

## **FOR IMMEDIATE RELEASE**

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## **HairDX (RxR) Genetic Test Helps Doctors Assess The Risk For Benign Prostatic Hyperplasia As Well As Finasteride Response**

### **Next Generation of Drug Response Test Unveiled by HairDX**

**IRVINE, CA, NOVEMBER 17, 2009** - Pharmacogenomics research and development innovator PharmaGenoma, Inc. and its subsidiary HairDX, LLC ([www.hairdx.com](http://www.hairdx.com)) today unveiled the next generation of its HairDX (RxR) Genetic Test for Finasteride response. In addition to predicting Finasteride response for the treatment of common hair loss (Androgenetic Alopecia), the test helps doctors assess if a patient has an increased risk of developing Benign Prostatic Hyperplasia (Enlarged Prostate).

Benign Prostatic Hyperplasia (BPH) is the age-related overgrowth of specific prostate tissues, which often progresses to enlargement of the prostate. An enlarged prostate can constrict the urethra, causing various lower urinary tract symptoms.

More than half of men in their sixties and as many as 90 percent in their seventies and eighties have some BPH symptoms, according to The National Kidney and Urologic Diseases Information Clearinghouse (NKUDIC).

Finasteride, used for the treatment of common hair loss, is often used for the treatment of BPH by shrinking the size of the prostate.

“The next generation HairDX RxR test helps a doctor determine if using Finasteride may be beneficial for lowering a patient’s risk of developing an enlarged prostate due to BPH as well as the potential benefits for hair regrowth,” said CEO Andy Goren.

**About HairDX, LLC.**

HairDX ([www.hairdx.com](http://www.hairdx.com) and [Twitter: @HairDX](https://twitter.com/HairDX)) is a subsidiary of PharmaGenoma, Inc., a molecular dermatology company founded in 2007 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.

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.

[The HairDX Genetic Test for Hair Loss](#) is also available as a CE Marked product under the European In Vitro Diagnostic Directive.

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

Additional information on the company and its scientific/clinical advisory boards can be found at <http://www.psoriasisdx.com/About.aspx> (PsoriasisDX) and <http://www.hairdx.com/About.aspx> (HairDX)

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