in San Francisco during the week of October 20, 1999, the ISHRS convention was the largest and most important hair restoration meeting of the year. More than 400 medical doctors attended the meeting, along with their nurses and technicians. NHI physicians proudly played a prominent role at the meeting that was highlighted by a number of interesting presentations:

#### VALUE OF HAIR SHAFT THICKNESS

NHI Physician, Dr. John Cole, presented a series of fascinating papers discussing the value of hair shaft thickness, based upon the earlier work of Bernstein and Rassman. Dr. Cole made important refinements in the work by defining a practical methodology to measure the hair shaft diameter, a critical measurement in

patient evaluation. In sum, as the hair shaft diameter increases, the cosmetic value of each hair becomes greater. Because the area of a round hair is based on the familiar formula that we all learned in high school (area =  $\pi r^2$ ), the cosmetic value of a coarse (thick) shaft of hair is over 5 times more significant than the cosmetic value of a fine shaft of hair.

*continued on page four*

### Cloning Hair? Coming sooner or later!

the thought of being able to culture hair follicles to produce and unlimited donor supply has been a long-time dream of both the follicularly depleted and hair transplant surgeons alike. However, the obstacles have seemed enormous since the hair follicle is a very complex structure of skin cells. Now there is hope that not only is the cloning of hair follicles possible, but this

cloned hair for transplants may not even need to be your own. Dr. Colin Jahoda, a British scientist recently reported that he took dermal sheath cells (cells from the lowest part of the hair follicle) from his own scalp and transplanted them into his wife's forearm. These implanted cells then stimulated his wife's skin to grow new

*continued on page two*

### Radio Show

#### Devoted to Hair Loss

The Bald Truth is a new, controversial consumer advocacy program on every Sunday evening. The program has a unique hair focus, in a talk radio format. Spencer Kobren is a natural, drawing out the audience to express their concerns and frustrations with regard to their hair restoration experiences. Much of Spencer's own

*continued on page three*

# All Grafts are Not Created Equal

A world-renowned hair transplant surgeon and past editor of Hair Transplant Forum International recently predicted:

It is possible that our profession may split into two camps - the McTransplant school with an acceptable and quite satisfactory product at a budget rate of \$2-\$3 per graft and the Deluxe microscopically dissected follicular unit at perhaps \$5-\$10 for the connoisseur. This has happened with meals, bicycles, automobiles, airplane seats, so why not with hair transplants.

At NHI, we are dedicated to providing our patients with the Deluxe model only. Unfortunately, for the bargain hunter, all grafts are not created equal, and the search for the cheapest procedure will often lead to the poorest results. Unlike bicycles, which can easily be replaced, your hair transplant will be with you for the rest of your life and donor hair that is

wasted, will be gone forever. Microscopically controlled Follicular Unit Transplantation is the only way the donor supply of hair can be maximized and is the only way to insure that your hair transplant will look completely natural. You should never settle for less.

Those considering a hair transplant are being overwhelmed by the increasing numbers of physicians now offering different types of hair restoration procedures. As competition comes into play, prices tend to work their way down, a great benefit to patients. It is important to note, however, that doctors offering hair transplant procedures at bargain basement prices for an inferior procedure are really no bargain at all. It is essential to spend the time and energy to find out about the physician you intend to use, as well as learning about the process of hair transplantation itself.

**F o l l i c u l a r U n i t**  
Transplantation, the proce-

dure pioneered by the physicians at the New Hair Institute, is now well established as the iGold Standard within the industry. However, one should be aware that a number of unscrupulous physicians are claiming, for marketing purposes, that they are performing this technique (while actually doing something else). This is something else is occasionally the older plugs, but it is more commonly the faster and simpler to perform i mini-micrografting. If the mini-micrograft procedures are less expensive, then why not get them and save a few dollars? The answer is that Follicular Unit Transplantation is a preferable procedure for a number of important reasons:

Less waste of valuable donor hair with the use of the dissecting microscope and single strip harvesting. The surgeon who uses less refined techniques can waste upwards of 25% of the hair during the transplant proce-

dure. The wounds in the scalp, which receive the follicular units, are extremely small so that the skin remains normal in appearance. Since mini-micrografts contain more skin and are bulkier, they can produce slight deformities of the scalp that make the transplant detectable close-up.

Follicular units of different numbers of hairs (1-4) can be easily sorted and distributed where they offer the highest cosmetic benefit. This cannot be done in many mini-micrograft procedures where the grafts are simply cut to size. Is there a difference between a \$5 follicular unit graft and a \$3-4 mini-micrograft? You bet! The following table summarizes the major differences between the two techniques:

hair. the hair was analyzed by Dr. Angela Christiano at Columbia University in New York and was shown to be composed of cells with Dr. Jahoda's XY chromosomes at the bottom and his wife's XX chromosomes at the top. This clever experiment shows that the hair follicle's dermal sheath cells are "immune privileged", and can be transplanted from one person to another without rejection. More important, this study suggests that all one might need to do is to transplant these "inducer" cells to stimulate new hair growth, rather than having to transplant the entire follicle itself. The great significance, for balding individuals, is that these cells may someday be cultured in laboratories to produce a potentially unlimited

|                                   | Follicular Unit Transplantation | Mini-Micrografting |
|-----------------------------------|---------------------------------|--------------------|
| <b>THE GRAFTS</b>                 |                                 |                    |
| Follicular Units used exclusively | Yes                             | No                 |
| Graft size                        | Uniformly small                 | Larger             |
| Number of hairs per graft         | 1-4                             | 1-6 (or more)      |
| Hair/skin ratio in graft          | High                            | Average            |
| Extra skin transplanted           | No                              | Yes                |
| Wound size                        | Uniformly small                 | Variable           |
| <b>THE TECHNIQUE</b>              |                                 |                    |
| Harvesting type                   | Single-Strip                    | Multi-bladed knife |
| Microscopic dissection required   | Yes                             | No                 |
| Preservation of Follicular Units  | Yes                             | No                 |
| Follicular transection            | No                              | Yes                |
| Maximizes donor supply            | Yes                             | No                 |
| <b>THE RESULTS</b>                |                                 |                    |
| Healing time                      | Fast                            | Slower             |
| Skin surface change               | No                              | Yes                |
| Maximum fullness                  | Yes                             | No                 |
| Totally undetectable              | Yes                             | No                 |
| <b>COST &amp; CONVENIENCE</b>     |                                 |                    |
| Staff requirements                | Moderate                        | Small              |
| Duration of individual procedure  | Long                            | Short              |
| Time for complete restoration     | Short                           | Long               |
| Cost per procedure                | More                            | Less               |
| Total cost for restoration        | Similar                         | Similar            |

# Hair Transplant Procedure Now Simpler

Dr. Bernstein presented NHI's new anesthetic techniques that reduce the amount of Adrenaline (epinephrine) needed for the hair transplant procedure. Adrenaline is a mainstay medication used in hair transplants to keep bleeding down to minimal levels. It also has the advantage of reducing the need for large doses of local anesthesia due to its ability to increase the duration of the numbing effect produced by the anesthetic.

increased amounts of adrenaline are used, Dr. Bernstein reported that, rather than keeping bleeding down, the body actually becomes resistant to its effects and even higher doses of adrenaline are then needed, increasing the risk of side effects. Bernstein showed his colleagues a number of simple surgical techniques that minimize bleeding during the transplant and therefore decrease the need for epinephrine.

Over the years doctors have often abused the use of adrenaline, using increasing amounts of the medication as an easy way to deal with bleeding associated with longer transplant sessions. Doctors have labeled these cocktails 'super juice' - a humorous anecdote with not so humorous side effects. As

Adrenaline is the drug known

The Logic of Follicular Unit Transplantation, published in Dermatologic Clinics, by Dr. Bernstein & Dr. Rassman is available. For a copy Call 1-800-NewHair

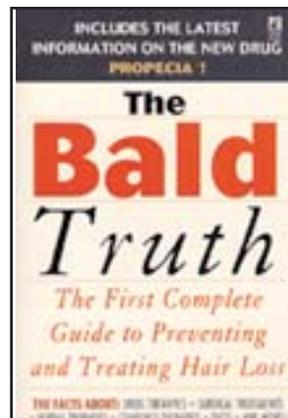
## New Radio Show (continued from page 1)

research and opinions are heard on the program and can also be found in his new book, The Bald Truth. Calls come in from all over the United States and Spencer addresses their questions on such varied topics as genetic research, cloning, new hair transplant techniques, new medications, herbal treatments, and what the future may offer. Some of the callers express confusion brought about by the mass marketing of various hair restoration organizations, while other calls are from those who were victims of hair scams or outdated surgical techniques. A common question asked is "How does one go about finding a good doctor." Kobren is spontaneous and speaks his mind clearly and decisively, but this type of decisiveness has generated much controversy. Kobren states that his show reflects a consumer advocacy position, so taking a stand is "what I am all about." The Bald Truth Radio show airs at 11:00 p.m. Eastern and 8:00pm Pacific time every Sunday night. You can click on [www.TheBaldTruth.org](http://www.TheBaldTruth.org) for your local listing. This program is a must for those of you who are concerned

## NHI Physician Education Course Given for First Time in New York

The NHI Physician Training Course which teaches physicians state-of-the-art hair transplant techniques was given for the first time in our Manhattan facility and was a resounding success. It will be repeated again in the spring of 2000. This course is a hands-on training course for doctors, nurses and technicians who want an overview of Follicular Unit Transplantation. Four surgeries were scheduled where the trainees were given the opportunity to observe every step of the process, from harvesting grafts with the stereo-microscope to the use of new technologies for placing grafts. About half of course attendees had extensive experience in the hair transplant field. Reviews of the course have been very positive. Physicians taking the course earn 22 Credit Hours of CME credits. Most doctors must earn a minimum of 25 credit hours of CME credits yearly to maintain their license to practice medicine. The NHI Physician Training Course was given this time in Atherton, California, and due to international interest, a European seminar may be offered in the near future.

<http://www.newhair.com>  
Come check out our new web-site!



## ISHRS Convention

(continued from page 1)

### VALUE OF HAIR SHAFT THICKNESS

Thus, one can significantly increase the appearance of fullness by transplanting a relatively small number of full diameter hairs into an area of fine (miniaturized) hair.

Understanding the mathematics briefly described above clearly has value in establishing realistic expectations for prospective hair transplant patients. For those individuals with fine hair it, is insufficient and, in fact, misleading to examine before and after photographs of an individual with coarse hair as the sole way of building expectations. According to Dr. Cole, it is unfortunate that too many doctors are showing off the rare patient with coarse hair to influence the prospective patient into making a decision to have surgery. Once again, the old axiom "Buyer Beware" prevails.

### THE HAIR IMPLANTER PEN

Dr. Pascal Boudjema (Paris, France) introduced the Hair Implanter Pen (HIP); a new automated device for inserting grafts. Dr. Boudjema has more inventions to his name than any surgeon in the hair transplantation field. His latest invention, the HIP, is a clever device that moves grafts into the recipient sites in the scalp with the aid of suction. Traditionally, grafts are placed into the recipient sites using forceps. However, one major problem with this technique is that in

less than expert hands the forceps may cause injury to the grafts by squeezing or crushing. Because of this, forceps must be used carefully, slowing down the hair transplant process. The new HIP device circumvents both of these problems.

Unlike other commercially available automated devices, the HIP has the unique advantages of:

- speeding up the procedure,
- requiring a smaller staff,
- reducing human error, and
- improving quality when the surgical team has less than optimal results.

The Hair Implanter Pen was very well received at the ISHRS convention. Many physicians feel that this technological advance will enhance the quality of hair transplant surgery worldwide.

### PROPECIA UPDATE

A great many papers were presented by doctors who discussed their experience with Propecia, the new medication for baldness. In a marketing study by Merck, of 35 physicians specializing in hair transplantation, over 90% of the doctors polled showed that they routinely use Propecia as a medication to prevent balding. Many doctors expressed their satisfaction with the drug's effect on individuals who were losing hair, and many had observed a reversal of the process in some individuals with earlier stages of hair loss. Hair regrowth, when it occurred, was most notice-

able in the crown.

NHI Founder, Dr. William Rassman showed a picture of a patient who had a 4-inch round bald spot in the back of his head that completely filled in with hair after 18 months on Propecia. This experience was echoed by many physicians at the convention. Dr. Robert Bernstein commented that a very small percentage of patients had reported testicular discomfort from the medication. This was reversed upon discontinuation of the drug. He also mentioned the fact that some patients taking the herb Saw Palmetto for hair loss had experienced some of the same side effects as those taking Propecia, including one case of reversible breast enlargement.

### STANDARDIZATION IS UPON US

It was clear at the ISHRS convention that the impact of the New Hair Institute's Follicular Unit Transplantation techniques have revolutionized the hair transplantation industry. Almost every scientific and clinical paper presented recognized the value of transplanting the follicular unit. Though some resistance to this approach still exists, it seems far less significant than in past years. Some physicians feel that the detail of the follicular unit behind the hairline is unimportant and thus still believe there is a role for larger grafts. These opinions primarily appear to come from physicians who experienced difficulties hiring and

training the larger staffs required to properly perform follicular unit transplantation. Perhaps, before taking any short cuts in the surgery, these doctors should poll their own patients and ask whether it is important to them that their entire scalp looks natural.

Dr. Bernstein, NHI's Medical Director, gave a workshop entitled "The Philosophy and Practical Application of Follicular Unit Transplantation." To underscore just how far we have come since the introduction of the "follicular unit" concept by Bernstein and Rassman in 1995, this was the first ISHRS workshop ever to be wholly devoted to Follicular Unit Transplantation. New and seasoned hair restoration surgeons from around the world attended this sold out session.

### STEROIDS PROVEN TO REDUCE SWELLING

NHI's Dr. Roy Jones presented important research on the effectiveness of anti-swelling medication used in hair transplantation and impressed hair restoration surgeons with a wonderful blend of science and good humor. After years of doctors using steroids on an "anecdotal" basis Dr. Jones has, for the first time, shown that this medication can actually reduce the incidence and degree of swelling that is commonly seen after one receives a hair transplant.