

FOR IMMEDIATE RELEASE

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HairDX Genetic Hair Loss Tests Available In Greece Through International Distribution Agreement

IRVINE, CA AND ATHENS, GREECE, JANUARY 12, 2010 – The HairDX [Genetic test for predicting the risk of male or female hair loss](#) became available in Greece today with the announcement of a distribution agreement between DERMAMED Co and [HairDX, LLC](#). (www.hairdx.com)

DERMAMED Co. will introduce the genetic tests to Greece, and will be the first and only Greek medical company offering a complete approach to all hair loss issues. HairDX's easy to use genetic test provides an understandable genetic analysis of a man's or woman's likelihood of developing Androgenetic Alopecia, the most common type of hair loss.

"We will be offering solutions from hair loss treatment & diagnosis to hair transplantation, in an ethical, evidence-based and scientific basis. Our clients have been really enthusiastic about the products we offer them," says Konstantinos Anastassakis, MD, PhD, Managing Director of DERMAMED Co. "When it comes to a sensitive issue like hair-loss, people tend to follow the option they trust the most - and our aim is to continue to be this option."

DERMAMED Co. deals on a regular basis with all four largest Hair Transplantation Clinics in Greece as well as many of the top practicing Dermatologists and Plastic Surgeons. The company also shares materials, products and scientific know-how is shared with the University of Athens Dermatology Clinic and numerous other Dermatological and Plastic Surgery clinics, public and private.

“We’re pleased to expand the HairDX global leadership to Greece through our partnership with DERMAMED Co.,” says Dirk Segers, President of HairDX Europe. “It brings the latest in genetic science to men and women in Greece.”

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)

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