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PsoriasisDX and HairDX To Present “Pharmacogenomics In Dermatology And Cosmetics” During EADV Congress

Symposium On Genetic Science Meets Dermatology - October 8

BERLIN, GERMANY AND IRVINE, CA, SEPTEMBER 23, 2009 - A symposium about “Pharmacogenomics In Dermatology And Cosmetics” will be presented on Thursday, October 8 to coincide with the 18th European Academy of Dermatology and Venereology (EADV) Congress. It will be held at the Kempinski Hotel Bristol - Salon Charlottenburg-Cecilienhof, Kurfürstendamm 27, D-10719, Berlin, Germany.

It will be hosted by pharmacogenomics research and development innovators [HairDX](#) and [PsoriasisDX](#), pioneers of genetic tests for predicting the risk of male and female hair loss and for the risk of developing Psoriatic arthritis (PsA).

Featuring Hans Wolff, MD, the symposium will include speakers addressing the following topics:

- Genetics and Genomics - Sharon Keene, Chief Medical Officer, HairDX, LLC.
- Clinical Application: Genetics of Androgenetic Alopecia - Antonella Tosti, M.D.
- Clinical Application: Genetics of Psoriasis and Psoriatic Arthritis - Errol Prens, M.D., Ph.D.

“For dermatologists, this is an important educational seminar in the genetics of psoriasis, psoriatic arthritis and androgenetic alopecia,” says Dirk Segers, President of HairDX Europe. “HairDX and PsoriasisDX are pleased to share this knowledge as global innovators in molecular dermatology.”

[The PsoriasisDX Genetic Test](#) helps identify those at high risk for developing Psoriatic arthritis (PsA) before they experience arthritic symptoms, providing the opportunity to lessen joint damage through early medical intervention.

HairDX's easy to use genetic test provides an accurate and understandable genetic analysis of a man's or woman's likelihood of developing Androgenetic Alopecia, the most common type of hair loss.

The HairDX (RxR) [Genetic Test for Finasteride Response](#) helps doctors predetermine if patients will have a subtle, moderate, or great treatment response to Finasteride, allowing the physician to provide patients with the best treatment regimen to save their hair.

To register for the symposium, media and guests are asked to contact Dirk Segers, President of HairDX Europe before October 6, 2009 via e-mail: dirks@hairdx.com

About HairDX, LLC. and PsoriasisDX, LLC.

Based in Irvine, CA, HairDX, LLC and PsoriasisDX, LLC are subsidiaries 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.

PharmaGenoma, Inc. offers [The PsoriasisDX Genetic Test](#), the first commercial genetic test for Psoriatic Arthritis.

In 2008, the company introduced [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.

Among PharmaGenoma's 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; and Chief Medical Officer Sharon Keene, MD.

About HairDX Europe

HairDX Europe is part of PharmaGenoma B.V.B.A. The company is located in Hasselt, Belgium, near Brussels, and the German and Dutch borders. PharmaGenoma B.V.B.A. is setup to support logistics and sales/marketing activities to existing distribution networks for in Europe, Middle-East and Africa, and to expand current distribution network to more countries.

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