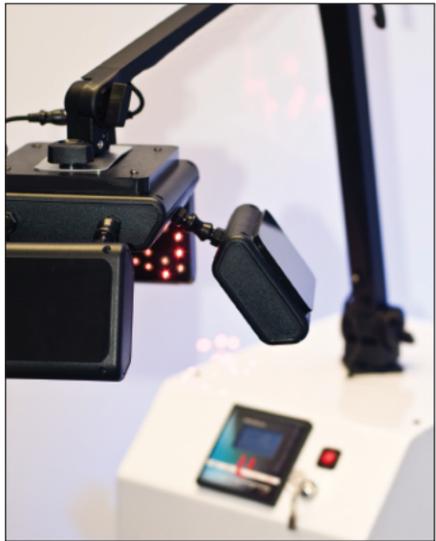


One out of every three people experience noticeable hair loss. Thinning hair is a challenge that many men have to deal with, but 30 percent of women are also affected. With more than 352 million men and women suffering hair loss in the USA and Europe alone, adding laser treatments to your Salon will complement your business as



well as draw in new customers with the "size" of "laser." It is safe, non-invasive and works on both men & women. More importantly, with an average sale of \$3,000-\$4,000 per client, salons are adding more than \$200k



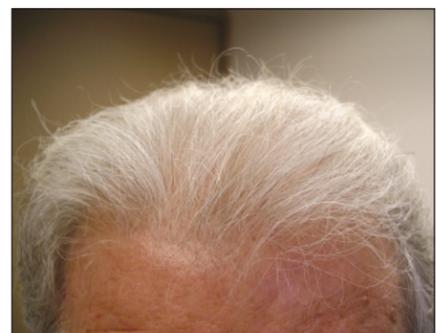
Before



After



Before



After

to their annual revenue with only one new client per week.

What makes this a pristine opportunity for most Salons is that you already have a steady stream of potential clients walking in your door. Although men are still a slightly larger percentage of hair loss sufferers, women are the fastest growing number and the most underserved group. In fact, 50% 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 therapy for help.

Laser therapy has been widely used for years

LASER EXPERTS SHARE SUCCESS SECRETS

Dr. Santiago Alvarez, William C. Blatter B.S, M.M, & Dr. Michael Fuhrman

in vision correction, orthopedic surgery, wound healing, fighting acne and a wide range of other medical treatments. Although a laser device was recently cleared by the FDA to grow hair, one company, Hair Loss Control Clinic (HLCC™) has been utilizing lasers as part of their treatment programs for over 16 years. Now with more than 100 locations in 21 countries, HLCC President, Bill Blatter, shares the secret of growing their business, even in a down economy. "Laser Hair Loss Therapy is an unmatched business opportunity" claims Blatter, "Money is being made while helping clients stop hair loss and re-grow hair. It only makes sense that more and more Salons and Spas are finding their way into the hair loss laser treatment business."

The Science behind it: "Mechanisms for low level light laser"

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 dosage of energy at varying wavelengths emitted from low level lasers.

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, PhD, 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, recently presented new



Before



After

and updated information on the mechanism of action for "laser biostimulation" at the 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 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, are able to initiate transcription of genes involved in protective responses to oxidative stress. 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."

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. Various devices like

laser combs and hairdryer-type hoods are used to deliver red laser light to the scalp and encourage new hair growth in patients with thinning hair. Reduction of cell death in the hair follicle, the increase in the number of follicles in the anagen phase, and the increase in hair pigmentation have all been observed."

In layman's terms

There are five distinct effects that are 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
5. Increased capillaries' size under the hair follicle

More and more studies by doctors are showing the positive results provided by LLLT for hair loss, and more and more salon owners are reaping the benefits.

Other recent studies cited

- A 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!
- 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 suggest 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 are currently under way including those approved by the prestigious IRB boards.
- FDA clears the HairMax LaserComb to promote hair growth - 2007

What the experts say

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." "However, 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." Dr. Unger, a founding member and diplomat of the American Board of Hair Restoration Surgery has been quoted as saying, "LLLT increases the energy in the cells.... It is like the fuel, the gasoline of cells. 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 that found that the laser therapy resulted in 86 per cent of patients re-growing hair, while another 11 per cent stopped losing hair. The study was done by Dr. Roy Geronemus.

More diodes, better results

"However," claims Alvarez, "More diodes = better results." Dr. Alvarez credits the concept of 'Laser Diode Minutes' (LDM) as a gauge to realistic expectations. 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. But says Alvarez, "the more laser diode-minutes a patient gets during each treatment, the better their results will be." 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 in-home, clinic lasers 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 laser with 75 diodes the same amount of time and you will have treated with 3375 LDM."

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

Offer all the options:

- **Multi-Therapeutic Approach** – Most hair loss physicians and salon 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 away. This provides additional revenue opportunity by reaching clients beyond typical selling areas, as well as serving the clients who prefer the convenience of home treatment.

- **Home Treatment works best if regular check-ups are conducted, allowing for adjusted treatment protocols when needed and ensuring proper compliance at home.**

- **Hand Held Lasers** – We have 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 checkups are conducted regularly with the client.

Marketing - Marketing - Marketing!

- **Find a way to utilize the Internet** – The Internet is the best place to spend marketing dollars. Work with a top quality marketing firm specializing in Hair Loss 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 such as "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.

Journals, Magazines and Newspapers these quotes came from & supporting research references:

1. Doctor Michael R. Hamblin, PhD 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)

The quotes from the articles' above are from independent news sources and in no way imply any comment Pro or Con or any endorsement of any company, product and/or service. 