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NIOXIN® Delivers the Future to Scalp and Hair Care, Introduces the First Genetic Test to Determine the Likelihood of Hair Loss

Leading Scalp and Hair Care Company Enters Agreement with
HairDX to Offer Consumer-Friendly Hair Loss Test

ATLANTA, GA, (MARCH 5, 2008) -- NIOXIN® Research Laboratories Inc., the leader in professional skincare for the scalp, today announced that it will offer an easy to access and understand genetic test that determines the likelihood of developing male pattern baldness - before it actually begins to happen. Similarly, a test for women is being developed and may be available soon.

NIOXIN® has entered into an agreement with HairDX, a biotech start-up based in Irvine, CA, to offer the test as part of its next generation effort in introducing scientifically proven scalp and hair products. HairDX is the first genome test to be made available to consumers in helping assess their risk and genetic predisposition for developing pattern baldness (Androgenetic Alopecia). This new genetic test is accessible through the internet at www.nioxin.com and will be promoted at consumer education events held nationally beginning March 1st 2008.

According to the American Hair Loss Association, by the age of 35, two-thirds of American men will experience some degree of appreciable hair loss and by the age of 50, approximately 85% of men will have significantly thinning hair.

“Gaining a better understanding of the potential cause of an individual’s condition enables a more accurate assessment of the most appropriate solution,” said Eva Graham, founder of NIOXIN® Research Laboratories, Inc.

“HairDX is proud to work with NIOXIN® to help genetic science make a positive contribution to scalp and hair care,” said Andy Goren, CEO of HairDX. “This provides a personalized profile for many individuals who can benefit from knowing their risk of hair loss and allow them to take action early, before the condition becomes severe.”

HOW IT WORKS:

The participant simply swabs their mouth (inside cheek) for several seconds and returns the swab in a sealed pack to the HairDX lab. HairDX performs a confidential and anonymous genetic analysis of the individual’s genetic variations related to pattern baldness. The confidential results are delivered via a secure Web site.

“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,” says Professor Doron Lancet, PhD, a pioneer of genome research and Head of the Crown Human Genome Center at the Department of Molecular Genetics, Weizmann Institute of Science in Rehovot, Israel. “This is in contrast to the less common genetic variant of the same gene, present in about 1 in 6 people, which indicates greater than 85% likelihood that a person will not experience early onset pattern baldness.”

About HairDX

Based in Irvine, CA, 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.

About NIOXIN Research Laboratories Inc.

NIOXIN® is the leading provider of advanced skincare solutions that treat the scalp to improve the appearance of fine and thinning hair. Founded in 1987 by Eva Graham, this privately-held company has been dedicated to providing education and products for consumers through the professional salon industry around the world. Distributed in more than 42 countries on six continents, NIOXIN® continues to define the meaning of innovation and leadership for the global market of fine and thinning hair. Additional information is available at www.nioxin.com or at 800-789-9617.

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