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## **Breakthrough Genetic Test For Baldness Wins Seal Of Approval From American Hair Loss Association**

### **Biotech Startup HairDX Helps People Make Informed Decisions Thru Simple, Understandable Genetic Analysis**

**IRVINE, CA, JANUARY 28, 2008** – Biotech startup HairDX ([www.HairDX.com](http://www.HairDX.com)) today announced that it had received the seal of approval from the American Hair Loss Association, the nation's foremost 501c3 non-profit membership organization dedicated to educating the public, healthcare professionals, main stream media and legislators about the emotionally devastating disease of hair loss (alopecia).

HairDX is the first genetic test available to consumers as a marker to help assess their risk and genetic predisposition for developing male pattern baldness (androgenetic alopecia).

"HairDX's genetic test for the onset of early male pattern baldness is an important breakthrough in the fight against hair loss. It's been well established that the key to the successful treatment of androgenetic alopecia (common hereditary hair loss) is early medical intervention" says Spencer Kobren, Founder of The American Hair Loss Association. "HairDX offers younger hair loss sufferers, and those with the genetic predisposition for hair loss the opportunity to empower themselves with valuable, scientifically based information. This information can be of tremendous use to both the patient and their physician when considering an effective course of treatment."

HairDX tests for a genetic variant found in more than 95% of bald men. 60% of patients with this variant experienced male pattern baldness before the age of 40, thus it is a marker for a significant increased risk of pattern baldness. This is in contrast to the less common genetic variant of the same gene, present in about 1 in 6 people, which indicates a greater than 85% likelihood that a person will not experience early onset pattern baldness.

The test results provide useful information to patients who may wish to seek medical evaluation and treatment for increased hair shedding when it is most cosmetically successful - before substantial hair loss has occurred.

### **About The American Hair Loss Association**

The American Hair Loss Association ([www.americanhairloss.org](http://www.americanhairloss.org)) is the nation's foremost 501c3 non-profit membership organization dedicated to educating the public, healthcare professionals, main stream media and legislators about the emotionally devastating disease of hair loss (alopecia).

Committed to the prevention and treatment of hair loss, the ALHA is dedicated to supporting research that will ultimately treat and cure those who suffer from this silent epidemic. The AHLA recognizes that hair loss of any kind is a seriously life altering disorder and understands just how crippling this disease of the spirit can be to many who suffer with it.

### **About HairDX**

HairDX was founded by leading researchers and specialists in genetic analysis and hair therapies. The company is dedicated to helping people make the right decisions about hair care, treatment and restoration by providing accurate and accessible personalized scientific information.

Among HairDX founders is William V. Murray former Division President of the Molecular Biology Division of Applied BioSystems, Inc., who formerly served in various executive leadership positions within Medtronic, Andy Goren former CEO of MobileWise, Inc. and GeePS, Inc., Eran Goren, CEO of enCircle Media, Inc., Professor Doron Lancet, PhD, Head of the Crown Human Genome Center at the Department of Molecular Genetics, Weizmann Institute of Science, Dr. Peter Novak, a Neurologist at the University of Massachusetts Medical Center, Elliott J. Stein, an intellectual property attorney and co-founder of GeePS, Inc., and Mace Wolf. HairDX, LLC is a subsidiary of myGenopedia, Inc.

More information is available at [www.hairdx.com](http://www.hairdx.com)

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