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Genetic Hair Loss Test Reaches South Africa Through HairDX Distribution Agreement With HairDX SA / HairOptions Unlimited

JOHANNESBURG SOUTH AFRICA AND IRVINE, CALIFORNIA, JANUARY 11, 2010 -

The HairDX [Genetic test for predicting the risk of male or female hair loss](#) became available in Sub Saharan Africa today with the announcement of a distribution agreement between Sub Saharan Africa by HairOptions Unlimited, pharmacogenomics research and development innovator PharmaGenoma, Inc., and its subsidiary [HairDX, LLC](#). (www.hairdx.com)

HairOptions Unlimited has been offering Hair Restoration in South Africa for 35 years. it has hair replacement clinics in all the major centres in South Africa as well as Namibia, Mosambique, and has representation in Zimbabwe and Botswana, They are Official Practitioners in Non Surgical & Surgical Hair Replacement Processes, offering clients hair systems, hair stimulation, laser hair therapy, and micro-hair transplants.

Our clients generally range in age from 18-60, are male and female, and from all ethnicities. HairOptions Unlimited will be offering the Hair DX test to assist them in identifying whether they carry the genetic variations associated with hair loss before offering them treatment to delay the onset of the symptoms.

HairDX's easy to use genetic test provides an understandable genetic analysis of a man or woman's likelihood of developing Androgenetic Alopecia, the most common form of hair loss. "By expanding into Sub Saharan Africa, HairDX extends its reach and impact as a global innovator in molecular dermatology. Today's announcement brings the latest in

genetic science to men and women in the Sub Saharan Africa," says Andy Goren, President & CEO of HairDX, LLC.

About Hair Options Unlimited (www.hairoptions.co.za)

The Hair Options team is a select group of service professionals dedicated to advancing the art and science of hair restoration through clinical practise and research.

We are committed to providing accurate, up to date general information regarding hair loss, as well as each individual person's diagnosis and recommended treatment. We then provide natural and permanent hair restoration, utilising proven procedures and advanced artistic techniques.

Our overall objective is to do our best to provide every Hair Options client with excellence, and exceptional aesthetics, friendly, personalised care and efficient services, all delivered within professional and caring environment.

Hair Options is a 35 year old family concern with one very special qualification - we, as principles are our own client! Because of this, we have a first hand understanding of the doubts and misgivings that surround decisions for replacing lost hair.

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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