



International Hair Loss Clinic

**SHARES THEIR SECRETS IN
A DOWNTURN ECONOMY**

*By Dr. Santiago Alvarez, William C. Blatter, B.S., M.M.,
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One out of every three people experience noticeable hair loss. Thinning hair is a challenge that many men have to deal with, but 30 percent of women are also affected. With more than 352 million men and women suffering hair loss in the USA and Europe alone, adding laser treatments to your practice will increase your revenue stream by tapping into this \$5.4 billion hair loss market. With an average sale of \$3,000-\$4,000 per client, physician and aesthetics practice owners are adding more than \$200k to their annual revenue with only one new client per week.

What makes this a pristine opportunity for most practices is that you already have a steady stream of potential clients walking in your door. Although men are

still a slightly larger percent of hair loss suffers, women are the fastest growing number and the most underserved group. Fifty percent of all women will have thinning hair by middle age, and more and more of them are turning to medical treatments like low level laser treatment for help.

wide range of other medical treatments. Although the laser technology was just recently cleared by the FDA to re-grow hair, the Hair Loss Control Clinic (HLCC™) has been utilizing lasers as part of their treatment programs for over 16 years. Now

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Laser therapy has been widely used for years in vision correction, orthopedic surgery, wound healing, fighting acne, and a

with more than 94 locations in 21 countries, President of HLCC™ Bill Blatter shares the secret to growing their business, even in a down

economy.

“It’s no secret,” claims Blatter. “Laser Hair Loss Therapy is an unmatched business opportunity. Money is being made while helping clients stop hair loss and re-grow hair. It only makes sense that more and more physicians, aesthetics clinics, hair restoration surgeons, and spas are finding their way into the hair loss laser treatment business.”

THE SCIENCE BEHIND IT

Mechanisms for Low Level Light Therapy

Low Level Laser Therapy (LLLT) for hair loss treatment uses the well-known principal of Photobiostimulation. Photobiostimulation is the biochemical, non-thermal effect that results from exposure of living tissue to various dosages of energy at

Biostimulation In The Treatment of Female Pattern Hair Loss showed after 52 treatments (26 weeks) 100% of the subjects presenting an upward historical linear trend of hair growth from the beginning to the end of the treatments, 97% of the subjects presented an increased hair count of $\geq 20\%$, 77% of the subjects presenting a hair count increase of $\geq 51\%$.

Various studies, including a double blind study submitted to the FDA, have shown a number of mechanisms on how Photobiostimulation effects hair growth. Doctor Michael R. Hamblin, Ph.D., a Principal Investigator at the Wellman Center for Photo Medicine and an Associate Massachusetts General Hospital Professor of Dermatology at the Harvard School of Medicine, recently presented new and updated information on the mechanism of action for “laser biostimulation” at the

light therapy (LLLT) and the release of nitric oxide from intracellular binding proteins including cytochrome c oxidase.

Several redox-sensitive transcription factors are known, such as NF-kB and AP1, that are able to initiate transcription of genes involved in protective responses to oxidative stress.



Before Treatments



After Treatments

The cellular effects of LLLT are being employed in the use of low level laser or light therapy for the treatment of baldness and stimulation of hair growth.

varying wavelengths emitted from low level lasers.

A Three-Phased Western IRG approved study released at the ISHRS (International Society for Hair Restoration Surgeons) in Amsterdam, Netherlands in June 2009 by Dr. Grant F. Koher called *Effect of Laser*

ISHRS 17th Annual Scientific Meeting.

He states, “Several laboratories, including ours, have reported the generation of intracellular reactive oxygen species (ROS) in the mitochondria of cells during low-level

We have demonstrated activation of NF-kB in several cell lines and primary cells by different wavelengths, and fluencies of red and NIR light. Genes that are targets of NF-kB fall into groups of anti-apoptotic proteins, anti-oxidant proteins, pro-proliferation proteins, acute phase response, adhesion molecules, cytokines and chemokines, and pro-inflammatory proteins.

Released NO may also have major roles to play considering its protective and vasodilator functions.

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FIVE DISTINCT EFFECTS KNOWN TO OCCUR

- 1 Increased ATP** (Adenosine Triphosphate) and protein synthesis - causing an increase in osmotic cellular function;
- 2 Increased cell proliferation** (Growth);
- 3 Increased protein synthesis**, causing a change in cell membrane permeability;
- 4 Increased blood circulation** by 54% after only one treatment, providing a supply of nutrients to the hair follicle; and
- 5 Increased capillary size** under the hair follicle.

More and more studies by physicians are showing the great results provided by LLLT for hair loss.

OTHER RECENT STUDIES CITED

- FDA Clears laser to promote hair growth - a recent Study showed that a laser HLCC has been using in treatment programs had 19 new hairs per centimeter on 93% of the people in the study. This was a double blind study which included a sham device *
- A new study published in the International Journal of Cosmetic Surgery and Aesthetic Dermatology showed a 93% increase in hair among the respondents in the study using the laser.



Other Recent Studies Cited (Cont'd)

- A laser received certification by the Canadian Government to claim and indicate that it strengthens hair, prevents hair loss, and stimulates re-growth of hair in men and women.
- Long-term international and Recent Clinical Trials with the laser suggests many benefits from laser hair treatments.
- More than 90% of laser users achieve some positive benefits and results.
- Preliminary results of a retrospective study currently under way by hair loss clinic chains shows well over 95% of clinic clients re-grow hair.
- A number of other studies currently under way including ones approved by prestigious IRB boards.
- HairMax Laser Comb® 510 Clearance document 2007

Dr. Santiago Alvarez has practiced Medicine since 1980. He is Board Certified and runs a Hair Loss Clinic and Aesthetics Practice in Moreno Valley, CA. He states, "As a Doctor, I have seen laser therapy work first hand for about 95% of my patients. We stop hair loss almost 99% of the time. I'm really glad I added laser therapy to my practice and more importantly, my patients are even happier."

Dr. Martin Unger is a Founding Member, 1st President and Diplomate (certified specialist), and

Examiner for the American Board of Hair Restoration Surgery. Dr. Unger has been a consultant for both the US FDA and Health Canada and has been previously quoted in other published articles saying, "LLLT increases the energy in the cells.... It is like the fuel, the gasoline of cells," explains Unger, considered an international authority in the field of hair loss. "It increases collagen synthesis and protein synthesis. It decreases inflammation in the area and increases the circulation by making blood vessels in the area larger and also creating new blood vessels."

Unger also cites a clinical study he supervised which found that the laser therapy resulted in 86% of patients re-growing hair, while another 11% stopped losing hair. The study was done by Dr. Roy Geronemus.³

More and more famous transplant doctors like Dr. Craig Ziering (having completed 15,000 hair transplants and recently featured on the Doctors Show); Dr. Allan Bauman, a distinguished panelist about LLLT at the recent ISHRS convention in Amsterdam, Netherlands (featured on Dateline NBC, Good

Morning America, the New York Times and many other TV shows and magazines) have incorporated LLLT into their clinics.

Today's reality: Although the results of LLLT are impressive, both in published studies and improperly supervised treatment facilities, there is a large variation in its application and use. Far too many non-medical companies are starting to get into the business; and unfortunately some lack the dedication, discipline, training, and proper medical treatment methodologies to best treat patients. This "void" is starting to be filled by aesthetic physicians across the county. Dr. Victoria Hagstrom, an Aesthetic and Hair Transplant Surgeon from Minnesota said, "In Minneapolis we're starting to see non-medical businesses profit from offering LLLT.

"I feel strongly that my partnerships with Neograft and HLCC™ allow me to provide the most advanced medical and surgical treatments available today for the most comprehensive, successful outcomes possible for hair restoration."

"LLLT by itself is not the complete answer," says Dr. S. Michael Fuhrman. "Patients experiencing the

best results on a consistent basis undergoing LLLT are those utilizing a multi-therapeutic approach to their treatment.”

Below are key ways to get the best results for your patients while maximizing your full profit potential.

MULTI-THERAPEUTIC APPROACH

Most hair loss physicians and professionals have found that by combining laser therapy with healthy hair products for a multi-therapeutic approach yields the best results. Lasers work great, but they work much better when combined with products for good scalp hygiene, good hair nutrition, DHT blockers (6-8 preferably, as DHT is the primary cause of hair loss), as well as growth activators like Minoxidil and topical DHT blockers.

HOME TREATMENT OPTIONS

Make home treatment options available. Not everyone has the time to come in for treatment, or they may live too far. It is designed for results comparable to clinic treatment, with the ease and convenience of home use. The latest trend in home treatment is a home laser with 75 laser diodes. This provides the physician additional revenue

opportunity by reaching clients beyond their typical selling area, as well as serving the clients who prefer the convenience of home treatment.



Home treatment works best if the physician or physician staff conducts regularly scheduled check-ups with the patient, allowing for adjusted treatment protocols when needed and ensuring proper compliance at home.

HAND HELD LASERS

Many have heard about the HairMax LaserComb™, the first FDA cleared Laser device for hair regrowth. With more and more competition, HLCC has found it best to provide a variety of hand held lasers for better profitability. The key is bundling each hand held laser with a 6-12 month supply of hair loss products, to ensure the best results for the clients, and long-term residual income. Again, this works best if the physician or physician staff conduct regularly scheduled check-ups with the patient.

Physicians have the ability to provide clients with more powerful prescriptions like Propecia®, which comes with a warning of side

effects. HLCC™ physicians have the unique advantage of providing higher-strength prescription compounds of Minoxidil (10%-15% w/ saw palmetto) for tougher cases, which have fewer side effects and provide excellent results, especially in the frontal hair line which is the hardest area to re-grow.

Despite this, do not rule out Propecia®. Even though it is not HLCC’s first choice, it is still an excellent alternative for some men.



**MARKETING -
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Utilize the Internet. HLCC has found the internet to be the best place to spend marketing dollars. Work with a top quality marketing firm specializing in Hair Loss, if possible, for Search Engine Optimization (SEO) (Google). Utilizing Google and other search engines allows you to generate qualified leads in your geographic area, utilizing key industry terms like “laser hair loss therapy”.

Look up this term in your area and see what you find both in the natural listing based on Complex SEO principals (down the right side after Sponsored listings) and in the top 3 ads at the top and then look at the rest down the left hand side of the page, which are paid listings. There are ways to utilize the internet to increase revenue, even if you don't have a website. A good partner selling you your laser should be able to help you with your local internet campaign.

**MORE DIODES =
BETTER RESULTS**

With more than 16 years of experience under the guidance of three doctors and medical advisors, HLCC has over a 95% success rate in helping clients with their hair loss.

Dr. Santiago Alvarez,

Medical Director for HLCC in Southern California, credits the concept of “laser diode minutes,” as a gauge to realistic expectations. Dr. Alvarez stated, “The more laser diode minutes (LDM) a patient gets during each treatment, the better the results will be (see note of caution below).



Before Treatments



After Treatments

The FDA cleared a laser for hair re-growth with only one laser diode in a landmark study showing 93% of respondents grew more hair.

LDM is determined by multiplying the number of laser diodes, by the number of minutes of each treatment, by the number of treatments per week (160 laser diodes x 30 minutes x 2 times per week = 9,600 LDM).

“The same is true for home clinic laser and hand held lasers. Use a hand-held laser brush with 5 laser diodes 3 times a week for 15 minutes and you will have treated with 225 LDM; but use a home clinic with 75 diodes the exact amount of time, and you will have treated with 3375 LDM,” commented Dr. Alvarez.

REFERENCES

1. Doctor Michael R. Hamblin, Ph.D. is a Principal Investigator at the Wellman Center for Photo Medicine, Massachusetts General Hospital, and an Associate Professor of Dermatology at the Harvard School of Medicine.
2. JL Satino M Markou (2003), Intl Journal of Cosmetic Surgery and Aesthetic Dermatology, Vol.5, No 2.
3. Dr. Roy Geronemus and Dr. Martin Unger, The Toronto Star - Your health - Salon offers balding men a cool zap. 6/6 (2008).

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