



BEVERLY HILLS, Calif., June 7 /PRNewswire/ -- There is something in the air, or should we say in the hair, these days. Scientific research into hair loss remedies has never been more active or more exciting. Consider:

- \* Bosley, through its sister company Aderans Research Institute, continues to develop its research in hair multiplication (loosely called hair cloning) as published in a recent Wall Street Journal article. Bosley's parent company, Aderans, (8170-TSE) based in Tokyo, realized an 18% gain in its stock following the publication of the article.

The company just completed its initial discussion with the FDA last week regarding this bio-technology approach to generate hair growth.

- \* Intercytex, with whom Bosley has a strategic relationship, is conducting research in cellular-based hair multiplication biology and tissue engineering in Manchester, England and plans to launch its IPO on the UK stock exchange during the month of May.
- \* Per a recent Business Week article, a potential new class of drugs to halt hair loss (and treat cancer!) is in the works by Curis, a small bio-tech company, now leaping into the headlines with molecular-based topical treatments

What does all this mean for the billion-dollar hair loss market? Hair is big news. There are enormous business growth opportunities to come and even better -- benefits to hair loss sufferers world-wide. A recent Roper study confirms that baldness is a serious issue and that men would rather be bald than face the world with thinning locks, or the dreaded comb-over. In addition to the tens of millions of men with hair loss in America, there are in excess of 30 million women suffering from hair loss.

Ken Washenik, M.D., Ph.D., Medical Director of Bosley and a world-renowned hair loss expert, directs the research at Aderans Research Institute. "We are very excited at how well our research in hair multiplication has progressed. We are very close to the first time in history when the number of hairs on the scalp can be increased significantly." John Ohanesian, President and CEO of Bosley, states, "the hair loss market is exploding! Bosley is the world's largest hair restoration enterprise and because of our association with Aderans and ARI, we are uniquely positioned to become the driver of this revolution in hair loss solutions."

Phone and in-person interviews available.

*SOURCE Bosley*

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