



## Hair Transplants Up By 42 Per Cent Over Two Years in Canada

**(Toronto, ON) – August 15, 2007** – Hair transplantation is the top cosmetic procedure for men. New figures released today by the Canadian Hair Transplant Centre and the International Society of Hair Restoration Surgery (ISHRS) show this procedure has grown by 42 per cent in Canada over the past two years alone.

“Technical and artistic advances have dramatically changed hair transplants over the past decade, making them virtually undetectable today – and that’s what is driving the immense growth in this profession,” said Dr. Cam Simmons, Medical Director of the Canadian Hair Transplant Centre.

The popularity of hair transplants today is not surprising considering how many people are affected by hair loss. Statistics show that 40 to 50 per cent of men and women will suffer from hair loss by age 50. What is interesting however is the fact that about 45% of patients from the survey would likely not discuss their hair transplants with family and friends, while the other 45% would freely share their experiences. Only 10% were undecided.

Dr. Simmons said these findings are reflective of his experience in the profession. “The days of the unsightly *plugs* are over. Today’s hair transplants are so natural-looking, people just can’t tell that you’ve had one. So for some time now, it’s been a nicely-kept secret for many patients. But the *cat has been let out of bag* so to speak, and the word is now out.”

According to Dr. Simmons, Canada and more specifically Toronto, has become an epicenter for hair transplant procedures for both men and women and the expertise here actually attracts many international patients.

Canada is in alignment with international hair transplantation trends with a growth in female surgical patients and a shift to more patients seeking hair transplants at a younger age. Its overall market growth over-indexes against worldwide statistics. According to the ISHRS, the world’s leading medical authority on hair loss and hair restoration, procedures performed worldwide were up 34 per cent from 2004 to 2006 (versus 42% in Canada specifically). These statistics released from a recent member survey conducted by ISHRS indicate there were approximately 645,281 hair restoration patients worldwide in 2006.

Looking at the global statistics more closely, the survey confirms that patients are seeking treatment for hair loss at a younger age. ISHRS members provided percentages of male and female surgical patients treated by age category, and more than half (57.9 per cent) of patients fell between the ages of 30 to 49 years old. Surgical patients in their 30s represented the age group with the largest number of patients undergoing hair restoration surgery (31.4 per cent males and 26.4 per cent females) – a shift from 2004 in which patients in their 40s comprised the largest number of surgical patients.

“This survey confirms that men and women want to treat their hair loss as soon as the problem becomes noticeable, which is a smart decision since early detection and intervention are essential to treating and preventing future hair loss,” adds Dr. Simmons.

Hair transplantation today is actually a minor skin surgery that moves donor hair from the backs and sides of a patient’s head (that are genetically programmed to last) to the area with