

For more information contact:  
Erich Kirshner or Maggie Spain  
The Bawmann Group  
(303) 320-7790  
[erich@morethanpr.com](mailto:erich@morethanpr.com)  
[maggie@morethanpr.com](mailto:maggie@morethanpr.com)

## FACT SHEET: HAIR REPLACEMENT SURGERY

- Hair replacement surgery is one of the fastest growing areas of plastic surgery due to improvements in techniques and technology.
- While hair loss is more obvious in men, both men and women experience hair loss and **both** seek hair replacement surgery to address this condition. More than 168,000 procedures were performed worldwide in 2004, with half of those being done in the United States. Source: International Society of Hair Restoration Surgery (ISHRS).
- Approximately 35 million men in the United States are affected by male pattern baldness or *androgenetic alopecia*. "Andro" refers to the androgens (testosterone, dihydrotestosterone) necessary to produce male-pattern hair loss (MPHL). "Genetic" refers to the inherited gene necessary for MPHL to occur. Source: ISHRS
- The most common type of hair loss in women is female androgenetic alopecia (female pattern baldness). It occurs in about 20% of American women overall. In one study of 1,008 Caucasian women, female androgenetic alopecia was found in 3% of women aged 20-29 years, 16-17% of women aged 30-49 years, 23-25% of women aged 50-69 years, and 28% of women aged 70-79. Source: ISHRS
- How good is hair transplantation now? While hair transplantation has been a well-accepted procedure for decades, scientific and technical advances have helped hair restoration surgeons create a new era of consistent, safe, effective, and-most importantly, natural-looking results. The obvious-looking 'plug-type' transplants of the past have been replaced with hair-lines that defy detection. Source: ISHRS
- Not all hair replacement happens on the scalp. An ISHRS survey found significant demand for eyebrow and eyelash transplants.