

# New Breakthroughs



*Exciting new treatment options, trichology certification and education can give a jump-start to your existing salon or clinic. The world of hair loss is constantly changing; it's up to us, as professionals, to keep up with the changes in treatments, both cosmetic and medical.*

by William C. Blatter, President & CEO HLCC

## Keeping Up with the Changes

It's up to us to know which treatments we can provide and which ones we have to refer to medical professionals. It's up to us to know which are best for our clients, and why. It's up to us to keep up with these changes.

## So How Do You Do That?

There are a number of ways. The American Hair Loss Council's annual conference is a great way. In addition, read articles and align yourself with vendors who are knowledgeable in the different aspects of hair loss.

## World Congress For Hair Research

The most current knowledge on treating hair loss is presented every two years at the World Congress For Hair Research's annual conference. I was fortunate enough to attend their 9th annual event in Miami and I can tell you that, although many of the things were very technical in nature, there are many exciting new treatments around the corner in both the cosmetic and medical fields of treating hair loss. Here are a few noteworthy topics discussed.

## Stem Cells

Some of the more exciting points presented at the conference focused on stem cells and their role in hair growth, the pathways they use to create hair growth and the differences between the stem cells in the bulge

of the hair follicle and below the hair follicle. A number of studies were presented on stem cells, with several successfully demonstrating the ways stem cells grow while others focused on the grow that can be achieved by using stem cells in various methods to help hair growth.

## LLLT

Low-level laser therapy was discussed more often at this conference than ever before. It has now become one of the front lines of treatment, used by hair transplant doctors and dermatologists who specialize in hair growth for both men and women. The studies at the presentation backed up the results that HLCC has seen in its clinics for the past 25 years, as well as all the FDA clearances that have been approved. These studies found that 93-100% of patients were achieving results in regrowing hair with just LLLT.

## Growth Factors

A number of studies showed how certain growth factors have been effective in growing hair, both in ones extracted from humans with PRP and ones grown artificially from plants.

## Nutrition and Nutraceuticals

Presentations by physicians regarding studies done on marine concentrates and marine concentrate nutraceuticals (with active ingredients similar to products available from

HLCC) are being proven to regrow hair. There are about 10 studies worldwide to date. Again, these results verify what we are seeing in our clinics in countries around the world.

## JAK2 Inhibitors

Both topical and oral, have been used by a number of doctors in several studies; now successfully grow hair in patients with alopecia areata. Like Ruxolotinib and tofacitinib they inhibit a family of enzymes inside hair follicles that are suspended in a resting state and restore hair growth.

## Probiotics

Probiotics and the bacteria within the gut of people have also had a number of studies showing great promise in helping people with hair loss.

## Scopes

The conference also provided attendees the opportunity to scope patients suffering from various hair loss disorders, without knowing the subject's contributing medical history. This was a valuable reminder of the importance of constantly practicing and refining skills as well as continuing your education. I'll be teaching at the annual AHLC conference in more detail on this demonstration as well as the that were presented and the general time frames of when these treatments and technologies will be hitting the market.

# Hair Loss Treatment & Research

## Hair Loss & Trichology Certification

Certification in hair loss has come in many forms over the years. We've seen that when it comes to treatments in particular that most of these certifications have been done by individual vendors and with individual products. While there are trichology associations around the world, there are few schools of high quality currently in the US offering education on hair loss and hair loss treatments. This is surprising; as trichology studies are the main form of education most hair loss professionals seek out.

Along with a group of doctors and trichologists, we discussed the need of education in this niche and formed USTI, the US Trichology Institute. The goal of the Institute is to provide top quality trichology education, not just by correspondence (like most courses), but brought to cities around the country so that hair loss professionals could get training directly from trichologists, doctors and other hair loss professionals.

The Institute now also provides online training to those who can not attend a class in person, by offering a full video of a class; in order provide them with as close of an experience as possible. To ensure we're offering the highest quality of education, all instructors have been carefully selected and the curriculum carefully curated to include hair loss education, hair loss treatment as well as business and marketing acumen. It was important to all involved that USTI offer the highest level of credibility, which could be achieved.

This was completed in several ways. USTI is the only trichology program in the US to offer third party verification

and certification through the American Medical Certification Association (AMCA). AMCA only provides national certifications to companies and associations that meet their high standards of curriculum and testing. That standard insures states, hospitals, and doctors that the people they hire EKG techs, medical assistants, phlebotomy techs can be counted on. USTI is proud to receive the prestigious American Medical Certification Association's endorsement, and uses AMCA certified tests for all classes, which are being taught.

The USTI board of directors also believed it was important to offer courses and certification of varying lengths, which would accommodate the different levels of interest and commitment that salon and hair loss professionals believed was best for them. This resulted in a one-day, eight-hour Hair Loss Specialist Certification class, a two-day, 16-hour Hair Loss Practitioner Certification course and an extensive full-length Trichology program, which includes a tremendous amount of material as well as 3-5 days of clinical training, provided by doctors, trichologists and hair loss professionals.

I hope you'll be able to join me at the Hair Loss Specialist class USTI is hosting one day prior to the conference and for the two seminars during the conference, which I'll go into more details on what we learned about the latest hair loss treatments and protocols from the 9th World Congress for Hair Research Conference. ■

