

Here's the story of what may be...

The Most Important Hair Restoration Discovery of the Century

You'll need a picture to prove you were ever going bald!

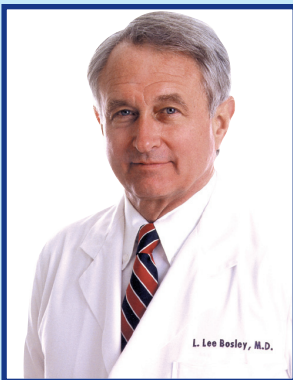
If you're suffering from premature hair loss, you may think the outlook is pretty grim. Hair re-growth medications can help, but you start to lose any gains if you stop taking them, and one has even been shown to cause impotence in some men. Surgical grafts of "plugs" of hair look unnatural, to the point where the look is commonly called "doll's hair." And then there's that cliché toupee. If only there were a better way.

Now there is, thanks to a breakthrough procedure known as Follicular Unit Transplantation. Performed by **Bosley**® physicians across the country, this amazing process restores hair growth in thinning and balding areas in a manner that is so natural looking, satisfied patients swear you'll need an old picture of yourself to prove you were ever going bald.

Today, tens of thousands of happy people have benefited from the **Bosley**® procedure. Here's the story of what just may be the hair restoration discovery of the century, and how you can become the next person to have **Bosley**® change his life.

The BOSLEY® Breakthrough

Bosley® techniques are named for Dr. L. Lee Bosley, MD, the medical pioneer who popularized the procedure. Dr. Bosley studied the problems sometimes associated with hair transplantation surgery (e.g. the "doll's hair" look) and the means to solve them. By the turn of the 21st century, he had perfected his techniques and the ability to transplant single follicles of hair rapidly and precisely.



Today, skilled micro-surgeons, trained in the **Bosley**® techniques, transplant as many as 3,000 grafts in a single session. But what's even more amazing: It's all done in one day, while the patient calmly watches TV.

The transplanted follicles are taken from "donor" areas of the patient's own scalp. They are harvested from places where hair is plentiful (the back of the scalp) and transplanted where hair is desperately needed (the top and front of the head). Instead of unnatural patches of hair grafted in rows, one, two and three hair units are grafted at the correct angle and direction to rebuild the natural hairline. This is the artistry of the **Bosley**® technique. The end result looks and feels completely natural. Every transplanted hair grows thick and long, just as it did before being transplanted – because it is natural hair. It can be cut, combed and styled. A woman can run her fingers through it. You can even tug on it with no ill effect. And that's only half the story.

Not Just Real Hair, Better Hair

Hair transplantation is called "the only permanent hair loss solution" for good reason: The hair follicles used in the procedure are genetically immune to the hormones that cause balding. That means the process will never have to be repeated.

As anyone who suffers from hair loss knows, the main culprit is a hormone called dihydrotestosterone (DHT). But what you may not know is that some hair follicles are immune to the hair loss this hormone creates. As luck would have it, these follicles are abundant in the back and side of the head, meaning "donor" hair can consistently be found and used during the **Bosley**® procedure. That means the transplanted follicles are DHT-resistant. It also means you won't ever have to go through the trauma of hair loss again.

Most men who suffer from premature balding simply cannot imagine that feeling. Their unaltered, real-life comments after having the procedure reveal just how life-changing the **Bosley**® procedure can be.

'I Can Now Enjoy My Life'

Below is just a sample of the real-life testimonials satisfied **Bosley**® patients have written over the years. (Names are shown as initials to protect privacy.)

"Before my **Bosley**® hair restoration procedure, I thought about my hair constantly –

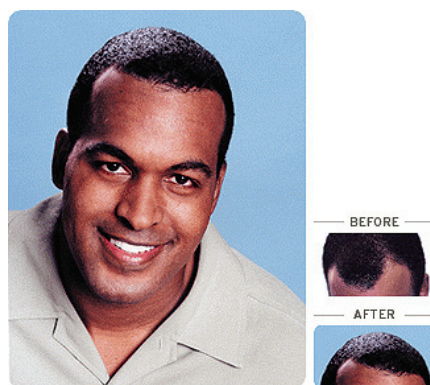


Individual results may vary.

'What if the wind blows the wrong way? I hope the sun doesn't shine down on me. Is everyone looking at my balding head?' I no longer think about these things. In fact, I don't even care. If the wind blows, it's just a cool breeze to me. The sun now warms me... Because of **Bosley**®, I can now enjoy my life instead of worrying about my hair loss first thing in the morning, when I look in the mirror."

– D.S., real **Bosley**® patient

"I'm fortunate I discovered **Bosley**® when I did. My career as an actor and model was never affected by my receding hairline because I got on it early."



Individual results may vary.

– M.R., real **Bosley**® patient

Professional services provided by the licensed physicians of Bosley Medical Group. Individual results may vary.



"Whenever I run my hand through my hair, I know it's my real hair, and it feels good. I know it's going to be there from now on. Why be bald if you don't have to? You do have a choice to do something about it, like I did."

– T.B., real **Bosley**® patient

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If you're ready to join the tens of thousands of people with stories like the men above, then you need to contact **Bosley**® today.

Here is How You Can Join Them

With offices across the country, there's a **Bosley**® facility near you. To find out, call 1-800-123-4567.

When you call, you'll be sent **Bosley**'s informative guidebook on hair restoration and a DVD of patient and physician interviews, so you can learn more about this breakthrough solution. You'll also arrange to meet with a **Bosley**® Counselor who can answer your general questions and help you arrange a consultation with a licensed **Bosley**® physician. And you'll learn more about The **Bosley**® Guarantee, which ensures "any non-growing hair transplant graft" will be replaced "free of charge."

Premature hair loss used to mean facing disappointing options. But as Bosley's Medical Director Dr. Ken Washenik, MD, PhD, likes to say, "It's a good time to be losing your hair ... because now science has given us an answer."

Call **BOSLEY**® today
1-800-123-4567
to get your informative guidebook on hair restoration and DVD.

www.bosleyhair.com

BOSLEY®
The World's Most Experienced Hair Restoration Expert