

NEW HAIR NEWS

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Take Charge and Look as Young as You Feel!

Make your hair, nose, or face look the way YOU want it to look!

William R. Rassman, M.D.

In the mirror I see a man,
The body's old and the vision's bad,
Wrinkles tell a life so full,
I just don't believe that it is me.

My joints are stiff, my hearing's bad,
Some friends are gone and my world is sad,
My car is old, it's not like me,
But somehow it is just reality.

My wife is gone so I get a date,
Making love I cannot anticipate,
When my bladder fills, I can't pee,
For I'm not as good as I used to be.

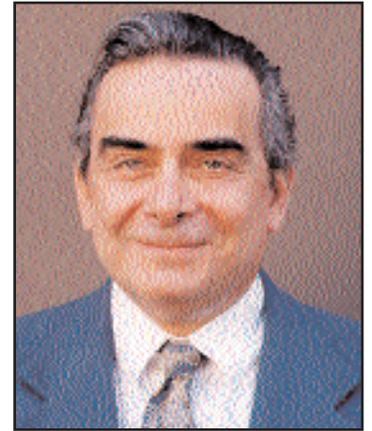
I take a vacation with Fred and Sean,
We gamble and drink to dawn,
My joints do not creak and I become meek,
And I know this is really not like me.

Getting old is not my stuff,
I am a diamond in the rough,
Getting polished is not me,
We don't change in reality.

My mind is active and sees a world,
Of mountains yet to be climbed by me,
And then I face the man I see,
Knowing somehow it is just reality.

Visit newhair.com to hear this song.

A few years ago, I composed this song as my mother moved out of her home in a senior condo-complex in Florida. She lived there for 15 years, and at the age of 83, had made many



friends; they came by, one after the other. As the movers packed and moved everything, I had a full day to talk to her, meet her friends, sit at the piano (the last piece of furniture to be moved), and write another piece of

“Aging is not easy to accept, but one can make changes to help cope.”

music. It was in a minor key, and though the words were sad, it was a humorous insight into my feelings of growing older. I wrote the song before I had my facelift but well after my first hair transplant.

Aging is not easy to accept, but one can make changes to help cope. If you are overweight, a change in eating habits and exercise can improve the condition of your body. If you are 23, but balding and look 40, then hair transplants may be a solution. If you are 58, like me, and look

your age or older and don't like it, you can have a facelift and reduce the turkey gobble under your chin. I also had a hair transplant of another 850 grafts into my crown.

My daughter, upon seeing me 3 weeks post-surgery said, “You look so much younger without your beard.” Everyone who sees me says that removing my beard took years off my appearance.

We often recommend that our patients make changes in their external appearance when doing a hair transplant, particularly if they are extremely bald, have lost their frontal hairline or are thinning significantly.

We have treated almost 7,000 patients (in slightly over 11,000 surgeries). A few of them have agreed to tell their stories in this newsletter. These people show courage in taking charge of their appearance.

Boy Meets Girl, Boy Loses Hair (and Girl)

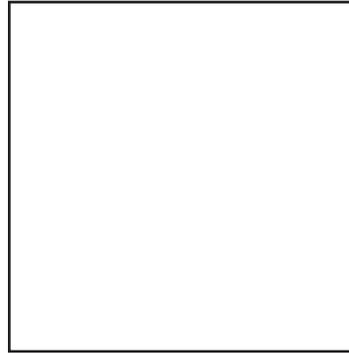
It was a case of boy meets girl, boy loses hair, boy loses girl, boy loses confidence and begins searching for a way to get back what he had lost.

My name is [removed], and when I started going bald at the early age of 25, I practically fell apart. I was someone who took great pride in my appearance. Like anyone else, I wanted to look good. Losing my hair practically destroyed my true personality, which was that of an ambitious, confident, motivated young man. It's funny, I remem-



ber how before I started losing my hair, my only concern had been getting the right haircut and making sure the stylist listened to my every demand. I never thought that baldness would happen to me or that it would ultimately affect even my closest relationships.

Feeling the way I did about my appearance, I knew that nothing short of getting my real hair back would satisfy me. I considered everything from topical solutions to toupees, and found that none of the non-surgical methods were worth my time or money. One day, a friend told me about hair restoration. I became hopeful when I learned that I could grow my real hair back. I decided to research the



subject. After several years of searching for a good doctor, I chose the New Hair Institute (NHI). Why? Because they use the safest and most advanced method - Follicular Unit Transplantation.

NHI doctor, Robert M. Bernstein impressed me with his honesty, knowledge, and experience. He made me feel comfortable about the procedure, answered all of my questions, and put my mind at ease.

On October 16, 1998, Dr. Bernstein and his team performed the procedure on me. From that day forward, my life changed dramatically. I went

from being insecure and worried to being sure of myself again.

My new hair looks incredible and I get compliments on my appearance from my friends and acquaintances. Now it's a case of boy meets lots of girls, boy loves his hair, and boy feels confident and happy again. The experience has been so overwhelmingly positive that I have written my true-life story about hair restoration in a book that will be published in 2001. I feel so great about what has happened to me that I want to share it with others who may be searching for an answer to their hair loss problems.

Turn a Bald Situation Into a Good One!

I was bald for about 18 years. A good portion of that time I knew about hair plugs; but they seemed worse than just being bald, since they were unnatural looking. I tried minoxidil, but only after I had lost hair for an extended period of time. It did nothing, except perhaps halt my hair loss and grow blond, peach fuzz-like hair, which was not really helpful.

Then, one Christmas, my sister gave me a book by Ann Louise Gittleman about men's health issues. It had a section on hair loss. It mentioned minoxidil and other experimental methods for growing hair. Since I had become a fan of talk radio, and listened to Dr. Ronald Hoffman at night, I called him on his radio

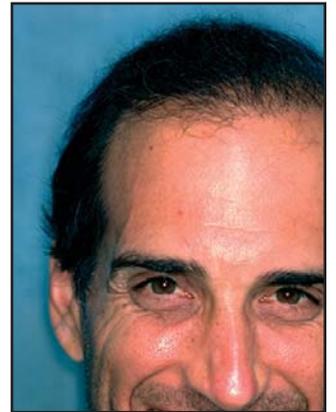
show. He indicated that the methods mentioned in the book were disappointing, but that there was a website devoted exclusively to hair loss, run by a consumer advocate who apparently had no financial stake in the method he found best. The website is thebaldtruth.com run by Spencer Kobren.

Kobren recommends certain drugs for guys who are losing their hair, but there is nothing for guys who had been bald for the extent of time that I had. He also recommends a few select doctors in the country who do hair transplants. According to Kobren, these doctors, get very natural results by using the latest methods of transplanting follicular units. These methods involve much less transplant of



tissue, much less invasive surgery and a much quicker recuperation time. One of these doctors is Robert Bernstein.

I went to his open house and was impressed with the natural look of the guys who had the surgery done. I spoke privately with him. He was affable enough, but I was slightly taken aback by his insistence that the



hairline should only come down so far and his statement that there is no real way to get a precise idea of how you will look by such "tricks" as computer imaging. He stressed that seeing live patients was the most valuable. I decided that based on his reputation and his patient's results, I would put myself in his hands.

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The New Scam!

The latest scam that doctors are promoting is to sell transplants by the hair. A follicular unit graft contains 1-4 hairs each. Charging by the hair fools unwary patients into thinking that they are getting a bargain.

This simple scam is as follows: a 3-hair graft (normally \$5 at our standby rate) is charged by the hair at \$2, bringing the cost to \$6 per graft (although the patient thinks he is getting a bargain). In addition, these doctors don't spend the time to carefully

dissect follicular units under the microscope so there is often transection (a hair cut into two parts). The patient may then be charged for both halves.

Worse yet, when the outdated technique of using larger Minigrafts is used, the 6-15 hair grafts increase the cost of the session significantly. The travesty is that this procedure, which gives a very poor result, is quick and easy to perform.

The patient who does not know the difference gets reduced quality, often at a higher price. The other hidden factor is

WASTAGE. Techniques that do not use the microscope for dissection of hair from the donor area often waste hair. Estimates show wastage as high as 30%. Now who is getting the value? We have seen these patients in our office after the hair has grown. Many of them ask, "Did I get what I paid for?" Beware of doctors in this field who exploit unwary patients by selling transplants by the hair.

Columbia University Promotes Dr. Bernstein

NHI is proud to announce that, in recognition of his "patient care, research, writing and teaching," Robert M. Bernstein, MD has been promoted to Associate Clinical Professor of Dermatology in the College of Physicians and Surgeons of Columbia University, New York.

It was 1997. Things in my life had fallen into place. I had a loving wife and family, excellent health, a good home and the achievement of a childhood dream, being a captain for a major airline. I felt very fortunate indeed. If life were a checklist, just about all of the items were complete. However, one thing did bother me. Call it



vain. Call it silly. I was seeing more scalp and less hair. What I felt inside was at odds with what I saw in the mirror. It was a conflict begging for a resolution.

One day I panicked. I had to do something. I consulted my dermatologist, who frankly scared me. He had done "a number" of transplants. I have seen bad transplants; it certainly was

not his specialty. This drove me towards a non-surgical remedy. I checked out the product of a nationally known company that would make a "system" to give the appearance of a full head of hair.

I signed on. The initial cost was about \$100.00/month but after two years of increasing service levels, I was shelling out almost \$280.00/month. In addition, I spent half a day per month driving to the city to have my "system" maintained. I spent much time, effort, and money to wear something false that fades in the sun and is affixed with a form of super glue and tape. Worse yet, I was always self-conscious about how it looked and felt. I even gave up swimming on my Hawaii layovers. I realized that I was giving up more than I was getting.

Finally, I began to investigate all of my options and became interested in the recent dramatic improvements in hair transplantation technology. I received information from a number of companies. I proceeded to interview the three I thought would be the best. The last company I spoke with was NHI. They blew



Bob Haygooni before and after 2,190 grafts on 1/12/00

the competition out of the water for the following reasons:

1. I read the book, *The Patient's Guide to Hair Restoration*, by Dr. Rassman and Dr. Bernstein of NHI. It covered every aspect of hair loss and explained all of the options for one who was becoming follicularly challenged. The book was not written as a NHI marketing tool. I felt that the authors were most interested in me as a person and not as a potential client.
2. NHI's transplant techniques are among the most advanced in the industry. Follicular units produce the most natural hairline available.

The icing on the cake was meeting Dr. Roy Jones and his medical team. I prepared extensively for it. I had two pages of questions and concerns; Dr. Jones answered all of them. I decided to go with NHI.

On January 1, 2000, I took my "system" off for the last time. Happy millennium! On January

12, 2000, I underwent hair transplant surgery. Everything went as the book and Dr. Jones said it would. My life was minimally interrupted. A week later, I was in school transitioning to the new Boeing 777.

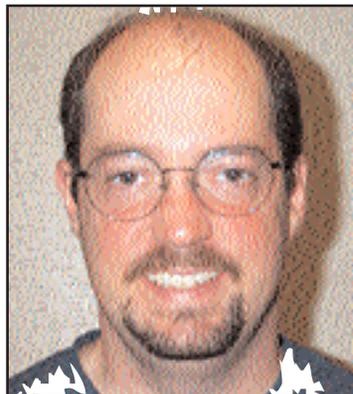
Today, November 8, 2000, I am the proud owner of a great head of hair. Now I only wear my airline hat when I have to. I can say that my checklist is finally complete. Thank you Dr. Jones and staff and thank you NHI.

Captain Bob Haygooni

Wallace Hanson

There is one aspect of my appearance that I had no control over until recently. For years, my family told me that my thinning hair made me appear older than I was. For a long time, it didn't matter to me; since a shaved look was fashionable, I chose to keep my hair very short. Then it happened, one day I looked into the mirror and I, too, saw a man who looked older than he really was. I became more self-conscious of my appearance, and started wearing hats to conceal my balding. I spoke with friends about my situation and they all said the same thing, "you look fine to us, and more hair will not make a difference". For the most part, these friends had full heads of hair. Unless someone is thinning or balding, I don't believe they understand the feeling when people glance from your eyes to the top of your head. This is especially true for new acquaintances. When meeting people for the first time, (especially women) a first impression can mean a lot.

I started going to different hair restoration facilities to explore my options. Many companies would make grand or unbelievable promises, for example, that they could make me look like I did in college. These same companies were also only using mini-micrografting techniques; the number of procedures it would take to attain a full look-



room where a procedure was taking place so we could see how the procedure was done, and talk to the person while it was going on. With NHI's follicular unit transplantation, there is little scarring in the recipient area and the placement of hairs looks natural.

My hair transplant occurred about 8 months ago and I could



Wallace Hanson* before and after 1,513 grafts on 3/13/00

ing head of hair seemed endless. I cannot tell you how impressed I was at the first NHI open house I attended. It was incredible that there were multiple patients available to speak with and to see their results first hand. We were also allowed into the

not be more pleased. I've been taking monthly photographs of the progression; it is amazing to see the results. I have more confidence now, I look younger and I no longer wear hats. There were many other places I could have invested my money, but

spending it on myself is the best investment I could have made.

I had the procedure done while I was on sabbatical from work. Upon my return, the reactions of my friends and co-workers were amazing and unexpected; only two noticed that fact that I had more hair. All of the others said I looked great and that I had lost weight. It is incredible how having more hair has made me appear better looking to others. The two that did notice, did so not because there were obvious signs of a transplant, but because they remembered me as being bald. They asked me how I was growing my hair back; they didn't even suspect a transplant.

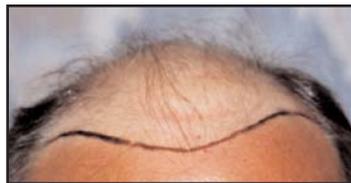
From a Hairpiece to Full Head of Hair

At the age of 28, I began to lose my hair. Gradually, I started to wear it in a "comb over," but eventually there was very little to comb over. This was in 1970 before Rogaine or Propecia were available, products designed to keep what hair you've got. My last resort was a hairpiece. A couple of friends had gone to Oklahoma City for transplants, but the big plugs they got looked awful. I had my not-so-bad-looking hairpiece, and for a time I was mildly satisfied. I had read about scalp reductions, flaps, etc., but none of them looked natural to me. So, I just kept buying very expensive hairpieces every eight

to ten months and hoped nobody knew.

In 1996, while on a Southwest Airlines flight, I read an advertisement from the New Hair Institute that said they could place individual hairs and groups of hair very closely together in high numbers. I thought, "What's the downside?" The ad even said that I could come in and watch a procedure in progress. I came home, showed the ad to my wife (she knew how miserable I had become wearing the hairpiece), and she encouraged me to check it out.

We live in Wichita Falls, about 150 miles from Dallas where the New Hair Institute had just



James Batton* before and after two sessions totaling 2,550 grafts.

opened a new office. On a whim, I called and made an appointment for their Saturday open house. Upon arrival, a young man in his early thirties greeted me. The first thing he said was that I was looking at the "after." He then showed me his before pictures in which he was almost totally bald. I couldn't believe what I was seeing. I touched his hair, inspecting it closely from every angle. I was then taken into the procedure



room where I witnessed a live hair transplant in progress. They were actually putting hundreds of individual hairs into pin-sized holes!

I was then introduced to Dr. Rassman, the founder of the

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The Bald Doctor Who Grew His Hair Back

Did you hear the one about the bald doctor that grew his hair back? Well its no joke. But we'll get back to this part of my story later. My name is Max Norat and let me start by stating the obvious; losing my hair was a long, slow, painful process that began in my late twenties and continued into my forties.

During that time, I became increasingly preoccupied with this dramatic change in my physical appearance and the accompanying emotional toll. I was not a happy camper. Thus began the quixotic quest for the fulfillment of my impossible dream, to grow hair on my head. Over the course of twenty odd years, I explored every conceivable type of treatment for my "problem" I even tried some of the more weird "remedies" marketed on TV and over the net. I must confess that I always ended

up feeling like Don Quixote, somewhat defeated at being scalped by a windmill, but relentless in my quest.

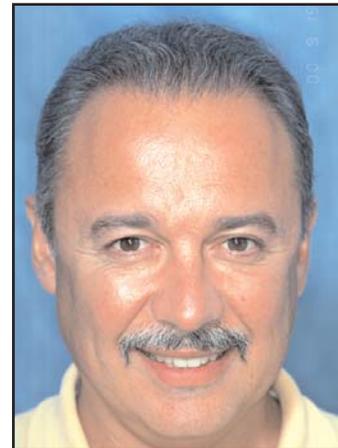
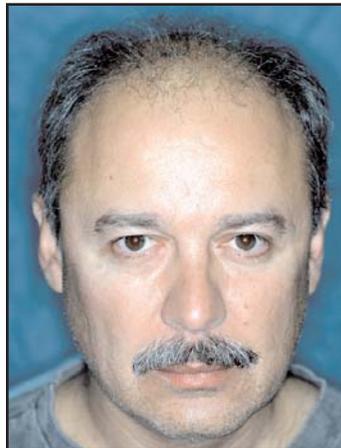
Now back to the bald doctor. He happens to be my family physician and a rather conservative medical professional. I came in for my annual check-up and I noticed that he had hair on his head, and it was his own! I could hardly contain my amazement. "How in the world did you grow your hair back?" I asked. That's when he gave me the scoop on New Hair Institute (NHI) and Dr. Robert Bernstein. He told me that he had done a lot of research on hair restoration over the years. He explained that NHI doctors had created a technique (Follicular Unit Transplantation) that could achieve excellent results. The irrefutable evidence was sitting right in front of me. My doctor gave me NHI's number and sug-

gested I attend one of their seminars.

I embarked on a close scrutiny of NHI. I was immediately impressed by their friendliness. I received prompt and detailed

allowed us to observe the procedure in progress. It was, to put it mildly, impressive.

Equally impressive was the genuine enthusiasm of the patients who had undergone the



Max Norat before and after 2,520 grafts on 6/11/99

information on their services. More importantly, when I attended their seminar, Dr. Bernstein conducted it. He made it clear that he was the surgeon in charge and that he and his team had an uncompromising commitment to safety and quality results. Then he actually

procedure and were present to answer questions. I made my decision and in June of '99 Dr. Bernstein and his medical team performed the surgery. It was quick, clean and remarkably comfortable. Eight months later I had hair on my head that looked like it belonged there.

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Facelifts & Hair Transplantation

Although men have significantly less than half of all facelifts and/or browlifts, the number is rising. Half of all men over 50 have significant balding; therefore, combining hair transplants with facelifts/browlifts makes sense for many reasons. First, healthy hair is often removed and discarded with a facelift/browlift. As hair is a precious resource, that hair could be transplanted at the time of the facelift/browlift and not wasted. We have been doing this combined procedure since 1993 in various plastic surgeon's offices.

The results of this combined surgery are extraordinary in

many ways. First, the facelift/browlift recovery time far exceeds the time needed to recover from a hair transplant; therefore, the added hair transplant procedure does not

“Aging in men is often made more obvious by balding.”

increase the total recovery time. Second, the hair transplant only extends the surgery by a little over an hour, so the day a patient would normally dedicate to a hair transplant is obviated. Third, with a facelift/browlift, healthy hair from the hair transplant “donor strip” is removed and discarded. Combining the

hair transplant procedure with the facelift/browlift means that this this removed hair can be taken advantage of rather than forever lost. All permanent hair is retained - a hot commodity for those who are losing their hair.

Aging in men is often made more obvious by balding. For those courageous enough to deal with a facelift, browlift, or chin tuck, having a hair transplant in conjunction with these procedures is a logical choice and should be a definite consideration when undertaking your metamorphosis into the new, younger looking you.

[Bald Situation continued](#)

The follicular units are undetectable, which is a major achievement as far as I'm concerned. The post-operative schedule concerning when you'll lose hair from the newly transplanted grafts and when you'll start regrowing hair, etc..., was all correct in my case. They said that the needle to numb the area would hurt, and it did, but it didn't last long. During the procedure, the doctor and his staff were wonderful.

We are all affected by how we perceive we look in business or social situations; I am no exception. Some say people react to whatever confidence you project. I have seen a more positive response from people now that I

[continued on pg. 6](#)

Bald Situation continued

look better and FEEL I look better. My second procedure is in 5 days. I can hardly wait to see the results.

Ronald Vergano

From a Hairpiece continued

institute who had pioneered this procedure. He asked me to take off my hairpiece. Seeing my near-bald head, he said he could give me a nice head of growing hair that would last a lifetime. I was hooked and impressed with the professionalism, honesty, and care I had been shown. The next month I had 1,400 grafts placed in front to frame my face; in 1998 I had 1,150 more. Dr. McClellan, (who will tell you like it is and is always right), performed both procedures.

I have a full head of hair, and couldn't be happier with the work done. In early 2001, I am scheduled for one more proce-

dure of 500 grafts to fill in my crown area. Thanks to NHI, Dr. Bob and his wonderful staff, I have lots of hair again. I can enjoy water sports, golfing in the wind, and all the other things that were previously denied to me. I can truly say that the experience has changed my life.



Hair Transplant Conceals

Dear New Hair Institute & Dr. McClellan:

I wish to thank you for the professional manner in which you have treated my hair problems. You and your staff are great. The two benefits I have received from this procedure are:

1. I have had numerous precancerous growths taken off my scalp before the procedure. I have also had three basal cell cancers removed; one was very

2. The hair transplant procedure has helped to conceal the scars left by the cancer surgery. Another great benefit is that I look younger and have more confidence.

Thanks again to you and your staff for great help and caring.

Brent Packard

The Bald Doctor continued

This was just the beginning of the benefits that I've reaped from my hair restoration.

Restoring my hair has contributed greatly to my well being in three major ways. Mentally, it has relieved me of the daily frustration of obsessing about being bald. What I think about now is how I can improve other aspects of my health and appearance. Emotionally, I feel more positive and optimistic about life, that has translated into a more relaxed attitude in my daily social interactions. Finally, and most importantly, I look better physically. NHI has put me on a track to look good and I plan to stay on that track.

I want to thank Dr. Bernstein, Dr. Rassman and the entire

NHI organization for their pioneering work in the hair restoration field. I'm also grateful for their integrity and commitment to excellence. It has made a positively enduring difference in my life.

Max Norat



John Kim* is a 38-year-old man who had unusually fast results from a single transplant in 5 months. The pictures (above) show his dramatic change.

Transplants in Asian patients are not forgiving. As John is

Korean, anything other than Follicular Transplants would be noticeable with his black straight hair and fair skin.

No one can tell that John had a transplant. Everyone told him that he looked great since he started working out.