

NEW HAIR® NEWS

Do Bald Men Lose Elections?

In an article in the most recent issue of *George*, Gersh Kuntzman gives a depressing view of the American impression of the balding individual. He says that countless studies have shown that, "bald men are perceived as weaker, less likable, less fun, and, in one memorial report, 'less good'."

More than 50% of the male population over the age of 40 show signs of significant balding. According to one University of Arizona study, the statistics showed that only 37.2% of elected officials had a similar balding pattern. These authors wrote that: "There is a significant bias against bald

and balding men in high-level elective office."

The problem seems even worse in the 2000 elections, where "candidates with hair, knocked off bald incumbents in every head-to-hair congressional match-up."

Kuntzman further stated, "in four of the 10 races lost by incumbents, bald men lost to men with hair and Missouri is the only state where a balding guy – Democratic gubernatorial candidate Bob Holden – defeated a guy with hair for an open governor's seat."

Everyone noticed Al Gore's bald spot. Should the next logical question be: was his bald spot enough to have cost

him 1,000 votes in Florida? We have unfortunately been aware of the discrimination against balding men in dating circles as showed in a famous ABC 20/20 report. When people are looked at in the job market, in promotional competitions and where image is important, even among hair transplant surgeons, the perception of baldness is an important factor. New Hair Institute is an equal opportunity employer and we do not discriminate against the follicularly challenged.

Drs. McClellan and Rassman have been converted to the world of the hairy with hair transplants, but Dr. Robert Bernstein, NHI's bald Medical Director in New York, has

chosen to fight the trend saying "bald is good," at least for him that is. What is "in your head" is not necessarily popular. For those of you seeking public office, take note of the George Kuntzman's insightfully written article in the final issue of *George*: "A Hairy Political Problem."

Kuntzman, G. A hairy political problem. *George*. 6(1):19; 2001.

NHI Giveth and NHI Taketh Away

Laser Hair Removal...a new service for our patients.

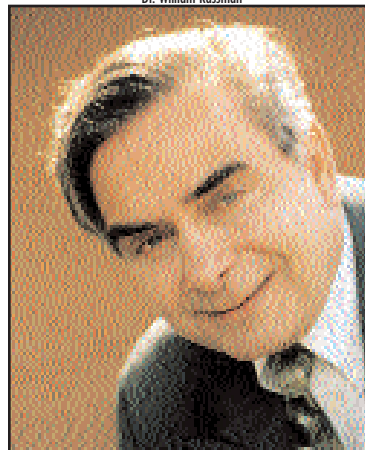
The New Hair Institute's main focus has been on state-of-the-art technology in hair restoration. Many of our patients have expressed a desire to rid themselves of unwanted hair; especially after their lost hair has been successfully restored. With the recent advances in laser technology for hair removal, NHI has now expanded its services into this area as well. Hair removal will be offered at selected locations out of our offices in Los Angeles, San Jose and New York City. Unwanted body hair is an extremely common problem that affects both men and

women, but laser hair removal is especially well suited in men for two reasons. First, the hair that is bothersome to men is usually pigmented, and darker hair absorbs laser light particularly well. Second, unwanted hair in men often covers large areas such as on the back and shoulders. Since lasers can easily and rapidly treat large areas of the body, they are especially well suited to this task.

"Since we are now going to offer this service, I thought I would be the first patient to experience it. On April 6, 2001, I had laser treatments for hair in three areas of my body. For those of you who want progress reports from me, please write to me at: hairdoc@newhair.com."

- Dr. Rassman

Dr. William Rassman



Another use for Lasers is in the repair of plugs and poorly placed grafts. When grafts are too large, sit too low on the hairline, or have been placed at the wrong angle, they can be surgically removed. This is a common corrective procedure performed at the New Hair Institute. In some cases, how-

ever, this technique may not be appropriate and that is where lasers are helpful.

Electrolysis relies on the careful insertion of a fine needle down the hair follicle and the application of a small electric current. However, changes in the skin associated with the healing of larger grafts distort the follicles and prevent the electrolysis needle from being inserted properly. Since lasers use a focused beam of light that passes through the skin, they do not rely on needle insertion.

Laser Hair Removal is a procedure that removes hair utilizing a high intensity beam of very focused monochromatic (single wavelength) light. The laser works by disabling hairs

NHI Giveth cont.

that are in their active growth cycle at the time of treatment. Since other hairs will enter their growth cycle at different times, additional treatments may be necessary to disable all of the follicles in a given area. Multiple treatments will generally be required for satisfactory hair removal.

Laser Hair Removal is being offered at our Los Angeles and New York facilities. Call 800-NEW-HAIR to schedule an appointment.

NHI Featured on Good Morning America & The Discovery Channel

A "Good Morning" for NHI Patient

Dr. Bernstein was recently featured on ABC's Good Morning America in a segment titled: "The Bald Facts." The program that aired February 13, 2001, revolved around Dr. Bernstein's patient, Charles Teacher, who had 2,853 follicular unit grafts transplanted on June 29, 2000. The segment explored Charles' reasons for wanting hair restoration and his diffi-

Dr. Bernstein is "The Repair Guy"

In a recent exposé on the Discovery Channel titled "Cosmetic Surgery Gone Wrong," that aired on February 12, 2001, Dr. Bernstein was featured as the physician who fixed problems created by other hair transplant doctors. He was shown repairing the previous trans-

cult path before finally meeting Dr. Bernstein. At the end of the clip, Charlie Gibson of GMA interviews Dr. Bernstein and Mr. Teacher together and shows how Charles looks 7 1/2 months after his first procedure. Mr. Teacher had flown in from England for the surgery. Immediately after the program a limo whisked Charles back to the NHI facilities in Fort Lee, where he had a sec-

ond session of 1,923 follicular unit grafts, adding more fullness and completing the restoration. Charles plans to return the United States again next year and appear on the program after his second session has fully grown in. He is looking forward to show what a truly "Good Morning" he had during his visit to America.

plants of his patient, Ken Gold, who had a "corn row" look produced by the old "plug technique." Dr. Bernstein removed the old grafts, dissected them under a stereomicroscope, and then reimplanted them as individual follicular units.

This was followed by additional Follicular Unit Transplantation using hair

from Ken's donor area. The program shows the impact on Ken's life of both his bad transplant and then the repair. It is no wonder that Dr. Bernstein was featured in this program. Repair work comprises fifty percent of all surgeries in NHI's East Coast facilities where Dr. Bernstein serves as Medical Director.

NHI Achieves National Accreditation

New Hair Institute Medical Group, A Professional Corporation (NHI) has been awarded the certificate of accreditation by the Accreditation Association for Ambulatory Health Care, Inc. (AAAHC). This award means that NHI has met nationally recognized standards for quality health care set by the Chicago-based accrediting organization.

NHI is the first hair transplant clinic in the United States to receive accreditation. "We are pleased and proud to have achieved accreditation," stated Dr. Rassman, NHI's founder. "Accreditation is very important and has helped us improve the quality of care we provide. We feel that our

patients are the ultimate beneficiaries of our voluntary participation in the accreditation program."

In order to achieve accreditation, NHI went through an extensive on-site survey of its facilities and services. The survey team, composed of physicians and health care administrators, evaluated all aspects of patient care. The survey findings resulted in a favorable decision.

Dr. Bernstein, NHI's Medical Director, points out that, "not all ambulatory care organizations seek accreditation and not all that undergo an on-site survey receive favorable decisions." In a letter to NHI, the AAAHC president said, "the dedication and effort necessary to achieve accreditation is substantial. New Hair Institute Medical Group is to

be commended for this accomplishment."

The AAAHC conducts its accreditation program on a national basis and has accredited more than 800 ambulatory health care organizations including single and multi-specialty group practices, ambulatory and office-based surgery centers, college and university health services, health maintenance organizations and other managed care systems, dental group practices, community health centers, and occupational health centers.

AAAHC is a private, non-governmental, not-for-profit organization. It receives professional guidance and financial support from:

American Academy of Cosmetic Surgery,
American Academy of Dental

Group Practice,
American Academy of Facial Plastic and Reconstructive Surgery,
American Association of Oral and Maxillofacial Surgeons,
American College Health Association,
American College of Occupational & Environmental Medicine,
American Society of Dermatologic Surgery,
American Association of Ambulatory Surgery Centers,
Association of Freestanding Oncology Centers,
Federated Ambulatory Surgery Association,
Medical Group Management Association,
National Association of Community Health Centers, and the Outpatient Ophthalmic Surgery Society.