

## FOR IMMEDIATE RELEASE

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## Genetic Hair Loss Test Launched In Germany In Agreement Between Svenson Haar Studios GmbH And HairDX

IRVINE, CA AND MUNICH, GERMANY, NOVEMBER 10, 2009 – The [Genetic test for predicting the risk of male or female hair loss](#) in men and women becomes available in Germany today under a new distribution agreement announced today by pharmacogenomics research and development innovator PharmaGenoma, Inc. and its subsidiary [HairDX, LLC](#). ([www.hairdx.com](http://www.hairdx.com)) and Svenson Haar Studios GmbH, the leading hair solutions company in Germany.

“HairDX is a very valuable tool to determine early stages of Androgenetic Alopecia. Noninvasive treatment possibilities are greatly enhanced by early action on Androgenetic Alopecia,” says Dr. Carlos Velasco Medical Director of Svenson Group “Through HairDX, we can make the latest scientific resources available to anyone concerned with hair loss at early stages. Prevention is ever more meaningful after this test, since DNA screening analysis predicts future developments before physiological consequences occur.”

Svenson is the first industry competitor providing hair loss solutions in the area of treatments, hair replacement and hair restoration surgery, through a network of 17 centers located in the main cities of Germany.

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.

“The relationship between Svenson and HairDX expands our global footprint as an innovator in molecular dermatology. It offers the latest in genetic science to men and women in Germany,” says Andy Goren, President & CEO of HairDX, LLC.

### **About Svenson Group in Europe.**

Svenson Group in Europe is the leading hair solutions company in Europe. With a network of 70 owned centers and more than 650 professionals, Svenson holds leading market share in Germany, Switzerland, Spain and Portugal. Svenson group in Europe is also present in the Italian market since 2007. Svenson is the main industry competitor in Europe providing hair loss solutions in the area of treatments, hair replacement and hair restoration surgery. For more information about Svenson please visit the company's Web site at [www.svenson.de](http://www.svenson.de).

### **About HairDX, LLC.**

[HairDX, LLC](http://www.hairdx.com) ([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 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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