



Hair Loss Control Clinic

Laser Hair Loss Treatments Gain Recognition



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Premiered at the American Academy of Dermatology's 70th annual meeting was their review of the developing technology of laser light therapy's better treatment options in the future. Molly Wanner, MD, FFAD, instructor at Harvard Medical School and dermatologist at Massachusetts General Hospital in Boston presented information on laser treatments at the conference. It was relayed that "lasers and light sources have become a mainstay in dermatology and dermatologists have played a significant role in their development for treating skin conditions and improving aging skin. Now, the latest breakthroughs in laser and light therapies are zeroing in on providing an alternative treatment for hair loss, nail fungus and cellulite."

On the other end of the spectrum, In Touch magazine recently reported that Tom Cruise uses low level laser treatments to retain his boyish full head of hair. Cruise is close to turning 50 and his hair line does not appear to have diminished much in recent years. In addition, several female celebrities have recently revealed their hair loss challenges including Lady Gaga, Black Eyed Peas singer Fergie and Kate Beckinsale. In 2010, model Naomi Campbell also revealed bald patches on each side of her head during a photo shoot. It seems likely that excessive hair styling, hair color changes, chemical treatments or hair extensions have led to these celebrity hair loss examples. Most women today may not face those types of constant hair styling issues, but according to national statistics, 50% of women will experience thinning hair by middle age due to hormonal changes or alopecia areata.

With support from the medical and beauty industries, celebrity news and consumer awareness, laser light treatments have gained proper recognition and are accepted as a mainstream solution for hair loss and thinning hair. Recent studies show that receiving services for hair loss and using specialized hair loss products have become an accepted part of both men and women's beauty care regimens. According to the International Society of Hair Restoration Surgeons, ISHRS, new statistics report that from 2008 to 2010, the number of hair restoration procedures increased by 47.9% worldwide. Results show that men are still the majority of hair restoration patients at 85.9%, but women are the increasingly growing market segment at 14.1%, a 24% increase since 2004.

Growth in the hair restoration market reflects a very new attitude among men and women. It's called empowerment, the feeling that hair loss is now an issue they can take action to improve. This is beneficial to hair loss professionals because they can now utilize this new market trend to promote their own laser hair therapy offerings. ISHRS studies also show that men and women are now more willing and able to admit having had prior hair restoration services whereas in the past, little to no data was available. For example, as compared to 2008, 56.4% of ISHRS members relayed that their patients would be more likely to discuss their hair loss procedures with others. Whereas in years past, clients might have been more sensitive to their hair loss issues, now they are more open to receiving treatments as more options for hair loss become available.

Be sure to share these types of statistics and information with your clientele to motivate them towards taking action against their own hair loss. As laser light treatments continue to grow main stream, consumers will become more aware of their effectiveness against hair loss and will diligently seek them out. Be one step ahead of the competition by offering clinically proven laser hair loss treatments and professional product systems that provide scalp hygiene, inhibit DHT, gently cleanse and nourish the hair and stimulate new hair growth. Share how the popularity and effectiveness of hair loss treatments are now widely recognized through the medical and consumer marketplaces in all your client communications, marketing, advertising and signage.

The Global Leader In Laser Hair Loss Treatment. Hair Loss Control Clinic remains a globally respected industry leader, providing the most effective laser hair treatment systems and programs available for building a successful hair loss business. For more information on XTC Hair Growth Systems and Xtreme hair loss treatment lasers for use in your Salon or Spa, call 877-XTC-4HAIR / 518-250-4083 or visit www.xtc-hair.com or www.HLCC123.com.