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HairDX Selling Genetic Baldness Test To Physicians Only

Pharmagenomics Innovator Focuses On Therapeutic Research for Hair Loss

IRVINE, CA, JUNE 30, 2008 – Pharmagenomics innovator HairDX, LLC (www.hairdx.com), today announced that it will only offer its genetic tests for predicting the risk of male and female hair loss through physicians.

As part of its efforts to develop new pharmagenomic prescription based therapies for hair loss in men and women, HairDX will focus on its global network of physicians for its current and future products.

“Given the uncertain regulatory environment that governs direct to consumer genetic testing, we decided to focus on our core business, the research and development of new prescription based therapies for hair loss tailored to an individual’s genetic makeup,” says HairDX CEO Andy Goren.

The company had previously made the simple test available directly to the consumer online, providing information about an individual’s genetic risk for hair loss (Androgenetic Alopecia).

HairDX uses a CLIA certified laboratory (Clinical Laboratory Improvement Amendments) to perform the genetic analysis, offering physicians a powerful screening test for Androgenetic Alopecia before any visible signs of hair loss. The HairDX test results can assist a physician in choosing a course of action as to maintain a patient’s hair.

About HairDX

HairDX is a pharmagenomics company founded by leading researchers and specialists in genetic analysis and hair therapies. The company is dedicated to the research and development of new prescription based therapies for hair loss tailored to an individual’s genetic makeup.

Among HairDX leaders 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, Inc., Andy Goren former CEO of MobileWise, Inc. and GeePS, Inc., Professor Doron Lancet, PhD, Head of the Crown Human Genome Center at the Department of Molecular Genetics, Weizmann Institute of Science, Dr Elon Pras, Director of the Institute of Human Genetics, Sheba Medical Center in Tel-Hashomer, Israel, 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, and Elliott J. Stein, an intellectual property attorney and co-founder of GeePS, Inc. HairDX, LLC is a subsidiary of PharmaGenoma, Inc.

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