



Aderans Research Clinical Study Phase 2 Press Release

Aderans Research Launches Second Phase of Hair Loss Study

(Atlanta, GA, April 24, 2009) Aderans Research Institute Inc. (ARI) announced today it has launched Phase 2 of its clinical study on cell-based hair regeneration for men and women. Structured around the findings of the recently completed Phase 1 of the study, this second phase will continue to evaluate the impact of its novel cell treatment process on pattern hair loss, also known as androgenetic alopecia.

Phase 2 of the study is being conducted in six U.S. cities: Atlanta, Boston, New York, Raleigh, Houston, and Washington DC. Phase 1 was conducted exclusively in the United Kingdom.

“The second phase of this study is another step in our efforts to truly understand the impact of regenerative cell therapy on pattern hair loss. It’s a tremendous opportunity,” says Kurt Stenn, MD, Vice President and Chief Scientific Officer. The company’s research is focused on developing a state-of-the-art tissue engineering solution to the regeneration of hair, taking actual hair cells—fibroblasts and keratinocytes, the two primary cell types within hair follicles—and promoting their growth in controlled laboratory environments. The research teams then recombine them and these “combined hair cells” are then placed in the patient’s skin, where they are expected to elicit hair growth. “This is research the industry has always wanted to do, and ARI has combined the support, the market, and the scientific wherewithal to do it,” says Vern Liebmann, Vice President, Operations.

More information on study outcomes will be released available as our studies conclude. To see ARI’s latest clinical updates, please visit http://www.aderansresearch.com/ari_clinicupdates.html

With offices in Atlanta and Philadelphia, the Aderans Research Institute is a subsidiary of Aderans Company, Ltd, the world’s largest wig manufacturer, and an affiliate of Bosley, a global leader in medical hair restoration.

Additional information on ARI can be found at www.aderansresearch.com.

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