



Mane event in focus

IT'S a fact of life that first impressions count. A recent study by Harvard Medical School and Massachusetts General Hospital found it takes a person just a quarter of a second to make a judgment on your competence and trustworthiness - meaning a sloppy appearance can instantly undermine your chances of future success.

A full head of hair is a good place to start, and platelet-rich plasma (PRP) treatment offers new hope to the 40 per cent of men aged 35 and over (and 65 per cent of women aged 60-plus) with hair loss.

"Men tend to get hair loss at a younger age than women, and shaving their head is not a look everyone wants," says Dr Buddy Beaini, director of MD Cosmedical Solutions.

Requests for PRP treatments at Dr Beaini's clinics have skyrocketed in recent months, and he now treats about 20 people a week for hair loss, 70 per cent of whom are men aged 30 to 55.

"People like the treatment because it is natural, there are no drugs and no surgery involved, and it uses your own blood, so there are no side effects," he says.

HOW DOES IT WORK?

The hair equivalent of the "vampire facelift" that made headlines a few years ago, PRP treatments work by using plasma from the patient's own blood to stimulate the body's stem cells and encourage new growth.

In the case of hair loss treatment, a sample of blood is taken from the patient, similar to a blood test. The blood is then

centrifuged to separate the red blood cells from the plasma, and the plasma is re-injected back into the scalp, stimulating stem cells within the hair follicles to produce new hair, and re-activating follicles that have shrunk and diminished with time.

WHO DOES IT SUIT?

The majority of patients are in their 30s and 40s, and have either recently lost hair or their hair is starting to thin - the treatment works best if there is still some hair. It can also be used to boost the effects of hair transplants, as well as topical hair loss treatments such as Rogaine.

WHAT RESULTS WILL I SEE?

Depending on severity, most people require three treatments held two weeks apart, with each session taking around an hour and 15 minutes. Most people start to see new hair growth around six months after the first treatment, with a booster treatment recommended after a further six months.

Discomfort levels are minimal, with any scalp redness, swelling and tenderness usually subsiding after 24 hours.

"There's no real downtime and most people are straight back to work the next day," Dr Beaini says.

HOW MUCH DOES IT COST?

Depending on severity, each treatment usually costs around \$650. However, until March 31, MD Cosmedical Solutions is offering the first treatment for \$499.



FAST FACTS

Who: MD Cosmedical Solutions by Dr Buddy Paul Beaini MB, BS (NSW Uni), DCH, FACAM

What: Non-surgical aesthetic treatments and plastic surgery treatments in cosmedical medicine

Where: Clinics in Sydney CBD (Sheraton on the Park Hotel), Wahroonga and Canberra

More: mdcosmedicalsolutions.com.au or 1300 885 808

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Before makeover

After makeover



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Actual MD Cosmedical Solutions patient



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All treatments performed by Dr Buddy Beaini (MB, BS, DCH, Member ASCM) and his cosmetic medical team*

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