

**BOSLEY**  
34 years of excellence

## **FOR IMMEDIATE RELEASE**

### **Contact:**

Name, George F. Fettig, Bosley Media Relations  
Phone, 310-288-4406  
E-mail, gfettig@bosley.com

Jon Boroshok, HairDX Media Relations  
978-502-1055  
jonb@hairdx.com

## **BOSLEY AND HAIRDX TEAM UP WITH BREAKTHROUGH GENETIC TESTING FOR MALE BALDNESS**

**BEVERLY HILLS, CA, MARCH 18, 2008** -- Bosley, the world's most experienced hair restoration expert, today began offering a breakthrough genetic test for baldness from HairDX as part of its arsenal of hair loss solutions. The test can be accessed online at [www.bosley.com](http://www.bosley.com), [www.hairdx.com](http://www.hairdx.com), or [www.hairdx.com/spanish](http://www.hairdx.com/spanish), and is the first test available to consumers as a marker to help assess their risk for developing Androgenetic Alopecia (male pattern baldness).

After assessing their genetic predisposition to baldness, consumers may elect to schedule a private, no-obligation educational consultation with a Bosley counselor, and if desired a personal evaluation with a Bosley physician. The consultation session will provide important information on all medically viable solutions for hair loss, including hair transplantation FDA-approved medications, and laser light therapy.

HairDX reports about a genetic variant found in more than 95% of bald men. People with this genetic variant are at 60% risk of experiencing baldness by the age of 40 according to Professor Doron Lancet, PhD, head of the Crown Human Genome Center at the Department of Molecular Genetics, Weizmann Institute of Science in Israel. HairDX also reports about a less common genetic variant of the same gene, that if present indicates a greater than 85% likelihood of not going bald before the age of 40.

Early testing will prompt consumers to seek available treatments before hair loss becomes advanced. The information provided by HairDX will be an invaluable tool for consumers in choosing an effective course of treatment.

The test costs \$149 and is available only for male pattern baldness. The consumer orders the test kit, which is shipped to his home. He swabs his mouth inside the cheek and returns the swab to the HairDX lab. A confidential analysis of the genetic variations related to pattern baldness is delivered via a secure and private Web site.

The results of the breakthrough genetic testing are supported by peer-reviewed scientific studies associating variations in the x-chromosome to pattern baldness. The information provided to the consumer from the HairDX certified clinical laboratory will enable him to make a more informed decision about what approach to take, after discussing the results with a qualified physician.

In contrast to hundreds of products now on the market with dubious promises, HairDX offers a truly scientific approach to treating baldness.

### **About Bosley**

Bosley enters its 34th year in surgical hair transplantation in 2008 with more than 200,000 procedures performed since 1974 -- the world's most experienced hair restoration expert. Bosley advanced many of the artistic techniques used worldwide today to achieve natural results under the leadership of hair restoration pioneer L. Lee Bosley, M.D. There are ninety locations throughout the U.S., Canada and Mexico.

### **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, Sharon Keene, MD and President and Medical Director of Physician's Hair Institute, in Tucson, Arizona and nationally recognized for her pioneering work in the hair transplant field, 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) and [www.hairdx.com/spanish](http://www.hairdx.com/spanish)

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