

FOR IMMEDIATE RELEASE

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PsoriasisDX To Present Seminar On Groundbreaking Genetic Screening For Psoriatic Arthritis

December 8 Program Features Top Dermatology Researchers John Koo, M.D. & Wilson Liao, M.D.

IRVINE, CA, NOVEMBER 16, 2009 - A seminar on Genetic Screening for Psoriatic Arthritis will be presented on Tuesday, December 8 from 12-1 PM Pacific Standard Time, hosted by pharmacogenomics research and development innovators [PsoriasisDX](#), pioneers of the world's first genetic test for psoriatic arthritis (PsA). The seminar will feature leading experts Dr. John Koo and Dr. Wilson Liao.

Dr. Koo is Professor of Clinical Dermatology at the University of California at San Francisco (UCSF) School of Medicine and Vice Chairman in the Department of Dermatology at the UCSF Medical Center. Active in clinical research, he is co-editor of Psoriasis Forum and an advisory board member of the Inflammatory Disease Institute, and serves on the editorial boards of Journal of American Academy of Dermatology, Dermatology Psychometrics, and Journal of Symptom Validity.

Dr. Liao is Assistant Professor of Dermatology at the University of California, San Francisco (UCSF). His main research interest is the genetics of psoriasis and psoriatic arthritis.

This seminar will review clinical protocols used to successfully employ the genetic test in dermatology practices. A review of the clinical studies supporting the test will be discussed. Participants are asked to register by Monday, November 30 via e-mail: (rosanneb@hairdx.com) or calling 1-877-344-5445. Space is limited.

[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.

“For dermatologists, this is an important educational seminar in the genetics of psoriasis and psoriatic arthritis,” says PsoriasisDX CEO Andy Goren. “PsoriasisDX is proud to sponsor this symposium as a global innovator in molecular dermatology.”

About HairDX and PsoriasisDX

PsoriasisDX (<http://www.psoriasisdx.com> and [Twitter: @PsoriasisDX](#)) and HairDX (www.hairdx.com and [Twitter: @HairDX](#)) are subsidiaries of PharmaGenoma, Inc., a molecular dermatology company founded in 2007, 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.

The company was the first to introduce 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.

[The HairDX Genetic Test for Hair Loss](#) is also available as a CE Marked product under the European In Vitro Diagnostic Directive.

In September 2009, PharmaGenoma, Inc. announced the U.S. launch of [The PsoriasisDX Genetic Test](#), the first commercial genetic test for Psoriatic Arthritis.

Additional information on the company and its scientific/clinical advisory boards can be found at <http://www.psoriasisdx.com/About.aspx> (PsoriasisDX) and <http://www.hairdx.com/About.aspx> (HairDX)

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