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**HAIR SCIENCES CENTER OF COLORADO INCORPORATES NEW FDA-APPROVED LASER THERAPY FOR TREATING HAIR LOSS INTO ITS PRACTICE**

*First Denver-area Physician To Employ Newly Approved Laser Technology*

DENVER ... February 28, 2007... Hair Sciences Center of Colorado, a leading Denver-based hair restoration practice headed by nationally renowned specialist Dr. James Harris, announced today it would begin utilizing laser therapy technology in the treatment of hair loss for patients.

The Food and Drug Administration (FDA) recently approved laser therapy to treat hair loss and baldness (January 2007). Dr. Harris is the first physician in the Denver-metro area to introduce this leading technology.

The clinical laser therapy system uses the most powerful low-level laser therapy device currently available in both in the U.S. as well as abroad. It boasts an open-hooded design and laser pattern that offers 100 percent coverage of the treatment area, stimulating hair follicles spanning the entire affected sections.

Laser therapy is successful because light from the laser beam helps prevent or perhaps stop hair loss. In some studies, the laser has proven to promote hair growth and demonstrated that more than 85 percent of patients are satisfied with the results of laser therapy.

The Hair Sciences Center of Colorado's introduction of the laser therapy comes on the heels of this FDA approval, which, in addition to the clinical version, also approved a comb for at-home use. The benefits of clinical system point specifically to a significantly more powerful version that covers the entire treatment area at once.

Patients can expect laser therapy to cost about \$3,000-\$4,000 annually, which usually includes 44 30-minute treatments. The typical protocol is one-to-two treatments a week for six months, followed by two treatments a month for the subsequent six months.

"We believe that incorporating laser therapy into treatment programs for hair loss may prove very valuable for many different types of patients. We expect that the laser therapy may be even more beneficial for women because of its capabilities in reaching an entire treatment area, which is typically how hair loss affects women as opposed to men. Additionally, the laser treatments may become a good protocol for younger men who couple it with appropriate medication because each treatment addresses a different aspect of hair loss. Together, these treatments offer the best approach to remedying hair loss that science and medicine have to offer. Overall, the laser technology is an important and effective addition to the various practices we employ at Hair Sciences Center to aid those with hair loss. We look forward to the results it will bring to our patients and the changes it may make in enhancing their self-image and -esteem," noted Dr. Harris.

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Dr. Harris is using a system developed by Sunetics International, a Las Vegas-based manufacturer of multiple low-level laser products geared toward the cosmetic, beauty and healthcare industry. Dr. Charles Maricle, a pioneer of laser technology geared toward the cosmetic industry, founded Sunetics International. He is believed to be an expert in the use and protocol of low-level laser therapy worldwide.

Denver-based Hair Sciences Center of Colorado specializes in state-of-the-art medical and surgical hair restoration. Founder Dr. James Harris recently pioneered an innovative and minimally invasive technology, the Harris SAFE (Surgically Advanced Follicular Extraction) System, which is transforming hair transplantation surgery practices. The patented system incorporates a small surgical device that isolates and extracts a single follicular unit without causing the type of trauma traditionally associated with other types of hair transplantation surgery.

Dr. Harris, a Board-certified head and neck/facial plastic surgeon and an assistant clinical professor of hair transplantation at the University of Colorado Health Sciences Center in Denver, is also a member of the International Society of Hair Restoration Surgery (ISHRS) and a diplomat of the American Board of Otolaryngology and the American Academy of Otolaryngology. Harris is a published author and frequent guest lecturer in the field of hair restoration. Dr. Harris' focus on state-of-the-art medical and surgical techniques and dedication to patient advocacy has firmly established him as a leader in the field of hair restoration. For more information, please visit [www.hsccolorado.com](http://www.hsccolorado.com).

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