

FOR IMMEDIATE RELEASE

Contact:

Jon Boroshok, Public Relations

978-502-1055

jonb@hairdx.com

Twitter: [@HairDX](https://twitter.com/HairDX)

Genetic Hair Loss Test Reaches Brazil Through HairDX Distribution Agreement With DermaGenoma

IRVINE, CA AND SAO PAULO, BRAZIL, NOVEMBER 18, 2009 -- [Genetic testing for predicting the risk of male or female hair loss](#) in men and women is now available in Brazil thanks to a distribution agreement announced today by pharmacogenomics research and development innovator PharmaGenoma, Inc. and its subsidiary [HairDX, LLC](#). (www.hairdx.com)

[DermaGenoma](#) will serve as Brazilian distributor for the genetic baldness tests.

"We are bringing [HairDX to Brazil](#) because they offer the latest technology for Genetic tests," says Fabio Zaclis, President of DermaGenoma. "We can offer that technology directly to doctor's clinics with great convenience for their patients."

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

"Brazil is the second largest society of Dermatologists in the world and incorporates very fast the new advances for treatments and diagnostic tools in the field. Now we will also be able to incorporate this important diagnostic and predictive test to our practice, keeping our dermatology continuously updated," says Arthur Tykocinski, MD, hair restoration expert and medical advisor of DermaGenoma, Brazil.

"HairDX continues to expand as a global innovator in molecular dermatology. We're pleased to bring the latest in genetic science to men and women in Brazil through DermaGenoma," says Andy Goren, President & CEO of HairDX, LLC.

About HairDX, LLC.

HairDX (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. It is dedicated to the research and development of new prescription based therapies for skin conditions tailored to an individual's genetic makeup.

The company introduced 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.

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)

#