

FOR IMMEDIATE RELEASE

Contact:

Jon Boroshok, Public Relations

978-502-1055

jonb@hairdx.com

Revolutionary Genetic Test For Women's Hair Loss Launched

Easy To Understand Test Empowers Women, Doctors To Predict Female Hair Loss

IRVINE, CA, APRIL 23, 2008 – HairDX, LLC (www.hairdx.com) pioneers of consumer-friendly genetic tests for hair loss, today introduced the first meaningful test using genetic markers strongly associated with Female Hair Loss (Female Androgenetic Alopecia). The easy to understand test provides an accurate and understandable genetic analysis of a woman's likelihood of developing this common type of hair loss.

The HairDX test for Female Hair Loss provides women with a score, called the CAG repeat score. A smaller CAG repeat score is associated with a higher risk for significant hair loss (Ludwig grade II or III hair loss) while a larger repeat score is associated with a lower risk for hair loss. To be tested, a woman swabs her mouth (inside cheek) for several seconds and returns the swab to the HairDX lab. The results are delivered confidentially and anonymously via a secure and private Web site.

The simple and easy to use test costs \$149. The customer orders the test kit on the Internet at www.hairdx.com, and it is shipped to her home. It is also available from NIOXIN® Research Laboratories, Inc. the leader in professional skincare for the scalp, and will soon be available from all offices of Bosley, the world's largest hair restoration company. Qualified doctors, professional salons, and beauty stores around the world will also carry the test.

Female Androgenetic Alopecia (AGA) loss has been difficult to diagnose because women don't develop a pattern like men do, they tend to thin diffusely, and there are many causes for thinning. According to JAAPA, the peer-reviewed clinical journal of the American Academy of Physician Assistants, it is conservatively estimated that by age 50, at least 50% of women will experience diffuse thinning with an emphasis on the top of the scalp.

"Helping women assess their risk for Female Hair Loss early in the course of their hair loss enables them to learn about potential treatment options and how they may prevent further hair loss," says Dr. Sharon Keene, Chief Medical Officer for HairDX and former Chairman of the Annual Scientific Committee of the International Society of Hair Restoration Surgeons. "This is a treatable medical condition, and not a reason for embarrassment. Since most therapies for women are geared toward stabilizing hair loss, it is important to identify AGA as soon as possible and institute therapy when stabilization is most useful—before substantial hair is lost. Being informed can bring comfort and empowerment."

Common hair loss in males and females (Androgenetic Alopecia) appears to follow a polygenetic inheritance pattern (many genes are involved in the cause of hair loss).

"Scientists have managed to identify markers associated with hair loss. The HairDX test uses these markers to provide people with an insight into their potential for hair loss," says Dr. Elon Pras, Director of the Institute of Human Genetics, Sheba Medical Center in Tel-Hashomer, Israel and Associate Professor at the Sackler School of Medicine at Tel Aviv University.

"Scientists discovered that the percentage of the female population with a CAG repeat length of 15 or less, NOT suffering from a Ludwig grade II or III hair loss was only a 2.3%," says Dr. Nathan Vandergraft, a Statistician and Research Scientist at the University of California, Irvine.

"This test is revolutionary. The cause of female hair loss is often elusive and at times misdiagnosed," said HairDX CEO Andy Goren. "While the cause of female hair loss may not be completely understood, we have developed an excellent test using genetic markers strongly associated with female Androgenetic Alopecia. This is very beneficial information for the patient and her physician when considering effective treatment."

Earlier this year, HairDX introduced the first male pattern baldness test that reports about a genetic variant found in more than 95% of bald men. Men with this genetic variant are at 60% risk of going bald by the age of 40. HairDX also reports about a less common genetic variant of the same gene, that if present indicates a greater than 85% likelihood of not going bald before the age of 40.

About HairDX

HairDX was founded by leading researchers and specialists in genetic analysis and hair therapies. The company is dedicated to helping people make the right decisions about hair care, treatment and restoration by providing accurate and accessible personalized scientific information.

Among HairDX founders 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, Andy Goren former CEO of MobileWise, Inc. and GeePS, Inc., Eran Goren, CEO of enCircle Media, 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, Dr. Peter Novak, a Neurologist at the University of Massachusetts Medical Center, Elliott J. Stein, an intellectual property attorney and co-founder of GeePS, Inc., Mace Wolf, and Darlene Frie. HairDX, LLC is a subsidiary of myGenopedia, Inc.

More information is available at www.hairdx.com and www.hairdx.com/spanish

#