

TREATMENT ③ *Laser therapy*

Advertisements for laser treatments which claim to give you back a full head of hair are all over our TV screens – many of them being touted by celebrities, costing thousands of dollars, and failing to mention that they often also rely on tablets and lotions in order to be effective.

Dr Shumack has a few words of warning: “There is no hard evidence which proves laser therapy – whatever that term means, because it’s frequently used to describe any number of different treatments and products – actually works to halt or reverse hair loss. It’s my opinion that it doesn’t work.”

Dr Shumack isn’t alone. Last year, British advertising regulators gave the Shane Warne-endorsed Advanced Hair Studio advertisements a slap over the wrist, saying the ads were misleading and could be construed to imply that the product halted or reversed hair loss, two things for which there is no hard evidence.

If you are determined to have a bash at any or all of the treatments listed above, Dr Shumack has one last piece of advice: “Remember that the sooner you catch the problem the better,” he says. “So, where a treatment has been clinically proven to work, the younger you are and the less balding you have, the better, as far as seeing an improvement goes. If you’re already experiencing a significant amount of balding, then no matter what you do, it’s not likely to make much of a difference.”

SUNDAY TELEGRAPH

Page 5

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www.celebrity.com

Cure for baldness may lie in stem cells

By **STEPHEN CAUCHI**

AUSTRALIAN scientists are trying to clone hair by using stem cells in research that could lead to a cure for baldness.

All other treatments for hair-loss have problems. Hair transplant surgery redistributes hair but does not create new hair. Drugs such as minoxidil and finasteride stop balding as long as they are taken but can't reverse it. And treatments such as Shane Warne's "Yeah, yeah" hair involve hairpieces.

Scientists from St Vincent's Hospital in Melbourne and Melbourne University, led by the hospital's dermatology director, Rod Sinclair, have extracted adult stem cells from hair follicles and are trying to coax them to spawn new hair follicles in a culture dish.

"We've now got three stem cell scientists in our department working on hair follicle stem cells," Professor Sinclair said.

Just as the body rejects other transplanted organs, so it rejects transplanted hair - a full hair, including its follicle, is an organ in itself.

Professor Sinclair said the stem cells were extracted from the base of the hair follicle. "You can dissect out a tiny ball of about 3000 cells. If you put that ball into a culture dish that ball will flatten out into a thin sheet of cells."

Ideally, that sheet of cells should "aggregate to form new balls [so] you can take out those balls and reimplant

them to form new hairs."

But the sheet of cells was producing one ball instead of many, he said.

"The state of play at the moment is that I can cut some hairs off the back of your head, grow them in culture, and get enough back to replace the hairs that I took from the back of your head. We can't amplify them to produce more hairs. That's the problem."

The other challenge is implanting the baby hair follicles. "You have to put the stem cells in a scaffold, insert the scaffold into the skin, the scaffold makes the hair follicle grow in the right orientation and direction, and then disintegrates.

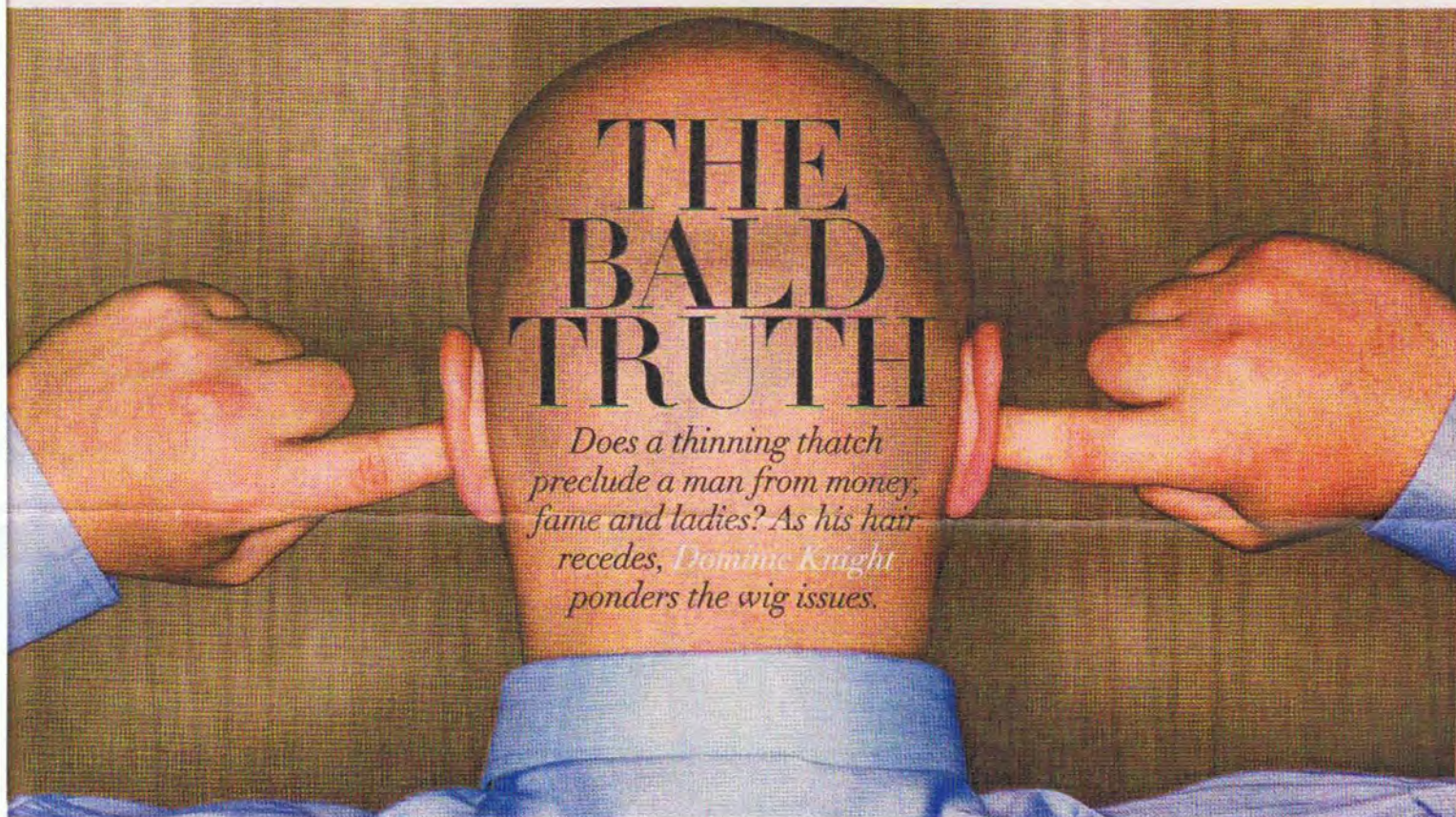
"Growing a hair is not enough. You want one that grows in the right direction with the right colour and curl and wave so that it looks natural." Professor Sinclair's group is one of several research bodies investigating hair cloning.

The British group Intercytex reported last June that trials in humans had proved promising, with some of the subjects regrowing hair.

"What Intercytex are doing is very similar to what we're doing, but I think they have a lot of problems trying to get the cells to reaggregate," Professor Sinclair said.

Other research is focused on trying to reinvigorate follicles that shrink on top of the head and cause baldness in the first place.

Scientists are also trying to pin down the genes that cause baldness.



When Australian fast bowler Doug Bollinger popped up on our television screens with a shocking thatch of hair – shocking, because before debuting his new “do” at January’s Sydney Test Match, he was utterly bald – ex-cricketer Greg “Mo” Matthews took it upon himself to explain why.

“I’m sure the hair will make Doug feel better about himself. If you feel good about yourself, you become a better man, and if you’re a better man, you’ll be a better cricketer,” said Matthews. “Doug was broke and bald when he first met [his wife] Tegan. Now he’s got hair and cash – and an Australian contract.”

Matthews’ message was clear: having hair on your head makes you rich, good at sport and attractive to the opposite sex. While it may seem ironic that many men suffering from hair loss feel emasculated (balding being the result of the natural action of testosterone), it’s long been the case that many men would rather have artificial hair than none at all.

Hair replacement has a long and ignominious history; from the elaborate wigs worn by European nobles to the toupee Bert Newton jokes about but continues to wear. Then there’s Donald Trump, whose hair is as absurd a construction as any casino bearing his name. But whereas being caught wearing a wig or toupee was once a major source of social embarrassment, today – thanks largely to hair replacement company Advanced Hair Studio and its relentless pursuit of balding cricketers to spruik its product – trumpeting the artificiality of one’s mane is often a source of pride rather than embarrassment.

In Advanced Hair ads, Shane Warne confesses he was worried about crowds calling him “baldie” from the stands, though in Warne’s case this would

possibly be the least offensive thing he’s ever been called. But when cricket stars talk about the difference Advanced Hair has made to their lives, it raises one question: what’s so bad about hair loss, anyway?

Recently, this has become more than a theoretical issue for me. At the age of 32, my hairline has receded dramatically, and a substantial bald patch has appeared on the crown of my head. I admit to being curious about whether a quick, easy fix exists. So I take myself off to Advanced Hair’s glitzy offices in East Sydney, to find out whether they can help. I sit down, fill out a questionnaire, and then I’m ushered in for a consultation with Wolfgang, a middle-aged gentleman boasting a head of hair so lustrous

heroes explain the “non-surgical procedure”. It involves attaching a plastic membrane to a patient’s scalp (with medical glue, apparently) and then gradually populating it with real hairs sourced from Eastern Europe, which are tinted to match the patient’s own. (Cost? About \$8000.) Recipients are required to return every month or so for maintenance.

There is no doubt the results look better than traditional hair replacement – Bollinger and Matthews have thick heads of hair, although something about them smacks of artificiality. But for me, it’s a choice between two unappealing options. Sure, I wish my scalp was less reflective, but will the woman of my dreams respect me with a shower cap on my head?

“Trumpeting the artificiality of one’s mane is a source of pride, not embarrassment.”

I am left wondering exactly how “advanced” it is.

Shane Warne has been depicted in ads with a curious red laser device, which claims to stimulate dying hair follicles and thereby delay the inevitable. However, the group’s flagship product is its “strand by strand” hair replacement. After a quick look, Wolfgang announces I am too far gone for the lasers, and shows me why. Using a magnifying camera, he produces a series of harrowing follicular close-ups: the difference between the thick hair on the sides and the thinning patch on top is dramatic. Clearly, the hairs on the crown of my head are more endangered than the Tasmanian devil.

Never fear, Wolfgang assures me. Strand-by-strand hair replacement can save me. I am left to watch a video, in which several of my sporting

Men are going to increasing lengths to cover the natural effects of aging. Grey still equates with wisdom, but other than *Star Trek’s* Captain Jean-Luc Picard there are few positive bald role models. Rather than going to all this trouble to replace hair strand by strand, it would seem more worthwhile to focus on replacing attitudes. But judging by a 2007 *Time* magazine investigation, which concluded that the balder candidate has lost every US presidential election since 1957, there is much work to be done.

We have begun to accept body modifications for cosmetic purposes. After all, we live in an age when people cut open their bodies and stuff silicone into them. But for me, installing a plastic sheet on my head and having hairs custom-grown in Eastern Europe inserted into it seems several steps too far. ●



Tuesday 23 June 2009

HAIR CON
REPORTER: CLARE BRADY

Advanced Hair Studios has made it a business of claiming high profile scalps -- fast bowler Shane Warne is probably its most prized acquisition. But Simon Clarke has become its most hair raising, and one Advanced Hair Studios moved quickly to cut from the crop.

We caught up with Simon Clarke after he been fined in a Hobart Court for trying to swindle a mentally ill man out of a refund for a hairpiece. The man signed the contract for the hairpiece with Mr Clarke after being discharged from a psychiatric ward at the Royal Hobart Hospital, where he'd been treated for depression.

The hairpiece -- with Advanced Hair Studios-- would cost more than \$15,000, but the man was on a disability pension and when his mum found out, wanted his \$1,800 deposit back. That's when things got nasty.

The consumer safeguard the ACCC rolled up it's sleeves and muscled in. "This was clear case of someone being treated very badly and we wanted to step in and make sure he got a good deal", the ACCC said.

It seemed a clear cut case until they got involved with Mr Clarke, who muddied the waters so much that it infuriated the ACCC and the consumer watchdog finally bared its fangs.

Mr. Clarke had been with Advanced Hair Studios for 18 years but the Company says when it found out about the dealings, all ties were severed and he's no longer with the company in any way.

We dropped in on Mr. Clarke later in the day, after it had sunk in that a Federal Court Judge had fined him and his private company Narnia, \$7,000. Mr. Clarke has already compensated the duped customer \$5,000. "Sometimes good people do stupid things", Mr. Clarke said.

However, he went on to deny this referred to his actions. "I'm not confirming that...this is a complete, utter...it's a beat up", he added.

Well, not according to the ACCC or the courts. "At this point I'd probably say there's no comment", Mr. Clarke said.

The young man at the centre of swindle is still too fragile to talk about his ordeal and his parents don't want him going through any more. "We would hope that the outcome of this case sends a very clear message to Mr. Clarke that this sort of behaviour is unacceptable. We don't run into many people who lie to us in the course of an investigation", the ACCC said.

"I've never be
Daily Mirror.

wednesday, august 26, 2009 | daillytelegraph.com.au

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"I am ju
One. The

Hi Sam Perhaps Warnie should come
to J.H.R. Bass. Regards Stan,

Picture: WENN.com



Thanks, but no thanks:
Warne passes on
autographing a cricket
ball and (inset) that
thinning crown

Thinning Warnie's snub to a fan

AFTER witnessing the humiliating defeat to England in the Ashes, commentator **Shane Warne** rushed out of London's Oval stadium and straight to the nearest Advanced Hair studio without pausing to sign a diehard fan's cricket ball.

Actually, we don't know if Warnie was heading for some more root therapy but he must have had good reason for fobbing off the autograph hunter's request. Perhaps he was holding back the tears after the Aussie loss?

Showing the effects of a career in the sun and plenty of peroxide, Warnie was looking a little light on top as he jumped into a cab.

The retired Test spinner, who turns 40 on September 13, has starred in advertisements for Advanced Hair, in which he sang: "I'm now back in command with my hair replaced strand by strand."

But the question has to be asked: What has happened to the hair on his shiny pate?

While *Confidential* has always loved the assertion that bald men have higher testosterone levels, we find ourselves considering that perhaps Advanced Hair only replugged Warnie's receding hairline, leaving the crown to fend for itself. We're tipping a new ad campaign to run in the future.

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Today Tonight 6.30pm weekdays

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Hair loss is quite a sensitive issue for many men and even women. But what causes it remains a real medical mystery.

Now there are claims that one hair replacement consultant is preying on the fears of young men.

The so-called hair loss expert is making some people believe they'll lose their hair in a matter of months and that their only solution is to spend thousands of dollars.

His bottom line is more than four thousand dollars. For that you get treatments involving a range of products including drugs like minoxidyl. These drugs were never deigned for hair replacement. It is a blood pressure tablet and as a side effect stimulates the sleeping phase of hair. If the hair follicle is already dead however, you cannot produce something from nothing.

We sent two young men to see him. Sixteen year old Nathaniel who was accompanied by an adult and twenty year old Mark. Both have healthy crops of hair and Dr. George Kerry, who specialises in micro-grafting, couldn't find any signs of hair loss when he examined them. Yet Mr. Layug was certain Mark was going bald.

Like Mark, Nathaniel was given Mr. Layug's (or AJ's) own examination. A spray of the hair with water, A.J. combs it back and presto, a hair-raising disaster unfolds.

Ashley and Martin spokesman David Christianson told us Mr. Lay-oog's conduct was not acceptable and those types practices were not used by other branches in other states.

Dr. Kerry's advice is to seek professional medical opinion before embarking on any hair restoration program and don't be fooled by promises of cures because there aren't any.

"There are only 4 options in life - wigs, medications, transplantation and nothing - leave it alone."

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Warne's 'Baldy' ad hit for six



Shane Warne under laser therapy to solve his hair-loss problem.

British advertising regulators have hit hard-living Australian cricketer Shane Warne for six, saying a sales pitch he gave for a hair care product should be banned for implying it cured baldness.

The Advertising Standards Authority said newspaper advertisements that featured Warne for the firm Advanced Hair Studio and its AHS-FP product were misleading.

The ads quote Warne saying: "Advanced Hair, Yeah Yeah".

"I've been hearing it for years, but to me I've always taken it as 'warning'. And that warning is - if I didn't do something about my fine and thin hair they could well be chanting 'Baldy!' " the blond spinner is quoted as saying.

"So see Advanced Hair Studio ... and your hair will be looking better than ever. Don't wait until it's too late, get your free advanced hair check! and heed the Warne-ing today!"

The regulator ruled that Warne's words in the ad implied he had received treatment that would either stop his hair from falling out or regrow it, even though the company had provided no evidence its product cured baldness.

"Readers could infer that the AHS-FP had resulted in the slowing down or stopping of hair loss and/or the re-growth of Warne's hair," it said. "If Shane Warne was used in future ads for AHS-FP, the ad should do no more than suggest that the advertised treatment had a cosmetic effect."