

NEW HAIR NEWS

In This Issue

UPDATE: Hair Transplants Without an Incision1

Dr. Bernstein Receives International Recognition1

Dutasteride is Approved by FDA for Prostatic Enlargement - Not Hair1

A Rare But Wonderful Outcome2

Only With Follicular Unit Transplantation!3

6th Edition of "The Patient's Guide to Hair Restoration" Released Fall 20013

NHI Welcomes Dr. Eugene Worton4

Website Photo Album is Most Extensive in the Industry4

NHI's "Classification" Article Selected by American Academy of

UPDATE: Hair Transplants Without an Incision

The Follicular Unit Extraction procedure (FOX™ Procedure) has been in development at NHI for over four years. In this technique, individual follicular units are extracted directly from the donor area without the traditional linear incision in the back of the scalp. The resulting small wounds do not require sutur-



ing and heal within one week. The effects (Fx™) of this technique are that it leaves virtually imperceptible marks in the donor area, it is more comfortable during the healing period, and activities are not limited as they would be with traditional suturing.

A historical limitation of the FOX Procedure is that it may cause transection (destruction of the follicles by

severing them). This can result in decreased growth in transplanted follicles and a decrease in overall yield from the procedure.

A major breakthrough occurred when we discovered that some are better candidates for the FOX Procedure than others. We have developed the FOX™ Test, which can identify individuals with the hair and scalp characteristics for the FOX Procedure. The FOX Test involves tiny biopsies taken from the back of the scalp. The FOX Test is

continued on pg. 3

Dutasteride is Approved by FDA for Prostatic Enlargement - Not Hair

Many men who are taking Propecia for hair loss have expressed considerable interest in Dutasteride, a drug that has been under development by GlaxoSmithKline. The FDA approved this drug on November 20, 2001, specifically for the treatment of benign prostatic hyperplasia (BPH). Dutasteride is expected to become available early this year.

Propecia (Finasteride) was first approved to treat BPH and was later approved

for treating male pattern baldness. It works by inhibiting the body's production of Type II 5-alpha-reductase, one of the enzymes responsible for converting testosterone to DHT (the hormone that causes hair loss). Dutasteride inhibits the production of both Type I and Type II 5-alpha-reductase and is thus a more potent blocker of DHT. This may make Dutasteride a more effective drug than Propecia in treating male pattern alopecia.

continued on pg. 2

Dr. Bernstein Receives International Recognition

We are proud to announce that Dr. Bernstein is the recipient of the 2001 "Platinum Follicle Award" for "Outstanding Achievement" in basic scientific or clinically related research in hair restoration as presented by the International Society for Hair Restoration Surgery. At the awards ceremony in Puerto Vallarta, Mexico, Dr.

continued on pg. 2

A Rare But Wonderful Outcome



My name is John and I am 43 years old. I visited NHI one time on July 17, 2000. (See my first photo above, left.) I wore a hairpiece and wanted a hair transplant to finally be free from the piece. Dr. Rassman examined me and found that my hair density was very high and that I was an outstanding candidate for the hair transplant that I committed to having. However, he urged me to

hold off on having a hair transplant and to let my hair grow while I still used my hairpiece (wig). In addition, he suggested that I go on the drug Propecia. I was less than happy with this recommendation as I was in a rush to get the transplant done. Dr. Rassman was persistent and told me that we should wait to do a transplant to see if some of my hair, as he suspected, would grow back. So I followed his recommendation. It

is now 7 months later, and I came to visit him to show him what had happened since I last saw him. (See my 2nd photo.) I still wanted to have a hair transplant, now in my crown, but again Dr. Rassman said: "It's only been 7 months and look at the benefits you had already." He told me to wait a while longer and come back in 4-5 more months. What can I do, argue with success?

It is important for people with hair loss to understand that a good doctor cares more about his patients than his wallet. I now fully understand why he kept turning me down for a hair transplant. I hope that those of you who read this story learn that some-

times quality is not in what is done, but what is not done. Had he taken my money and done a hair transplant, he would have been my hero. I would have had a full head of hair and no one would have ever known that it was not his skill that got me my results.

So far, I have paid Dr. Rassman a total of \$85 for his advice and counseling; a lot less than the thousands it would have cost had I not followed his advice. ■

Dr. Rassman: "See if you can tell why I advised the patient to try Propecia rather than undergo a hair transplant. Please write to me at hairdoc@newhair.com with your comments and questions."

Dr. Bernstein continued

Marcelo Gandelman stated:

"I proudly present the 2001 Platinum Follicle Award to Robert M. Bernstein, MD. Dr. Bernstein has contributed to the field of hair transplantation in dramatic and substantial ways, revolutionizing the advancement of Follicular Unit Hair Transplantation. His published articles have become 'Bibles' for this methodology. Dr. Bernstein's contributions extend beyond the application of Follicular Unit Transplantation, such as studies in examining the power of sorting grafts for density, yield by method of graft pro-

duction, local anesthetic use, and suture materials. These studies have added to the specialty's depth and breadth of knowledge applicable to traditional mini-micrografting techniques as well as Follicular Unit Transplantation." ■

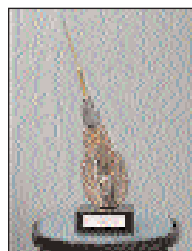


Photo of Platinum Follicle Award.

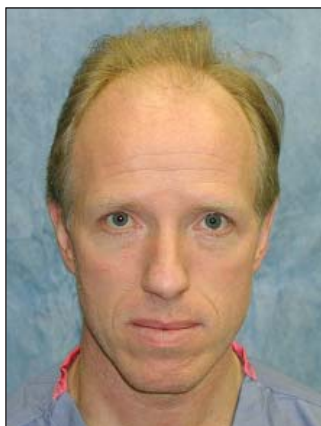
Dutasteride continued

However, the studies performed on Dutasteride have been focused only on its effectiveness in treating BPH. GlaxoSmithKline has expressed interest in conducting studies to determine the possible efficacy of Dutasteride in treating hair loss, but no studies on this possible application of the drug have been completed to date. GlaxoSmithKline will most likely determine patients' response to Dutasteride as a prostate drug before attempting to obtain FDA approval for its use as a treatment for hairloss.

There is understandable

concern that, in being a more powerful inhibitor of 5-alpha-reductase, Dutasteride may also cause a greater incidence of sexual side-effects in men than Propecia. Although doctors can prescribe Dutasteride for hair loss under the off label use laws, much more information is needed about its short- and long-term safety in treating baldness. ■

Only With Follicular Unit Transplantation!



When an area of the scalp is completely bald, hair restoration surgery is usually the best option. It usually requires 1-2 sessions of Follicular Unit Transplantation for most patients to reach their goals, but it is always great to see amazing results in one session.

Dr. Bernstein's patient, a Norwood Class 5 in his mid-40s, received a single session of 1,953 follicular unit grafts in March 2001. He has blond hair and a new tan, but what great results! (See photos to the left.) ■

6th Edition of "The Patient's Guide to Hair Restoration" Released Fall 2001

The Patient's Guide to Hair Restoration, now in its sixth edition, is a common sense approach to hair transplantation and other treatments for hair loss. This book

explains, in easily understandable terms, the various options available to balding individuals and is the most comprehensive discussion of state-of-the-art hair restoration techniques to date. It

addresses the controversies brought forth by New Hair Institute's Fast Track® option and Follicular Unit Transplantation techniques.

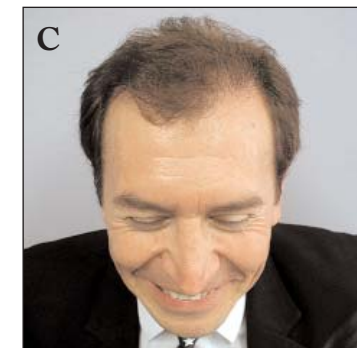
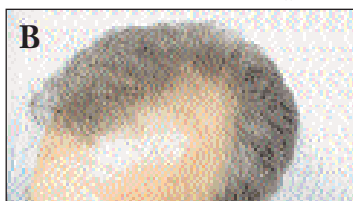
The Patient's Guide complements and expands on the information included on the NHI web site, www.newhair.com. It also

contains an extensive full-color photo-album. It is a 'must read' for those interested in hair loss and its treatment. Request your free copy by completing our online form or calling us at 1-800-NEW-HAIR. ■

UPDATE continued

performed under local anesthesia and takes about 30 minutes; no sutures are needed. Patients who are FOX positive will be good candidates for the FOX Pro-

cedure. We can extract individual follicular units from FOX positive patients without damage. If the test is negative, conventional strip removal with microscopic dissection is the best option.



A & B: patient FM before 2 sessions of FOX Procedure; C & D: patient FM only 5 months after 2nd session of FOX Procedure.



A: donor area 3 weeks after FOX Procedure; B: donor area 5 weeks after FOX Procedure.

As we are evolving the technique, it is possible that in the future, individuals who are presently FOX negative, or FOX neutral, may benefit from this new procedure. The FOX Procedure is currently limited to those who test FOX positive.

We are conducting research in Follicular Unit Extraction and have submitted the details of the procedure and the results of our studies in a formal medical publication. Indications for the FOX Procedure:

- People with limited hairloss or those who require small sessions

- Limited areas, such as eyebrow and mustache restoration
- Those with short hair
- Very low donor supply, a scarred donor area or very tight scalps
- Selected repairs
- Camouflaging scars
- Athletes who resume full activity
- Patients who tend to heal with wide or keloid (raised) scars ■

NHI Welcomes Dr. Eugene W. Worton

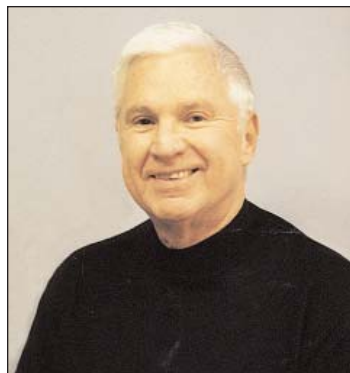
NHI is pleased to welcome Eugene W. Worton, M.D., F.A.C.S. to our Los Angeles office.

Dr. Worton received his Bachelor of Arts degree from the University of Iowa and his medical degree from the University of Iowa College of Medicine. He served in the United States Air Force Reserve, and earned his certification by the American Board of Plastic Surgery in 1968.

Dr. Worton interned at Los Angeles County General Hospital and had a residency at Los Angeles County

General Hospital in general surgery. He completed a residency in plastic and reconstructive surgery at the University of California, San Francisco Medical Center.

Dr. Worton managed his own private practice in Los Angeles while holding positions as Chief of the Plastic Surgery Division of Cedars from 1970 to 1976; Assistant Clinical Professor of Plastic Surgery at the U.S.C. School of Medicine; Chief of Clinical Service, Plastic and Re-constructive Surgery, Cedars Sinai Hospital from 1979 to 1985; Chief of the Division of Plastic Surgery,



Cedars Sinai Medical from 1985 to 1988; and Assistant Clinical Professor of Plastic Surgery at U.C.L.A. School of Medicine.

Dr. Worton is a member of the American Society of Plastic Surgeons, the American Society of Aesthetic Plastic Surgery, the American College of

Surgeons, and the California Society of Plastic Surgeons, where he served as President from 1979 to 1980. Dr. Worton's experience as a plastic surgeon and his training in Follicular Unit Transplantation give him special expertise in hair restoration surgery.

Dr. Worton spends his spare time visiting museums and attending theatrical productions. He is an avid book reader and enjoys both fiction and non-fiction. ■

Website Photo Album is Most Extensive in the Industry

NHI has been granted permission from patients, over the years, to use their photographs to help others understand what will happen with a hair transplant. The saying, "what you see is what you get" says it all. We encourage all of our website visitors to explore our extensive patient photo album. Nowhere on the internet will you find such an extensive portfolio; however, nothing

substitutes for meeting and speaking with a hair transplant patient face to face. We invite you to attend a Seminar or Open House to see the patients behind the photos. ■

www.newhair.com
More patient photos than ever!

NHI's "Classification" Article Selected by American Academy of Otolaryngology

Bernstein and Rassman's article, "Standardizing the Classification and Description of Follicular Unit Transplantation and Minimicrografting Techniques" published in *Dermatologic Surgery*, was selected by the American Academy of Otolaryngology-Head and Neck Surgery Foundation for the Plastic and

Reconstructive Surgery section of their Home Study Course. The Home Study Course is a non-profit educational effort to inform residents and practitioners about cutting-edge topics in the field of Head and Neck Surgery. The publication has 3,000 subscribers. ■

New NHI Offices Coming Soon!

NHI is opening several new offices this year. We will open an office in Santa Barbara, CA and more offices in the greater New York area, and in Central and Northern California. We will also reopen our Newport Beach, CA; Chicago, IL; and Las Vegas, NV offices.