

FOR IMMEDIATE RELEASE

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HairDX Genetic Test for Hair Loss Now Available In Europe As A CE Marked In Vitro Diagnostic Medical Device

Genetic Baldness Test Complies With The European Directive on In Vitro Diagnostic Medical Devices

IRVINE, CA, AND BERLIN, GERMANY OCTOBER 7, 2009 - [The HairDX Genetic Test for Hair Loss](#), the world's first genetic baldness (Androgenetic Alopecia) test, is now available as a CE Marked product under the European In Vitro Diagnostic Directive.

The announcement was made at the 18th European Academy of Dermatology and Venereology (EADV) Congress in Berlin today by pharmacogenomics research and development innovator PharmaGenoma, Inc. and its subsidiary HairDX Europe, pioneers of [genetic tests for predicting the risk of male and female hair loss](#).

CE Marking is required for certain product groups to indicate conformity with the essential requirements set out in European Directives. The HairDX Genetic Test For Hair Loss complies with the essential requirements of the European IVD Directive.

HairDX's easy to use genetic test provides a genetic analysis of a man's or woman's likelihood of developing Androgenetic Alopecia, the most common type of hair loss.

"We are excited to extend our innovative line of genetics products to dermatologists in Europe," says Andy Goren, CEO of HairDX, LLC. "Our leadership in research and development enables dermatologists to help patients determine proper treatments."

About HairDX Europe

HairDX Europe is part of PharmaGenoma B.V.B.A. The company is located in Hasselt, Belgium, near Brussels, and the German and Dutch borders. PharmaGenoma B.V.B.A. is setup to support logistics and sales/marketing activities to existing distribution networks for in Europe, Middle-East and Africa, and to expand current distribution network to more countries.

About HairDX, LLC.

[HairDX, LLC](http://www.hairdx.com) (www.hairdx.com and [Twitter: @HairDX](https://twitter.com/HairDX)) is a subsidiary of PharmaGenoma, Inc., a molecular dermatology company founded by leading researchers and specialists in genetics and dermatology. The company is dedicated to the research and development of new prescription based therapies for skin conditions tailored to an individual's genetic makeup.

In 2008, the company was the first to introduce HairDX, a genetic screening test for Female and Male Pattern Baldness (Androgenetic Alopecia). The HairDX test collection kit is listed with Japan's [Pharmaceuticals and Medical Devices Agency \(PMDA\)](#) and the [United States Food and Drug Administration \(FDA\)](#) as a Class I medical device.

In September 2009, PharmaGenoma, Inc. announced the U.S. launch of [The PsoriasisDX Genetic Test](#), the first commercial genetic test for Psoriatic Arthritis.

Among PharmaGenoma's leaders is William V. Murray former Division President of the Molecular Biology Division of Applied BioSystems, Inc., who formerly served in various executive leadership positions within Medtronic, Inc., Andy Goren former CEO of MobileWise, Inc. and GeePS, Inc., Professor Doron Lancet, PhD, Head of the Crown Human Genome Center at the Department of Molecular Genetics, Weizmann Institute of Science, Dr. Elon Pras, Director of the Institute of Human Genetics, Sheba Medical Center in Tel-Hashomer, Israel, Sharon Keene, MD and President and Medical Director of Physician's Hair Institute, in Tucson, Arizona and nationally recognized for her pioneering work in the hair transplant field, and Elliott J. Stein, an intellectual property attorney and co-founder of GeePS, Inc.

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