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New Genetic Test Helps Women And Doctors Predict Female Hair Loss Before It Starts

IRVINE, CA, APRIL 28, 2008 – Until today, Female Hair Loss has been difficult to predict and diagnose. That changes with today's announcement that HairDX, LLC (www.hairdx.com), pioneers of consumer-friendly genetic tests for hair loss, has introduced a screening 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 customer orders the \$149 test kit on the Internet at www.hairdx.com, and it is shipped to her home. She simply swabs her mouth (inside cheek) for several seconds and returns the swab to the HairDX lab. Results, including an easy to understand explanation, are delivered confidentially and anonymously via a secure and private Web site.

"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 Female Androgenetic Alopecia as soon as possible and institute therapy when stabilization is most useful—before substantial hair is lost. Being informed can bring comfort and empowerment."

The HairDX test for Female Hair Loss provides women with a test score. A lower score is associated with an increased risk for significant hair loss while a higher score is associated with a decreased risk for significant hair loss.

“Scientists discovered that the percentage of the female population with a score 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.

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.

“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.

“We believe that the introduction of our genetic screening test for Female Androgenetic Alopecia will allow millions of women to take preventive action before they show any visible signs of hair loss,” said HairDX CEO Andy Goren.

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

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