The “Golden Follicle” Awarded to Dr. Rassman

The International Society for Hair Restoration Surgery (ISHRS) has awarded Dr. William Rassman the society’s ‘Nobel Prize’ counterpart, the Golden Follicle Award. The meaning of the award and the acknowledged achievements were best summed up by a hair-loss internet site:

“Hard fought for innovations such as microscopically prepared follicular unit grafting are now widely accepted and practiced. So how fitting that the physician who pushed, pulled and fought most tirelessly for the wide adoption of Follicular Unit Hair Transplantation was chosen as this year’s recipient of the Golden Follicle Award. Those who know the history of Follicular Unit Transplantation will have no trouble guessing his name – Dr. Bill Rassman.

ABC’s Extreme Makeover Displays NHI’s Talents

The nationally popular ABC Extreme Makeover show has selected Dr. Rassman to highlight his talents and NHI’s world-renowned techniques. So far, three shoots have been completed.

Jerry: Jerry received 2,657 grafts and had remarkable results from his procedure achieving growth in just 3 months! The Extreme Makeover team hopes to air Jerry’s follow-up show as soon as possible. The team loved Jerry’s procedure and the fun we all had, so they aired Jerry’s laughing gas antics on another ABC show.

See more of Dr. Rassman’s Extreme Makeover patients - Page 5

NHI Presents innerMAN Radio in Los Angeles

Dr. William Rassman and Eric Black have launched a new and exciting show, innerMAN, on one of the most popular stations in Los Angeles, 97.1FM KLSX. The live call-in show is a forum to talk about men’s issues on a wide range of subjects from sex and relationships, to politics and careers. Already a hit, the duo has touched a nerve with many men wanting to discuss their every day lives in an open forum. Check out www.innermanradio.com and listen to the archived shows. Learn about your ‘Inner Man’ every Saturday at 4pm PST.

CONTINUED ON PAGE 4

Myself and all other patients who today benefit from natural follicular unit hair transplantation owe a debt of gratitude to Dr. Rassman, directly or indirectly, for fighting the good fight to overcome inertia and resistance until this procedure became the acknowledged ‘Gold Standard in Hair Transplantation.’ So how fitting that he now wins the Golden Follicle Award.
Graft Anchoring: Stubborn Hairs

One of the most common questions patients ask is: "Doctor, after my hair transplant, how long will it be before my grafts will be secure and won’t fall out?"

So how long will it take before shampooing, vigorous brushing, inadvertent rubbing and scratching won’t cause your transplants to fall out? In spite of the quick and definitive sounding answers given by the medical profession to date, the answer to this question was actually unknown – at least until now.

Dr. Bernstein and his east coast NHI team set out to answer this rather basic question once and for all in a scientific experiment (recently presented at the Annual ISHRS Meeting in Vancouver). They asked volunteer patients to return...
**Scarf Repair With Plastic Surgery**

Over the years, scalp scars have plagued many. There are a number of factors that can contribute to scalp scarring: improper techniques, innate poor healing properties of a particular patient, outdated procedures, or scars from accidents, neurosurgery or plastic surgery. Whatever the cause, these scars can be difficult to camouflage with existing hair, especially if you lead an active lifestyle.

Fortunately, there is now a series of options to manage these scars: (1) transplanting a patient’s own hair into the scarred region, or (2) using a newly developed NHI technique that reduces wound tension (focusing tension on structures deep below the scalp) and therefore scar stretching. In addition, many other approaches for severe scarring and burns are available.

Patient SZ has a history of stretched scars. After three procedures by another medical group, he was unhappy with his donor scarring and told NHI Physician Dr. Kenneth Anderson how his scar negatively affected his confidence. With a concerned wife by his side, Patient SZ decided to take the next step and had Dr. Anderson use the FOX™ Procedure to transplant follicles directly into the scar. Whether he chose a scar revision or the FOX™ Procedure, the results probably would have been equivalent; a less detectable scar and a more self-confident patient.

* * * * *

**Follicular Unit Extraction** is a powerful weapon in NHI’s repair arsenal. If you have bothersome scalp scars, please see us for a consultation. Dr. Anderson, a plastic and reconstructive surgeon at NHI, has a special interest in working with scarred patients to improve their quality of life. While on staff at the University of Michigan Hospitals and at the Ann Arbor Veterans Administration Hospital, Dr. Anderson saw the psychological effects scars can have on patient recovery; even though the patients were “healed” on the inside, they were left unfulfilled and disappointed by their appearance on the outside. Now, they can do something about it!

**Graft Anchoring: Stubborn Hairs**

(continued from page 2)

to the office after their procedure, in varying intervals, so that they could pull on a few of their grafts.

**Pulling On Just the Hair**

For the first two days after a procedure, pulling on a hair always resulted in a lost graft, and therefore the material responsible for regrowing hair. But by the sixth day, pulling on a hair would no longer dislodge the graft. Pulling on a scab that was only attached to the hair and not the skin surface was no different that pulling on a hair, so these situations were combined in the study.

**Graft Anchoring Study**

What is the important implication of this study? If you can prevent crust formation following a hair transplant, you could shorten the time grafts are at risk of being pulled out. Therefore, if you are able to resume shampooing, brushing and styling more quickly, follicular unit transplantation and follicular unit extraction become more effective. To address this issue, NHI has targeted a few techniques that minimize crust formation, making your hair transplant experience more enjoyable.

**So What Is Different About NHI, Doc?**

**Perspective One:**

Our newest employee has been in the hair transplant industry for almost 7 years, cutting and placing grafts for many competing practices. After just one month at NHI, she told me that she was amazed at the organization and speed of our clinical team. Even with 1/3rd of the staff size, she found NHI to be significantly more productive. As soon as she arrived, she knew what her skills had to become to fit in with the NHI culture.

**Perspective Two:**

In recent communications with other doctors, I obtained statistical cutting and placing speeds from transplant offices worldwide. Comparatively, NHI’s overall efficiency is higher than most other facilities. Less people working together in a well organized team decreases human graft cutting and placing variability. In addition, technicians with superior skills create fewer errors and reduce surgical time. The lesser the surgical time, the better the results.
A Hair Transplant Doesn’t Need to Be a Pain!

A commonly asked question we get is, “Will it hurt?” We have made three advances that significantly alter the way we administer anesthesia and reduce pain. For those who can’t handle any discomfort, we’ve introduced a twilight anesthesia technique that will put the patient into a light, dreamy state for about one hour. During that hour, local anesthesia is administered. By the time the patient wakes up any discomfort will have passed.

For those who want to maintain an alert state throughout the procedure, we now offer another technique called Vibratory Analgesia. The vibration works by reducing the discomfort of the injection through a well-established neurological mechanism called gating. Nerve fibers carry many types of signals; pain and vibrations are two distinct signals. As one increases, the second is subdued.

We can also administer the initial anesthesia directly through the skin with a spray jet, rather than a needle. By pushing very small quantities of Xylocaine directly through the skin from a high pressure spray, the initial anesthesia is covered, allowing more anesthesia to be introduced again through a second application. Conventional shots are postponed until the spray covers the initial pain. At your visit we would be happy to discuss the details of these two techniques and determine which would be the most appropriate for you.

Golden Follicle Award (continued from page 1)

Dr. Rassman has always been willing to point out when the emperor had no clothes even when it made him unpopular with his colleagues. As a hair restoration physician he once again stood up under fire and has finally been awarded the Golden Follicle.”

“Those who say it can’t be done should not stand in the way of those who are doing it every day.” - Dr. Bill Rassman (1994)

Dr. Rassman's Golden Follicle Award now sits on the shelf with Dr. Bernstein’s 2001 Platinum Follicle Award given for his unique and outstanding contributions in clinical research. In his acceptance speech, Dr. Rassman acknowledged that a ‘paradigm shift’ began in the early 80’s when small grafts were used to camouflage larger plugs.

By the late 80’s, many doctors were learning to use more, yet smaller grafts in a single session. In the early 90’s, another shift occurred when Dr. Rassman solidified the Megasession, making small grafts and large sessions the only appropriate transplant mechanism for undetectable results. The “Holy Grail” in hair transplantation was now apparent – every patient would have a totally natural appearance. Doubters still whispered, but Rassman finally quieted them in 1995 by presenting 23 patients before a packed audience at the Las Vegas ISHRS meeting. Doctors from around the world lined up to view his results, literally stopping the entire meeting dead in its tracks. Shortly thereafter, Dr. Rassman and Dr. Bernstein secured Follicular Unit Transplantation as the “Gold Standard” by publishing their results in prestigious medical journals.

Not content to sit with this new gold standard, Dr. Rassman and Dr. Bernstein set out to achieve a new goal – a strip-free procedure. Taking the early experience of doctors worldwide, they combined older thoughts with their own in an understandable, logical framework that complimented existing techniques. Minimally invasive hair transplantation arose, backed by their now famous paper “Follicular Unit Extraction: Minimally Invasive Surgery for Hair Transplantation” that appeared in Dermatologic Surgery in 2002.

Congratulations Dr. Rassman for this outstanding achievement!
Hot Topics at the 2004 ISHRS Convention

One of the subjects of greatest interest this year was the orientation of transplanted recipient hairs, that is, the direction transplanted hairs are placed. One year ago a subtle change was introduced; Graft incisions were cut horizontally rather than vertically. It has been believed by many doctors that this orientation may result in a fuller appearance. The theory is that with vertical slits, the implanted graft may have the ability to shift up and down within the incision, causing hair direction to vary. With horizontal slits however, the graft may be less likely to shift, creating a fuller, more layered appearance.

This year, Dr. Jenifer Martinick of Australia put together a summary of 12 patients who had both horizontal and vertical incisions during their procedures (one side horizontal while the other side was vertical). After following most of these patients for more than a year, her results focused on patient perception of their fullness. Many patient perceptions changed throughout the study, preferring one method over the other at an early stage, and flip-flopping towards the other preference a few months later. So what does this tell us? The debate is still unsettled.

Since the presentation at the 2003 meeting, NHI has adopted the horizontal approach to incision formation. In practice the differences between the two approaches are subtle; however, the theoretical advantages to horizontal incisions provide a compelling argument for our switch.

Extreme Makeover (continued from page 1)

Heather: Heather exemplified classic female pattern baldness (significant thinning behind a healthy hairline) that plagues so many women. This was Extreme Makeover’s first female hair transplant, which gave hope to many women looking for a hair loss solution. Heather’s story was one of hair pieces that haunted and embarrassed her on dates and during intimate moments. While recounting these experiences, tears filled her eyes. After the procedure, she hugged Dr. Rassman and cried in expectation of her results. Heather had 1,620 grafts transplanted.

Marque: Dr. Rassman’s most recent Extreme Makeover patient, Marque, came to NHI hoping to fill in his receding hairline. After NHI’s dense packing of 2,235 grafts, Marque can now continue his career as a musician with more confidence. Marque described his experience at NHI as being the most painless and comfortable during his extensive Extreme Makeover.

For further info, please visit www.newhair.com/extreme
The Fabulous Bud E. Luv

As the swallow returns to Capistrano, so, too, can hair return to your head. Your hair is a living, loving extension of you. It's a fleet-footed messenger running, flowing, flying out before you, telling the world who you are. It's saying, "Hello, I got nothing" or "Good evening ladies and gentlemen, let's swing." The lounge is no place for whiners. I don't want to hear, "But I was trying to get a deal." "My friend got it wholesale." Hey! Get off my cloud! Did Sinatra get it wholesale? No. He had style. This is show business.

The FOX™ Procedure Spotlight: Jeremy

Much has been spoken about the FOX™ Procedure by various clinics, but few have produced actual patient results. Ever since we first published our results in the Journal of Dermatologic Surgery (2002), many clinics have rushed to offer you their version of the procedure, calling it every different name under the sun. Regardless of which name you choose to call the FOX™ Procedure, remember to see results before you commit to any transplantation plan.

Jeremy was one of our first FOX™ patients. After two procedures and just 1,195 follicular units, Jeremy's hairline now fits his 25 year old face. Ask your potential doctor to see his or her work up close and personal. You can read more about the FOX™ Procedure in the "Medical Publications" section of our website at www.newhair.com.

1. BEFORE 8/9/02
   11 DAYS AFTER 8/20/02
   7½ MONTHS AFTER 3/20/03
2. BEFORE 8/9/02
   11 DAYS AFTER 8/20/02
   7½ MONTHS AFTER 3/20/03

Row 1 ➔ 1st Procedure of 694 grafts
Row 2 ➔ 2nd Procedure of 501 grafts
Patient results are often determined by hair shaft thickness, hair character, and hair color. After Extreme Makeover’s Dr. Jon Perlman had his first procedure with NHI, his results perfectly framed his face. However upon close inspection, his hair was not as thick as he wanted due to his poor, but natural, hair characteristics. Dr. Perlman has very fine hair so the bulk of each hair shaft is lower than average. By undergoing a second procedure, his density was doubled; his fine hair no longer contributed to a see-through look. We often see many of our patients, initially satisfied but wanting more hair, receive another transplant.

Patient Update: “Dean”... From Freaky to Normal

A few newsletters ago we told you a story about Dean (identified as “Eric”), a man that in his own mind considered himself a freak. He had been subjected to a deforming technique at another clinic that left him with the “doll’s head” appearance. NHI’s repair techniques gave him a second chance. We documented his transformation into a new man over two years. Now a year later, we want to provide you with an update on Dean. After 3 surgeries at NHI, 2,535 grafts and some help from Propecia, Dean now considers himself normal again. Dean’s full story can be found in the “Corrective Procedures” section of our website, www.newhair.com.

NHI Accredited by AAAHC 9 Years in a Row

NHI is pleased to announce that the Accreditation Association for Ambulatory Health Care (AAAHC) has recently issued a renewed three-year accreditation to NHI, officially recognizing us for delivering excellent health care services to our patients. NHI has been accredited for the past 9 years. The AAAHC only accredits organizations that are committed to providing high quality care and services, as reflected in their standards. We are very proud to be one of over 1,300 ambulatory health care organizations (and the only hair transplantation organization) in the country accredited by the AAAHC.

We invited AAAHC to conduct a peer-based survey of our organization in order to help establish a benchmark of uniform standards of care for our organization. We believe that voluntary participation in this nationally recognized process will ensure our continued ability to provide exemplary service to our community, and will also enable our patients to make more informed choices when seeking treatment. Accreditation by AAAHC is proof of this commitment, and signifies that we have met the rigorous standards of a nationally recognized third party.

What Makes a Good Transplant Better?

Patient results are often determined by hair shaft thickness, hair character, and hair color. After Extreme Makeover’s Dr. Jon Perlman had his first procedure with NHI, his results perfectly framed his face. However upon close inspection, his hair was not as thick as he wanted due to his poor, but natural, hair characteristics. Dr. Perlman has very fine hair so the bulk of each hair shaft is lower than average. By undergoing a second procedure, his density was doubled; his fine hair no longer contributed to a see-through look. We often see many of our patients, initially satisfied but wanting more hair, receive another transplant.
HOLLYWOOD HAIRLINES?

Almost every day, patients ask for celebrity hairlines similar to Andy Garcia, Alec Baldwin, Sean Penn and others. We’ve compiled a short quiz to test your Hollywood hair knowledge.

Match the celebrity name to the hairlines from the list below.

> Sean Penn  > Mel Gibson  > Muhammad Ali  > Leonardo DiCaprio  > David Schwimmer  > Bob Barker  > Alec Baldwin
> Matt Damon  > John Travolta  > Ed Norton  > Pierce Brosnan  > Andy Garcia  > Denzel Washington  > Tony Curtis

Visit www.newhair.com to get a list of upcoming events in your area.

$200 DISCOUNT

Come to an NHI Seminar or Open House and receive a coupon worth $200 off your next procedure. *

Visit www.newhair.com to get a list of upcoming events in your area.

* Only one discount can be applied towards your surgery. A minimum fee of $3000 must be met after your discount is applied.

The answers will be revealed on our website at www.newhair.com on Dec. 1, 2004.

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