

BOSLEY®

THE COMPLETE BOOK ON HAIR RESTORATION



WHY
EXPERIENCE
MATTERS

WHERE ART
MEETS SCIENCE:
CREATING
YOUR
NATURAL
LOOK

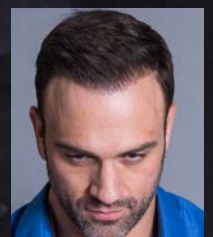
DISCOVER
THE LATEST
TECHNOLOGY

HAIR TODAY, GONE
TOMORROW.
COMMON
HAIR LOSS
CAUSES AND
HOW BOSLEY
CAN HELP

GOODBYE,
BALD SPOT:
JEFF B. DOESN'T STRESS
ABOUT HAIR ANYMORE



Before



After
Individual results may vary.

JEFF'S FULL STORY

PAGE 25

CONGRATULATIONS ON TAKING THE FIRST STEP TO A FULLER HEAD OF HAIR.

We look forward to being part of your hair restoration journey. Here is your gift card for \$250 off a Bosley procedure.



THE NEXT STEP:

A thirty minute consultation at Bosley could change your life forever.

- > Over 70 convenient locations throughout the US
- > Online scheduling is fast and easy to use
- > Free, confidential, no obligation
- > Personalized assessment of your treatment options

To schedule, visit [bosley.com/consultation](https://www.bosley.com/consultation) or call **1-800-233-3035** to speak to one of our Patient Representatives.

We look forward to seeing you soon and providing you the information you need to make an informed decision about whether or not a Bosley hair restoration is right for you.

Thank you from your Bosley Team.

*The bearer of this Gift Card is entitled to \$250 off the price of a Bosley hair or eyebrow restoration procedure, including FUE procedure. Minimum procedure sizes apply (800 grafts for hair restoration procedures; 100 grafts for eyebrow restoration procedures). Additional fees for procedure medications, post-procedure medications, or extra grafts may apply. Limit one Gift Card per customer per hair or eyebrow restoration procedure.

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Read his story on page 25.

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For more than 40 years, Bosley has helped hundreds of thousands of men and women restore their hair and regain their confidence.

UNDERSTANDING HAIR LOSS 5

More than 80 million Americans currently experience hair loss, which affects men and women differently.

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Bosley physicians specialize in hair loss and restoration, so you can be confident in the results we provide.

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Get answers to your specific hair loss and treatment questions in your free, private consultation with no obligation to purchase.

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Learn more about the proven hair restoration options available at Bosley, including permanent hair transplantation, non-surgical solutions, topical treatments and medical devices.

SURGICAL HAIR RESTORATION 19

We use your real hair to provide permanent, natural-looking results that you can wash, cut and style.

HOW HAIR TRANSPLANTATION WORKS 21

Using the science of donor dominance, we take hair from the back of your head and transplant it into thinning areas, where it continues to grow for the rest of your life.

COST & FINANCING 23

With third party financing options, this investment in yourself is even more attainable and affordable than you might think.

RESULTS BY CLASSIFICATION 25

See the real, natural-looking results we've provided for men and women with a similar classification of hair loss as you.

**SPOTLIGHT
ON HAIR**
STATS YOU
NEED TO KNOW



110,000
AVERAGE NUMBER
OF HAIR FOLLICLES
ON THE SCALP



50-100
NORMAL AMOUNT OF
HAIR SHED THROUGH
DAILY ACTIVITIES

6

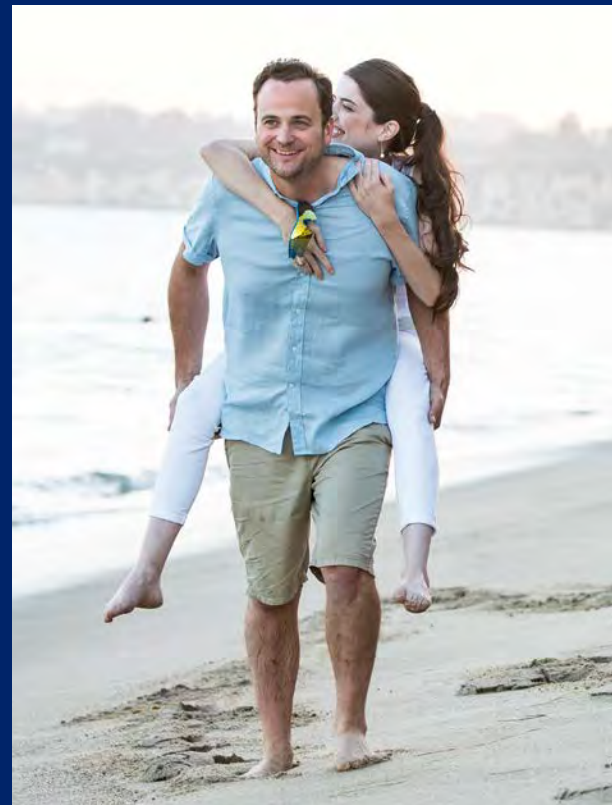
EVERYTHING YOU NEED TO KNOW ABOUT HAIR LOSS AND RESTORATION.

If you're like the millions of men and women who experience hair loss, you've probably spent considerable time thinking about your thinning hair. After trying different options that haven't worked, you've reached out to Bosley to help you regain your hair and your confidence.

As the World's Most Experienced Hair Restoration Expert®, all of our solutions are proven to help slow the progression of hair loss and restore what you've lost. This guidebook will provide the information you need to take the next step in your journey and schedule your consultation with our team of experts.

KEY TAKEAWAYS:

- Most hair loss is treatable
- There are ways to regrow your hair
- Bosley offers a permanent solution
- Our physicians create natural-looking results
- Hair restoration is affordable
- We work to meet every client's goals



Joshua A.

→ **50** PERCENT OF A MAN'S HAIR IS GONE BEFORE IT EVEN BECOMES NOTICEABLE

*Read the full guarantee on page 38.

WWW.BOSLEY.COM | 800.233.3035

HELLO,
HAIR!

John B.

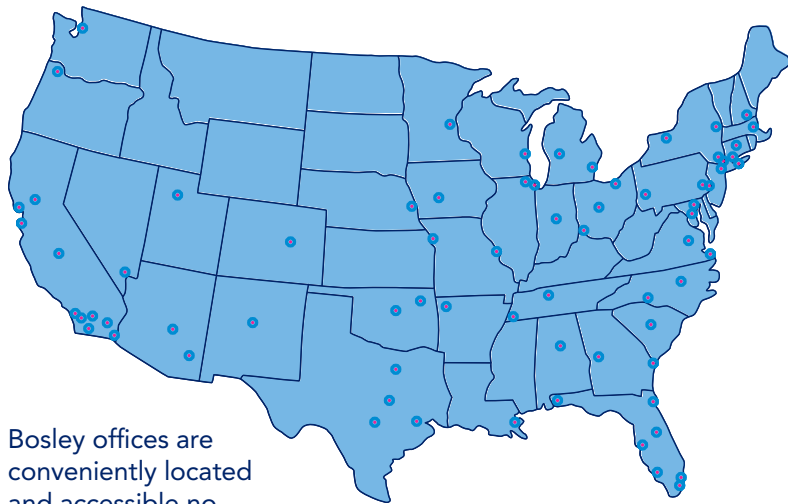
**THE POWER
OF BOSLEY**
NOTEWORTHY
STATS

THE WORLD'S MOST EXPERIENCED HAIR RESTORATION EXPERT.®

With more than 40 years of experience and more than 298,000 procedures performed, we can confidently say we know – and understand – hair loss and restoration. We've helped hundreds of thousands of men and women once again love who they see in the mirror.

Our expertise goes beyond just restoring the hair you've lost; we're here to help you achieve the fuller head of hair you desire. We're at the forefront of advancements in hair restoration, and we're constantly exploring new treatments and procedures so you have the best options available.

With 70 Bosley locations nationwide, you have convenient access to Bosley Specialists* who will help create your personalized treatment plan. We'll make the best recommendation to help you reach your personal hair restoration goals.



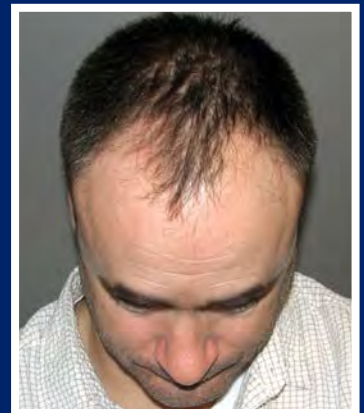
Bosley offices are conveniently located and accessible no matter where you live.

*Bosley physicians available at Bosley surgical offices only.

NATURAL RESULTS

"I've got my natural hair back. I couldn't be happier, and it's all thanks to Bosley."

John B.



BEFORE



AFTER Individual results may vary.



298,000
procedures
performed by Bosley
over the past
40 YEARS



60 PERCENT
OF MEN THINK HAVING MORE
HAIR WOULD HELP THEM GET A
JOB OR ADVANCE THEIR CAREER



WHAT CAN CAUSE HAIR LOSS

- Both men and women experience androgenetic alopecia, or pattern baldness.
- Stress can cause hair follicles to prematurely enter the resting phase and then fall out – a condition called telogen effluvium.
- Vitamin deficiency or changes in hormone levels can lead to thinning hair.
- Other causes include alopecia areata (spot baldness), hair pulling, and excessive hair styling.

EVERY HAIR LOSS JOURNEY IS UNIQUE.

Hair loss – also known as alopecia – affects people of all ages and ethnicities. The onset of hair loss is gradual, with most people starting to notice some level of thinning in their 20s and 30s. It can be caused by hereditary and non-hereditary conditions. We can help you understand what could be causing your hair loss, and recommend a treatment plan based on your diagnosis.

VANISHING ACT
SIGNS OF HAIR LOSS



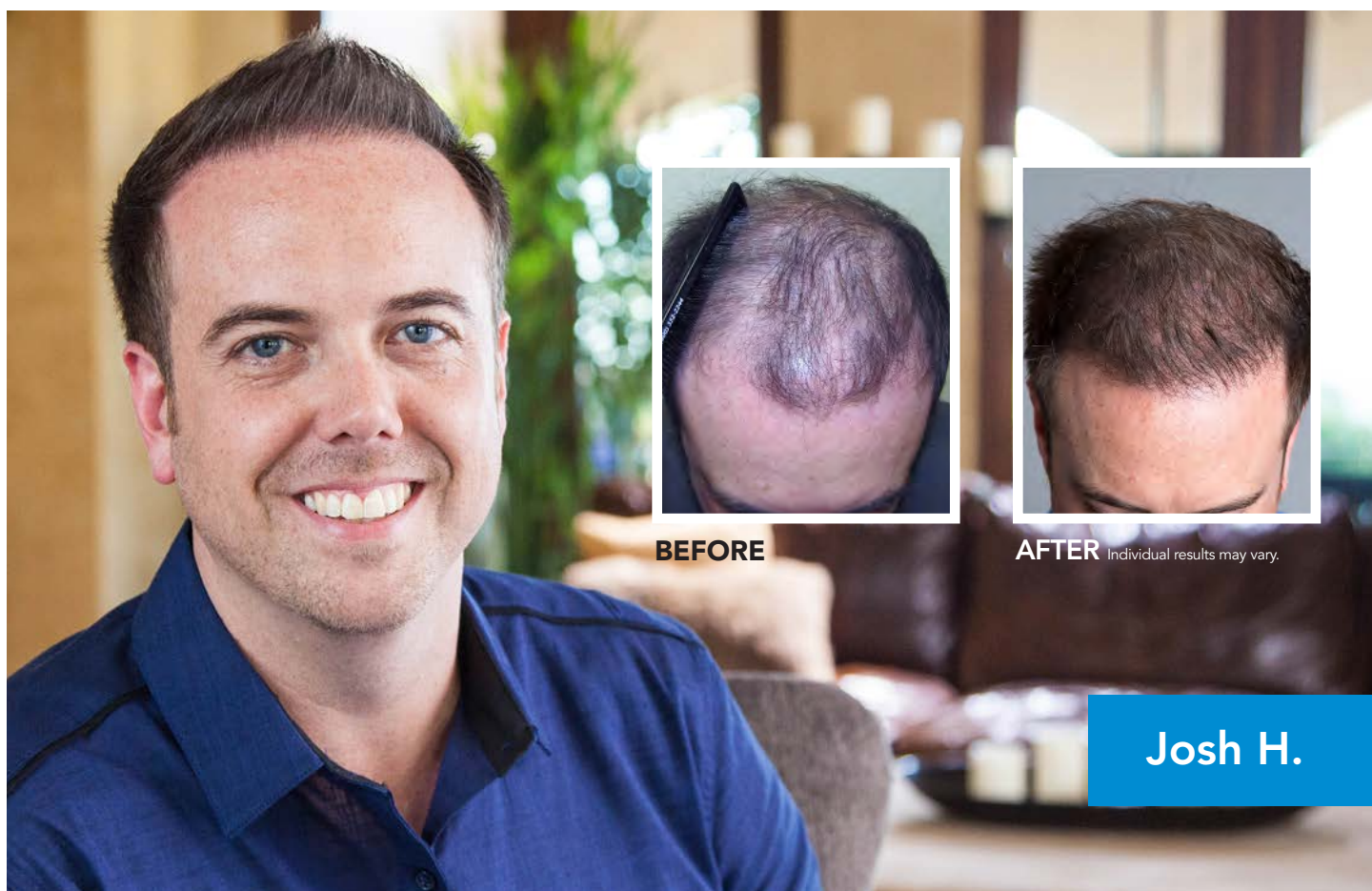
OVERALL THINNING
ACROSS YOUR SCALP,
IN YOUR PART OR ON
THE CROWN

Regardless of your type of hair loss, Bosley has the expertise and experience to provide solutions that are right for you. Both men and women can benefit from non-surgical treatments such as platelet-rich plasma therapy, Minoxidil, specialized shampoos and conditioners, and low-level laser therapy. Men can also take Propecia® oral medication that slows the progression of hair loss. While these

“Since my Bosley restoration, I feel incredibly confident meeting people for the first time, whether it’s a business relationship or dating.”

Josh H.

treatments can be effective in preserving the hair you have, the only permanent solution for restoring your lost hair is surgical hair restoration. Hundreds of thousands of men and women have turned to Bosley for their procedure. We’ll use our expertise to develop a customized treatment plan that incorporates the latest treatments and procedure techniques. Our goal is to help you enjoy a fuller head of your own hair that will last your entire lifetime.



BEFORE

AFTER Individual results may vary.

Josh H.



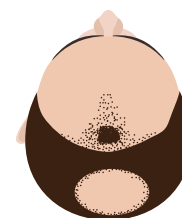
CLUMPS OF HAIR

IN THE SHOWER, ON YOUR BRUSH, COMB OR PILLOWCASE



RECEDING HAIRLINE

ON THE CROWN OR AT YOUR TEMPLES



BALD SPOT

ON THE TOP OR BACK OF YOUR HEAD

IT'S COMMON, BUT NOT ANY LESS FRUSTRATING.

Nearly 40% of men experience some form of hair loss by the age of 35. The most common cause of hair loss in men is androgenetic alopecia, or male pattern baldness, which is characterized by hair that recedes from the sides of the forehead, a thinning crown, or both.

THE HORMONE CONNECTION

This condition occurs due to the hormone dihydrotestosterone, or DHT. It causes hair on top of the head to become finer, thinner and weaker until it stops growing. This process, called miniaturization, progresses over time. Eventually the only area left with hair will be around the sides and back of the head. These follicles aren't affected by DHT, so the hair continues growing for the rest of your life.

DHT is a hormone that causes hair follicles to become thinner until they stop growing.

SOLUTIONS FOR ANY LEVEL OF HAIR LOSS

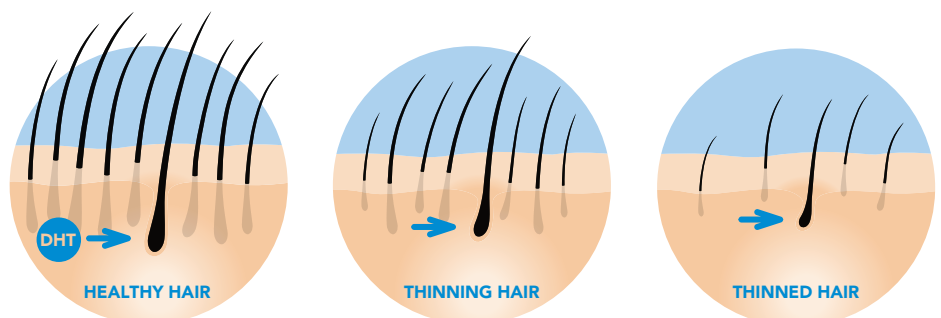
In men, hair loss is classified on the Norwood Scale, which helps us determine the best treatment plan for your unique situation. If your hair loss is in the early stages, you may benefit from products and treatments that slow the effects of DHT so you can extend the time you have with your existing hair.

"After my procedure, everything changed in terms of my confidence. It was a freeing experience."

Edgar S.

If your hair loss is more advanced, or you want a permanent solution, we can develop a plan that includes surgical hair restoration. This uses the healthy hair from the back and sides of your head to fill in thin or bald areas. No matter what goals you have for regaining your hair,

we have solutions that can help you achieve the look you want.





**NEW
YOU**



BEFORE

Edgar S.

Individual results may vary.

THE NORWOOD SCALE

is a visual representation of male pattern baldness. We use it to help determine a personalized treatment plan.

1	
2	
2a	
3	
3a	
3 VERTEX	
4	
4a	
5	
5a	
6	
7	

REVERSING TENSION

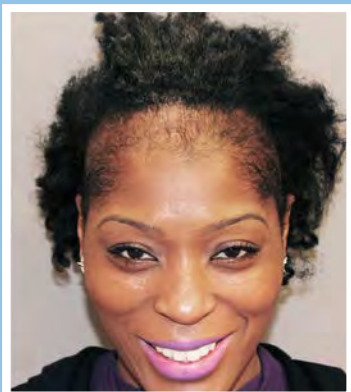
"My hair started falling out due to tension from braids, weaves and relaxers. It just started coming out, slowly but surely.

I used to find a beautician to come to my home to do my hair so I didn't have to go to a beauty salon and be embarrassed about my hair loss.

The moment I decided to do something was when I just got tired of spending the money every month to get my hair done.

The staff at Bosley was amazing. They made me feel really secure that my hair would grow back. That helped me know that this was the best way to go."

Jewel S.



BEFORE



Jewel S.

Individual results may vary.

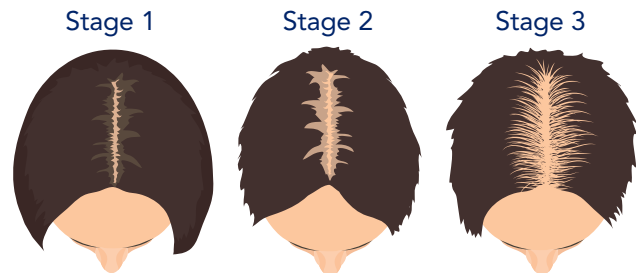
HAIR LOSS IN WOMEN IS MORE COMMON THAN YOU THINK.

Nearly half of women in the United States experience some noticeable level of hair loss by age 50. For many women, hair is an important part of their beauty and self-image. However, because women lose their hair differently than men, it can be frustrating to find answers.

IT'S A DIFFERENT EXPERIENCE

Because society has different expectations of beauty for women, hair loss can be devastating. We understand what you're experiencing, and can help guide you through your hair loss journey.

Women generally experience diffused hair loss, or thinning over their entire head. The causes can be more varied than men due to genetics, hormones, stress, age and grooming habits. For women, the Ludwig Scale is the most common way to classify hair loss.



The Ludwig Scale is used to classify hair loss in women.

WE HAVE YOUR PERFECT SOLUTION

We'll determine your hair loss pattern, and provide the best solutions to help treat your thinning hair.

If your hair loss is in the early stages, we may recommend specialized shampoo, conditioner, topical treatments, platelet-rich plasma therapy, or laser therapy to help slow the progression.

For more advanced thinning or balding, we'll evaluate your hair loss and determine if you're a candidate for a surgical hair restoration plan. It's a permanent solution that can help you say goodbye to wigs and scarves, and hello to a fuller head of hair.



Traction alopecia is a common cause of hair loss in women. Hair falls out after the consistent pressure of tight ponytails, pigtaileds or braids.



40% OF WOMEN
HAVE VISIBLE HAIR LOSS
BY THE AGE OF 40

PHYSICIANS DEDICATED TO THE ART AND SCIENCE OF HAIR RESTORATION.

Our physicians specialize in the art and science of hair restoration, and that's why so many clients choose Bosley. You can feel confident knowing they are members of leading industry organizations, and many are board certified in plastic surgery, general surgery or dermatology.

EXPERIENCE MATTERS

Because they have dedicated their practice to hair restoration, our physicians are experts at providing the right solution to address your specific level of hair loss.

EXACTING ATTENTION TO DETAIL

Bosley physicians have also developed an eye for creating natural-looking, realistic hairlines. They can recreate what you've lost based on old photos, or develop a new hairline to accentuate your features. They'll work with you to create your new hairline, so you can step out into the world looking just like yourself – only better.



133,136

**TOTAL SURGICAL
HAIR RESTORATION
PROCEDURES
IN THE U.S. IN 2016**

Professional services are provided by the affiliated physicians of the Bosley Medical Group (Bosley physicians). Bosley physicians are available only at Bosley surgical offices.



HAIR EXPERTS

FACTS YOU NEED TO KNOW



40+ YEARS AS PIONEERS OF HAIR RESTORATION



298,000+ PROCEDURES PERFORMED BY BOSLEY, THE MOST EXPERIENCED IN THE INDUSTRY



LEADER IN HAIR RESTORATION USING THE LATEST TECHNOLOGY



MORE PHYSICIANS DEDICATED TO HAIR RESTORATION THAN ANY OTHER GROUP



OUR PROCEDURES ARE BACKED BY **THE BOSLEY GUARANTEE**

*Read the full guarantee on page 38.



RESTORATION STARTS WITH A FREE HAIR & SCALP ANALYSIS.

The next step in your hair restoration journey is to schedule a consultation with one of our trained Bosley Specialists. Your appointment is no-obligation and completely free.

Our consultations give you the opportunity to discuss your hair loss in a private setting with our highly skilled professionals who are attentive, knowledgeable and helpful.

You can even bring a family member, spouse or friend to your appointment for added support.

It's your time, so feel free to ask any and all questions you may have about hair loss and the solutions available to help restore your hair. We're all about helping you move forward with confidence.

WHAT TO EXPECT AT YOUR APPOINTMENT.



1. Receive a magnified hair and scalp analysis.
2. Determine classification and possible reasons for hair loss.
3. Discuss expectation of outcome with and without treatment.
4. View before and after photos from real patients with a similar classification.
5. Explore treatment options to help you reach your restoration goals.
6. Review estimated cost and financing options.

A PLAN AS UNIQUE AS YOU ARE.

Depending on your personal hair loss and restoration goals, your Bosley physician will let you know if you're a good candidate for surgical hair restoration. You'll also learn which non-surgical treatment options may work to help you achieve the look you want. In addition, your physician can provide information about medical conditions that may affect your hair transplant eligibility. Our goal is to help you understand factors that may affect your treatment outcomes, so you know what to expect.

WITH ALL THE SUPPORT YOU NEED

- If your treatment plan includes non-surgical solutions, we'll teach you how to use them effectively to maximize your hair growth potential.
- After surgical hair restoration, you'll receive free checkups to show you how to care for your newly transplanted hair and support the new growth as it comes in.
- We're here to provide the information you need at every stage of your journey.
- We'll work with you at every step to make sure you're happy with the results.
- We're here for you with a network of more than 30 expert physicians.

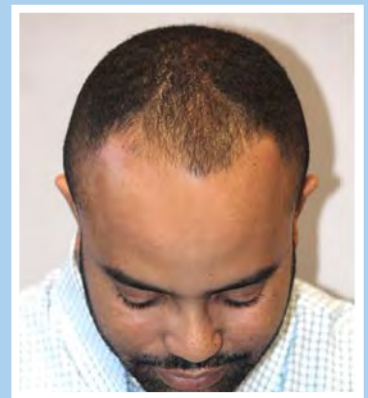
"My doctors made me feel completely comfortable. They helped me see that my desired result was attainable."

Wayne C.

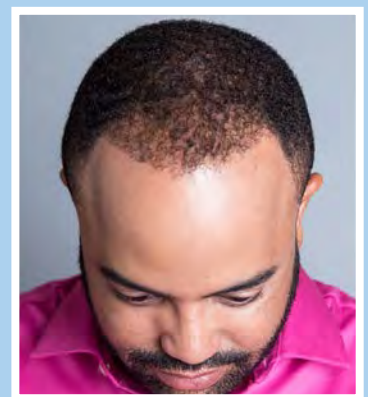
WAYNE'S STORY

"I felt completely comfortable with the doctors, technology and techniques they use. I would recommend Bosley to anyone."

Wayne C.



BEFORE



AFTER Individual results may vary.

THE LATEST SOLUTIONS

TO HELP REGROW YOUR HAIR.

As you work with your Bosley Specialist you'll receive recommendations for treatments, products and procedures that fit your lifestyle and can help you achieve the results you want.

BOSLEY REVITALIZER FLEX

DELIVERS NOURISHING LIGHT
ENERGY TO THE SCALP



Low-Level Laser Therapy is one of the safest and most effective ways to combat hair loss. It works by harnessing the power of light to deliver energy directly to the scalp, stimulating hair growth. After using the Bosley Revitalizer, you'll start seeing improved hair density in about 12 to 16 weeks. At Bosley, we offer convenient and comfortable laser devices in several different laser configurations.

Learn more at www.bosley.com/laser

BOSLEY MD™

PRODUCTS THAT REVITALIZE
THINNING HAIR



Bosley MD® products contain ingredients that nourish and invigorate your scalp and hair, creating the perfect environment for the growth of thick, healthy hair.

BosleyMD also offers FDA approved minoxidil solutions for men and women - dropper, spray and foam formats available. Purchase at www.bosley.com/bos-md/, www.bosleymd.com or your local retailer.

BOSLEY RX™

SLOWS LOSS FROM
THE INSIDE



BosleyRx™ brings you scientifically proven prescription hair loss solutions delivered directly to you. BosleyRx can help you stop hair loss, with convenient, proven FDA approved treatment options, including a finasteride only option, a finasteride and minoxidil option, and a 'full kit' option that includes both finasteride and minoxidil, as well as BosleyMD specially formulated hair care products.

Get started today. www.bosleyrx.com

Finasteride is not approved for use by women.

NEW!

BOSLEY

REVITALIZER

LASER HAIR RESTORATION

USE ONLY
3
TIMES A
WEEK!*



DOCTOR
RECOMMENDED

FDA
CLEARED



TREAT YOUR HAIR LOSS, GROW THICKER FULLER HAIR.



The convenient way to grow your hair.

- Safe and effective for treating hair loss due to heredity
- Auto-programmed treatments stimulate dormant follicles
- Advanced hair restoration at home
- Delivers clinically proven low-level laser therapy
- Helps reduce the rate of thinning

*Use for 30 minutes every other day

BOSLEY® - THE TRUSTED NAME IN HAIR LOSS SOLUTIONS FOR
OVER 40 YEARS.

BOSLEY RX™

HELP STOP HAIR LOSS

GET PRESCRIPTION HAIR LOSS
SOLUTIONS DELIVERED
DIRECTLY TO YOU



EASY AS 1-2-3

1

Choose your plan
and register

2

Complete short
questionnaire and
upload images
(Physician reviews/approves*)

3

Your medication ships
directly to you!

*If your prescription is approved your medication will be shipped out within a day. You won't be charged a dime if you're not approved.

AFFORDABLE | CONVENIENT | EFFECTIVE



BosleyRx can help you stop hair loss with convenient, FDA-approved treatment options. Get proven prescription-only medication and specially-formulated topicals delivered directly to you, no doctor's office visit required.

WHAT IS FINASTERIDE?

Finasteride (generic for Propecia[®]) is an FDA-approved prescription medication that treats male pattern baldness (MPB). The sad fact: 25% of men with MPB start losing hair before age 21. The good news is, Finasteride can pump the brakes on MPB.

THE SCIENCE

By preventing testosterone from converting into DHT (the hormone your follicles dread most) it averts the shrinking that leads to hair fallout. After a few months of regular use, you'll notice thicker hair and reduced hair loss.

GET AHEAD OF THE GAME

Want to keep as much of your hair as possible? You'd better start now. The earlier you start treatment, the more effective it can be.

TREATMENT PLAN OPTIONS

FINASTERIDE, 1 MG



Finasteride is a highly effective, FDA-approved hair loss prevention drug that requires a prescription. For most people it will control male pattern hair loss with regular use, so maybe you can keep what you've got before it's gone.

FINASTERIDE, 1 MG + MINOXIDIL 5%

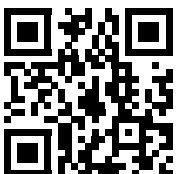


Use Finasteride—the highly effective, FDA-approved hair loss prevention prescription med, with Minoxidil—a topical treatment clinically proven to reactivate hair growth, for the ultimate one-two punch.

FINASTERIDE + MINOXIDIL + FOLLICLE ENERGIZER + SHAMPOO



Throw the kitchen sink at hair loss with our prevention dream team: DHT-removing shampoo, scalp-stimulating follicle energizer, Minoxidil topical treatment and prescription Finasteride.



BOSLEYRX™

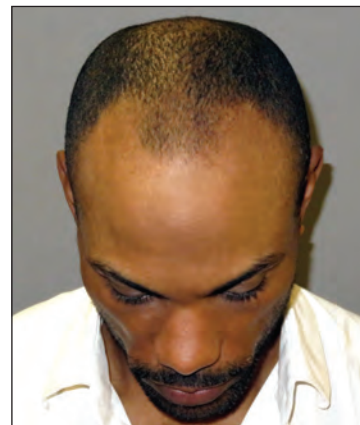
Learn more at BosleyRx.com

Photos feature models, not actual patients
[®]Propecia is a registered trademark of MERCK & CO

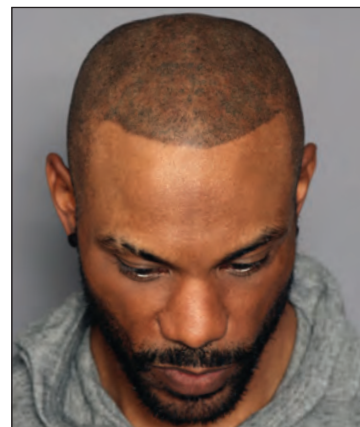
BOSLEY SMP

SCALP MICRO PIGMENTATION

AN INNOVATIVE NEW SOLUTION FOR THE LOOK
OF A FULLER HEAD OF HAIR
SAFE AND NATURAL-LOOKING
NON-SURGICAL



BEFORE



AFTER

"I'd recommend Bosley SMP to any man or woman who's ready to make a change to their life and find their confidence again. I would suggest Bosley; this is the place!"

Ebony P.

Ebony P.
Actual Bosley Patient

INDIVIDUAL RESULTS MAY VARY.

WHAT IS SCALP MICRO PIGMENTATION?

Scalp Micro Pigmentation (SMP) is an innovative solution that replicates the appearance of thicker, fuller hair.

Specially trained technicians apply a proprietary formula of pigment (ink) to the scalp with micro-fine needles to create thousands of tiny impressions, giving the illusion of hair, similar to the artist's technique of stippling.

This low cost solution can be used to enhance an existing hair restoration or provide an alternative to individuals who want a non-surgical treatment suitable for all types of hair loss.

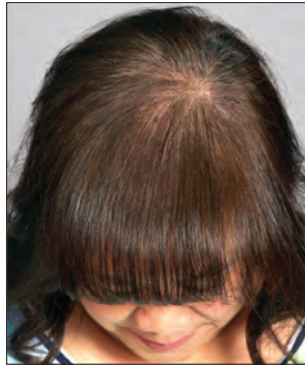
WHAT CAN SMP DO FOR YOU?

Thicken the Appearance of Hair

Whether you have long hair, short hair, thinning hair or a visible scalp, SMP can provide the appearance of a thicker, fuller head of hair for men and women.



BEFORE



AFTER

Add Definition to Your Hairline

SMP can provide definition for full front, side and rear hairlines as well as restore a front hairline for full or partially bald heads. For those with a shaved head or no hair at all, the result is the look of a close shave or buzz cut style.



BEFORE



AFTER

Cosmetic Correction

SMP is an effective camouflage to conceal scars, whether from a prior surgical procedure or accident, as well as burns or birthmarks.

Q & A

Why Bosley SMP?

At Bosley, our skilled technicians are experts in SMP, having been trained by the world's leading scalp micro pigmentation expert. Bosley takes your comfort to the next level by having our physicians administer local anesthesia.

Is it a Tattoo?

Scalp Micro Pigmentation (SMP) is similar to a tattoo, but the needle sizes differ, and lighter impressions are made on the scalp leaving just a small amount of pigment.

Is it Safe? Will it Impact Hair Growth?

It is very safe. Sterile, single-use needles are utilized and discarded after each session. There is no damage caused to hair follicles and your hair growth is not impacted.

Will the Ink Fade?

The sharpness of the impressions will naturally soften over time. Due to the precision of the technique and the ink used, the impressions will not blur together. As each client's scalp and skin are uniquely different, some clients may experience fading or softening over time.

Will I Feel Any Discomfort Post-Treatment?

If present at all, the discomfort is minimal and can be likened to a mild sunburn.

RESTORE YOUR EYEBROWS. TRANSFORM HOW YOU LOOK AND FEEL.

Eyebrows are an important feature because they frame your face, allowing others to recognize expressions. Whether your eyebrows are thin or missing due to over grooming, genetics, or an illness, it can take a toll on your self-esteem. Many of our patients came to Bosley because they were unsatisfied with time-consuming makeup or unrealistic tattoos.

An eyebrow restoration uses the same technique as restoring scalp hair. To create

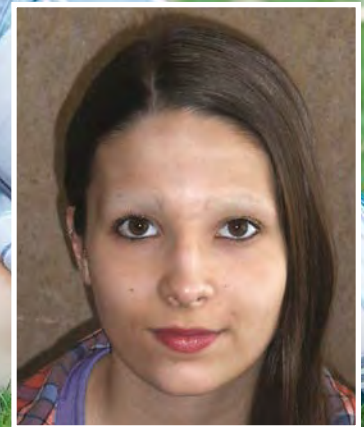
a natural-looking result, hairs from just above the ear are transplanted into the eyebrow region. Our expert physicians personalize the shape of your new eyebrows to suit your facial features.

From filling in thinning areas to rebuilding completely missing brows, the results can help define your face and highlight your eyes. It's completely permanent, and you can use makeup to enhance your eyebrows, not hide them. And that's a beautiful thing.



KRISTIN'S STORY

Kristin M.



BEFORE

THREE LEVELS OF EYEBROW RESTORATION

COMPLETE

Reconstruct partial or missing eyebrows.



KRISTIN M. BEFORE



KRISTIN M. AFTER

ENHANCEMENT

Add fullness to thinning eyebrows.



JULIE Y. BEFORE



JULIE Y. AFTER

TOUCH-UP

Reshape or fill in bare spots.



ROWENA R. BEFORE



ROWENA R. AFTER

Individual results may vary.

FROM DRAWN ON TO TRULY NATURAL

"I was still in high school when I lost my eyebrows and it was a rough time for me. You're already in high school, so your self-confidence is already pretty low. Losing my eyebrows made it worse. Some days I would stay home because I was

"Bosley made me feel pretty. I feel like a real woman again because I have my eyebrows back."

Kristin M.

embarrassed to go anywhere without eyebrows. After finding nothing that would work, my mom and I looked up Bosley. I knew about full hair restoration, so when I discovered they do eyebrows, too, I knew it was the perfect solution.

The people at my consultation were so friendly and nice, I didn't feel embarrassed. I felt like

they were helping me, and they really were. When I had my procedure, the medical staff made me feel very comfortable.

With my new eyebrows, I feel like a completely new person. Now, I always get compliments.



Even people who know I got the restoration say they look so real. My eyebrows were the main source of stress in my life, but now that I've had this procedure done, I'm carefree.

I'm a much more confident person in that I can do anything now – swimming, sleepovers, work out – without worrying about them fading away. The Bosley eyebrow restoration was so worth it."



Drake V.

WE'VE PERFECTED THE ART OF NATURAL, REALISTIC, PERMANENT HAIR RESTORATION.

Over the past 40 years, we've performed hundreds of thousands of surgical hair transplantation procedures. During that time, we've turned hair restoration into an art form.

That's the Bosley difference. We create results that look so good, it's almost impossible to tell you had a restoration. It's your own hair, so you can cut, style and wash it.



We carefully create or recreate your hairline to ensure it's exactly the look you want.

THE SCIENCE OF DONOR DOMINANCE

Dihydrotestosterone, or DHT, is a hormone that makes certain hair follicles shrink until they no longer grow. That's why men with advanced balding often only have hair around the sides and back of their head. These hair follicles are resistant to DHT, so they continue to grow even if you've lost the hair on top of your head.

In surgical hair restoration, we use these DHT-resistant hair follicles to fill in thinning or bald areas. Donor dominance allows transplanted follicles to continue being DHT resistant, which is what makes a surgical hair restoration permanent.

THE GOLD STANDARD: MINIMALLY INVASIVE WITH MAXIMUM RESULTS

We perform your surgical hair restoration under local anesthesia using precise tools. You'll be awake and comfortable while we work.

During the procedure, we select grafts from the back of your head, or the donor area. The grafts are carefully separated into follicle groups of one to four hairs, which are then prepped and transplanted into the thinning or balding areas on your scalp.

Fine, thin hairs are placed in the front to create a natural-looking hairline, while thicker hairs are placed farther back to add volume. We pay special attention to the location, angle and depth of each follicle group. That's how we make your restored hair blend in, so you can stand out.

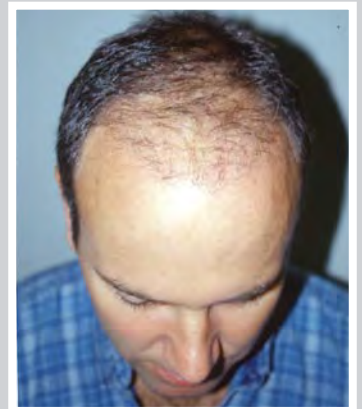
Science makes hair restoration permanent.
Artistry makes hair restoration undetectable.

RESTORATION STORY

"My Bosley physician was outstanding. I was looking for a certain look and he actually listened to me. When I went for my initial consultation, my doctor drew the hairline, and redrew it until I got the hairline I was looking for.

It's such a gradual process of the hair coming in over twelve months. I was starting to look younger. I'm 54 and people think I'm in my 40s again because I got my hair back."

Drake V.



BEFORE



AFTER Individual results may vary.

IT ONLY TAKES ONE DAY TO START YOUR NEW LIFE WITH HAIR.

When you arrive for your surgical hair restoration procedure, you'll receive personalized attention from start to finish.

In 2017, hair restoration procedures performed in the U.S. were almost evenly split between FUE and FUT.

The entire process typically takes about four to six hours. Here's what you'll experience

before, during and after your appointment.

AN EASY OUTPATIENT EXPERIENCE

During your procedure, you'll be able to read or watch a movie. We'll provide you with light food and drinks to make sure you're completely

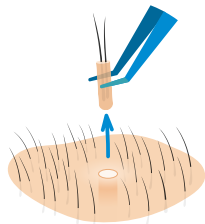
comfortable. After the procedure, we may prescribe pain medication for you to take at home. However, many patients don't need it. We recommend taking off a full day from work on the day of your procedure, so you can recover comfortably at home.

STARTING YOUR NEW LIFE WITH HAIR

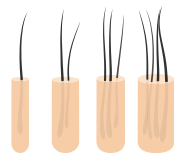
The next day, we'll ask you to return so we can show you how to wash your scalp and care for the recipient area to ensure maximum hair growth. It's important to keep in mind that you may see some shedding in the months following your procedure. That's completely normal. The transplanted follicles may shed the existing hair shaft, after which new hair will begin to grow.

RESTORE & RENEW HOW WE CREATE RESULTS

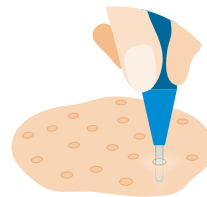
Hair follicles contain nerve fibers and blood vessels in addition to the root and glands. Most hair follicles are grouped into clusters of one to four hairs that share a common blood supply and nerve endings. During surgical hair restoration, we pay careful attention to keep each follicular unit intact to help ensure the transplanted hair receives proper nutrients and has the best chance to grow.



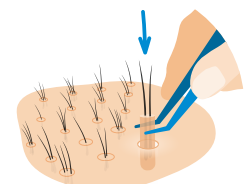
HAIR FOLLICLES are harvested from the donor area



TECHNICIANS carefully separate and prepare follicles



PRECISE INCISIONS are made in needed area(s) to prepare for follicles

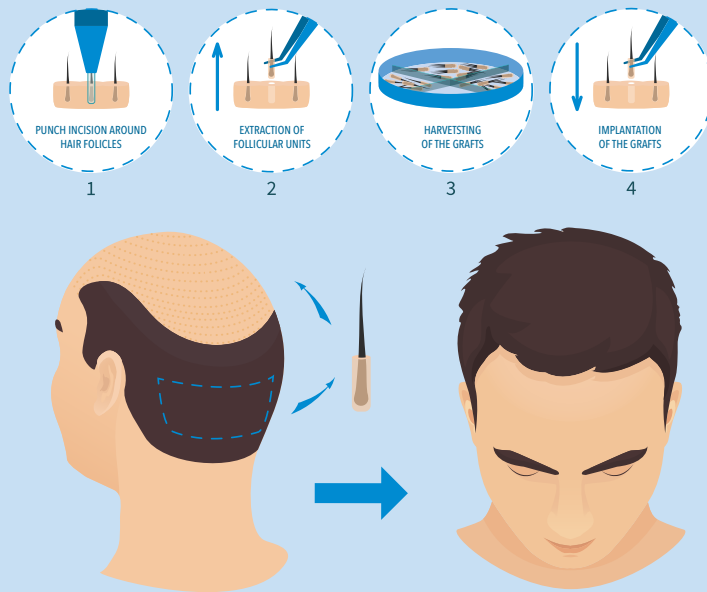


YOUR EXPERT CARE TEAM places your own follicles in natural hair growth pattern

WE DO IT HAIR BY HAIR

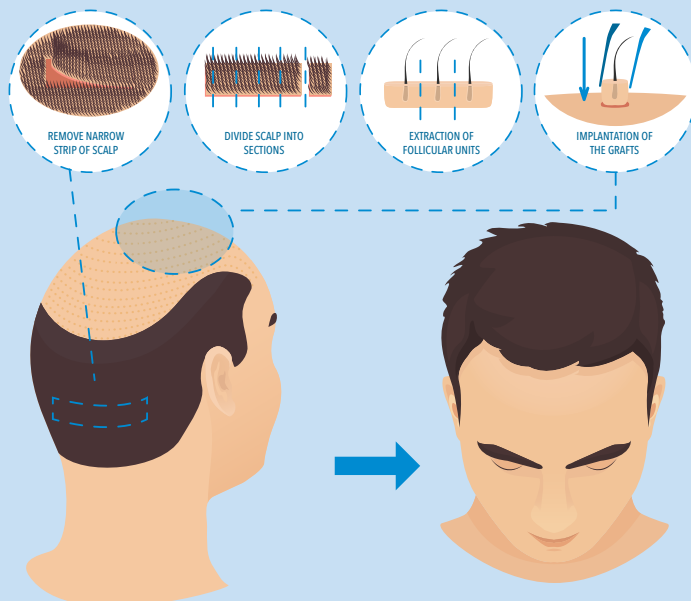
There are two methods for harvesting hair from the donor area. Each has its own benefits, so the choice comes down to your personal preference to achieve your desired look.

FOLLICULAR UNIT EXTRACTION (FUE)



Hair follicles are extracted using a one-millimeter or smaller instrument. This allows us to isolate individual healthy hairs in small groupings, with no need for a linear scar or stitches. The donor area heals completely after a few days, and the donor area is nearly imperceptible.

FOLLICULAR UNIT TRANSPLANTATION (FUT)



A narrow strip of skin is removed from the back of your head, which allows us to harvest the maximum number of follicles for your restoration. Our skilled technicians separate your grafts into follicular units so they're ready to be placed. While this method does leave a pencil-thin linear scar, your hair will cover it so it's hardly noticeable.



Grant G.

A

N INVESTMENT IN YOUR HAPPINESS.

Americans are estimated to spend about \$200 million per year on hair growth treatments. With our decades of experience, we can confidently recommend treatment solutions that actually get results. If you choose surgical hair restoration, it's important to understand the value you receive in relation to the cost. Because it's the only permanent hair loss solution, you can think of hair restoration as a lifetime investment in yourself.

PREDICTABLE PRICING SO YOU KNOW WHAT TO EXPECT

A Bosley surgical hair restoration typically costs between \$4,000 and \$10,000. This is based on the cost per graft, with the typical procedure requiring between 800 to 3,000 grafts for most patients. However, the more hair you choose to have transplanted, the lower the final cost per graft. For example, 1,200 grafts won't cost twice as much as 600 grafts. We'll help you determine the number of grafts you need to achieve your desired look, while keeping your budget in mind.

The number of grafts you need depends on your goals, hair texture and color. The amount of donor hair available will also play a role in the quantity available for transplantation. You may choose to have multiple procedures to achieve the fullness, density and hairline you want.

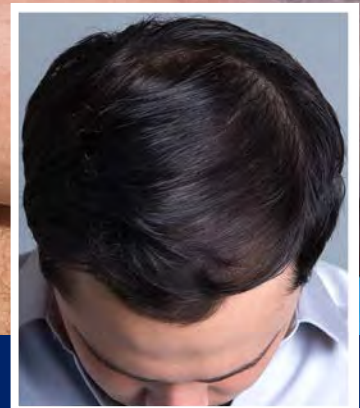
PAYMENT OPTIONS MAKE IT EASY TO FIT YOUR BUDGET

To help make your hair restoration more affordable, we offer a number of financing options through our third-party financing partners. Bosley is not affiliated with these lenders, doesn't make recommendations for or against credit for our patients, and we don't receive remuneration for patients who apply and qualify for financing. This means you can independently choose the financing that's right for you. Ask your Bosley Specialist about the financing options available to help you reach your hair restoration goals.

CHANGE YOUR LIFE



BEFORE



AFTER Individual results may vary.

"The payment plan offered at Bosley made my procedure extremely affordable and realistic. It would've been difficult to pay all that money at once, but the payment plan was awesome. They have people there to help you. It made hair restoration a possibility for me."

Grant G.

JEFF'S STORY

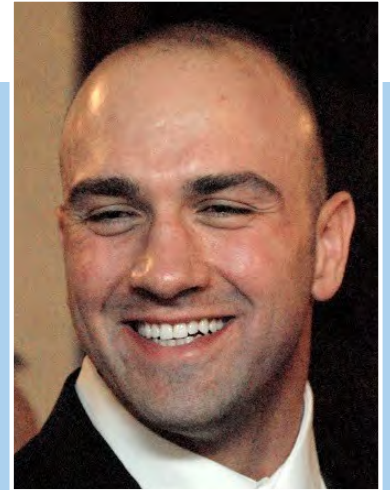
Jeff B.



Individual results may vary.

"I walk into a room with confidence because I feel like I have my youthful hairline back."

Jeff B.



BEFORE

LIFE CHANGED BY BOSLEY

"I have a background in fitness, where putting in time at the gym and eating a certain way would yield the desired outcome.

When I started losing my hair, it was a foreign concept to me to not be able to control something I wanted.

As my hair started getting thinner, I tried to hide it by combing it over. Then I shaved it for a long time.

I got tired of being so self-conscious of my hair that I decided it was time to do something about it.

Now that I have my hairline back thanks to Bosley, I'm not constantly focusing on my hair. I'm happy to take pictures and just enjoy the life I'm living."

Jeff B.

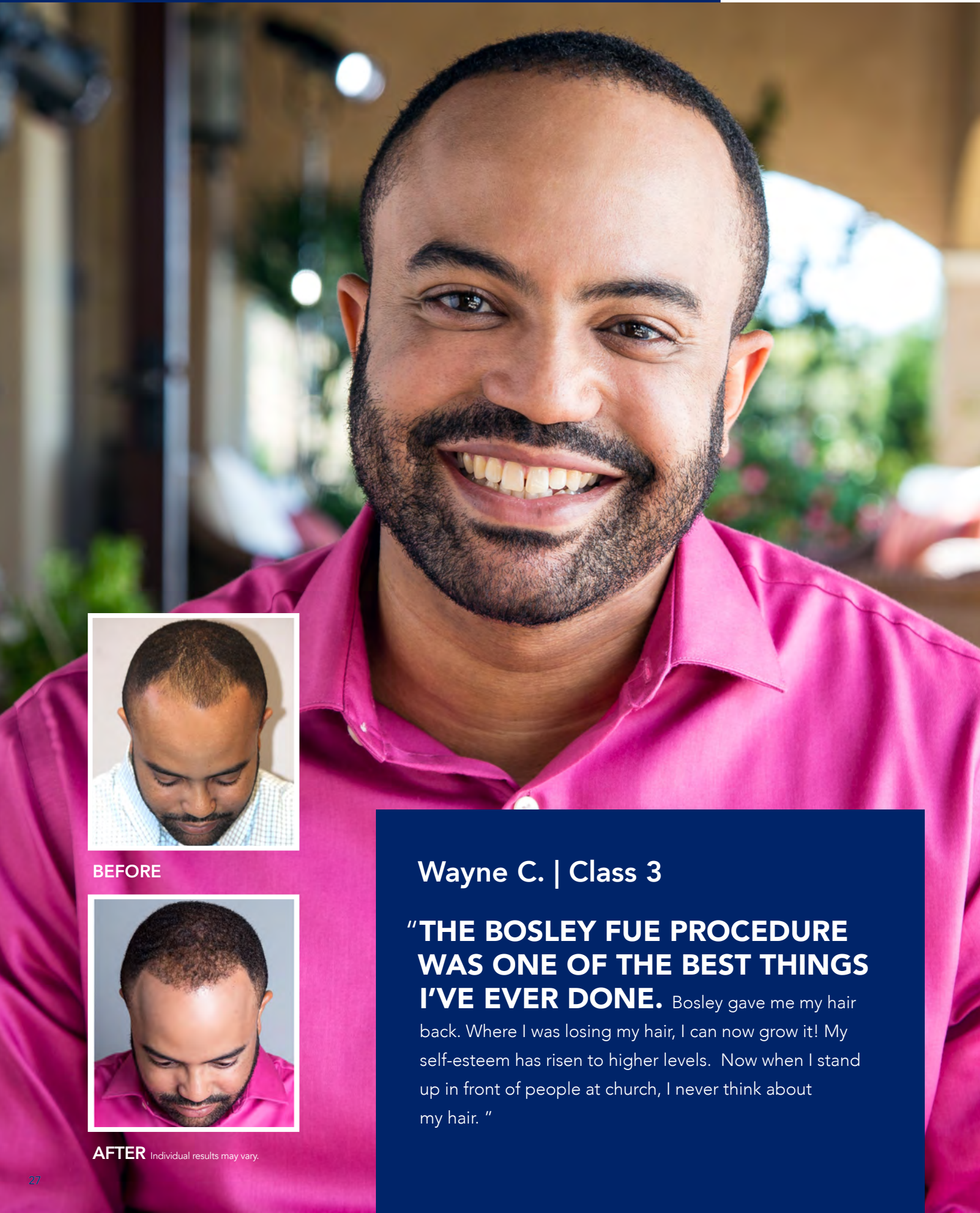
AFTER SEEING HIS HAIRLINE RESTORED, JEFF FEELS LIKE A WHOLE NEW MAN.

From Green Beret to firefighter to actor, Jeff learned throughout his career that confidence is the key to success in any role. When he started noticing his hair loss impacting his self esteem, he knew he had to do something about it.

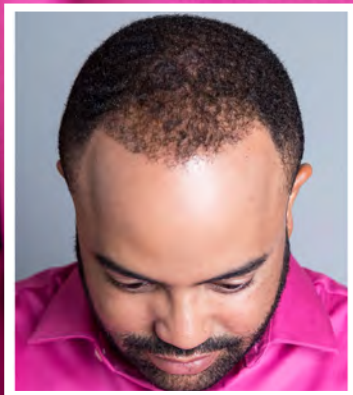
As someone comfortable with identifying problems and finding solutions, Jeff turned to Bosley for his hair restoration procedure.

Now, Jeff doesn't shy away from cameras – and he doesn't shave his head unless he's acting in a part that requires it.





BEFORE



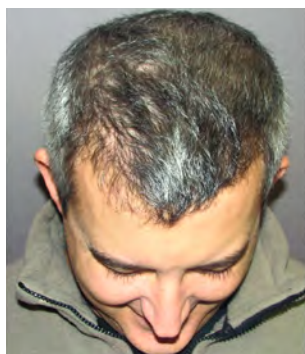
AFTER Individual results may vary.

Wayne C. | Class 3

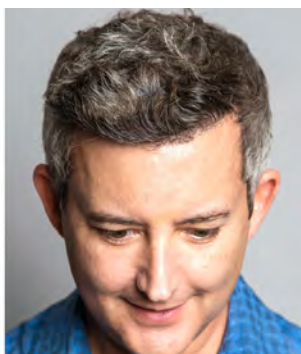
"THE BOSLEY FUE PROCEDURE WAS ONE OF THE BEST THINGS I'VE EVER DONE.

Bosley gave me my hair back. Where I was losing my hair, I can now grow it! My self-esteem has risen to higher levels. Now when I stand up in front of people at church, I never think about my hair. "

CLASS 2A Beginning of a receding hairline, widow's peak. Individual results may vary.



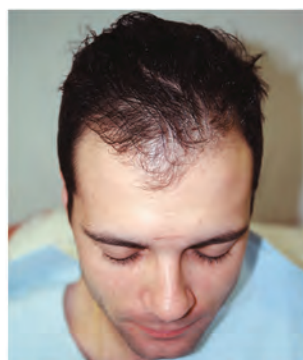
Mark H.



Kyle M.



Michael R.



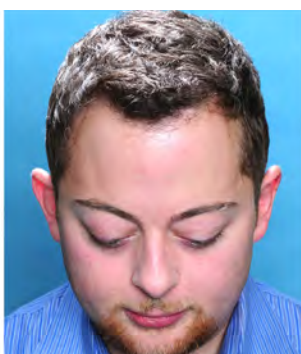
Tom B.



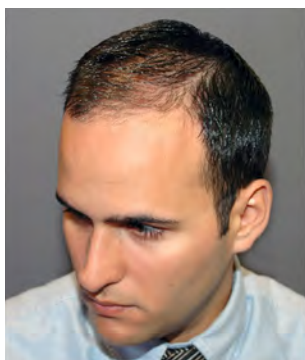
CLASS 3 Significant receding from forehead, temples, vertex. Individual results may vary.



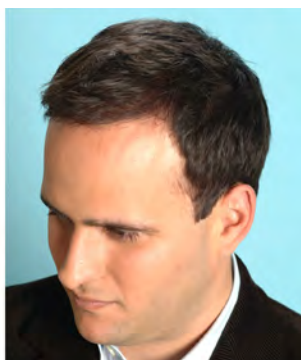
Greg S.



Casey M.

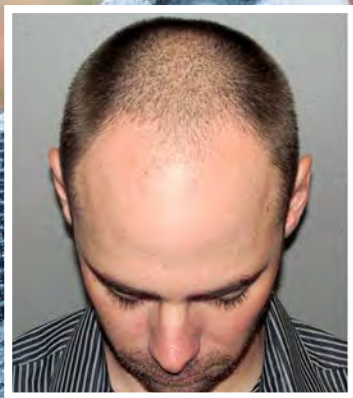
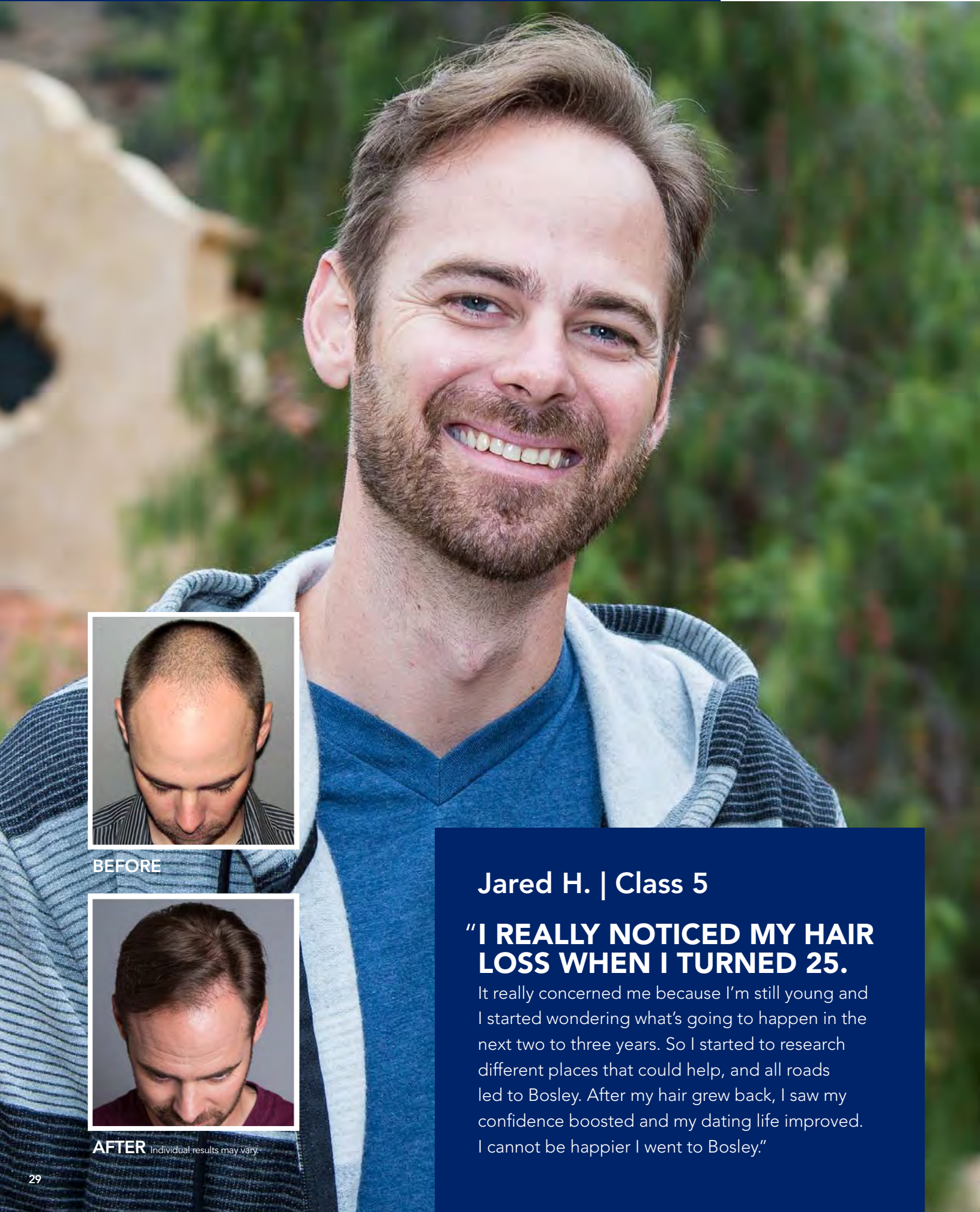


Carols C.



Dustin S.





BEFORE



AFTER Individual results may vary.

Jared H. | Class 5

"I REALLY NOTICED MY HAIR LOSS WHEN I TURNED 25.

It really concerned me because I'm still young and I started wondering what's going to happen in the next two to three years. So I started to research different places that could help, and all roads led to Bosley. After my hair grew back, I saw my confidence boosted and my dating life improved. I cannot be happier I went to Bosley."

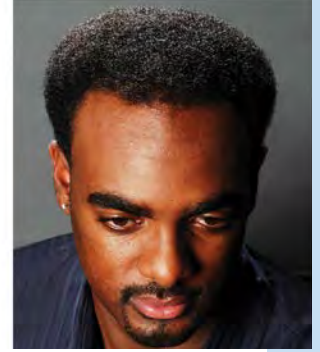
CLASS 4 Noticeable loss from hairline, temples, crown. Individual results may vary.



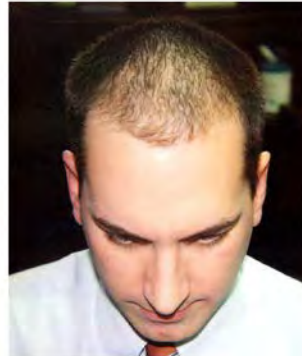
Mike M.



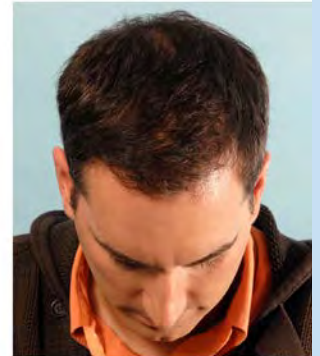
Tim C.



Makino



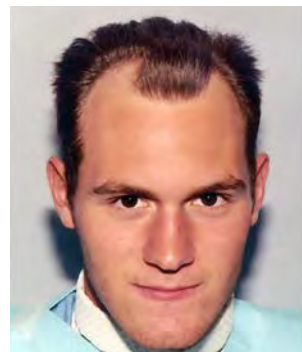
Gary R.



CLASS 5 Most hair loss occurs on the top of the head. Individual results may vary.



Drake V.



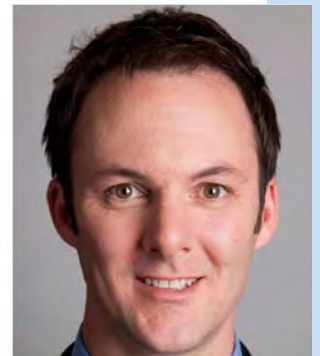
Jacob R.

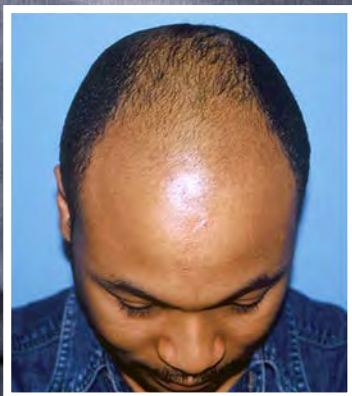
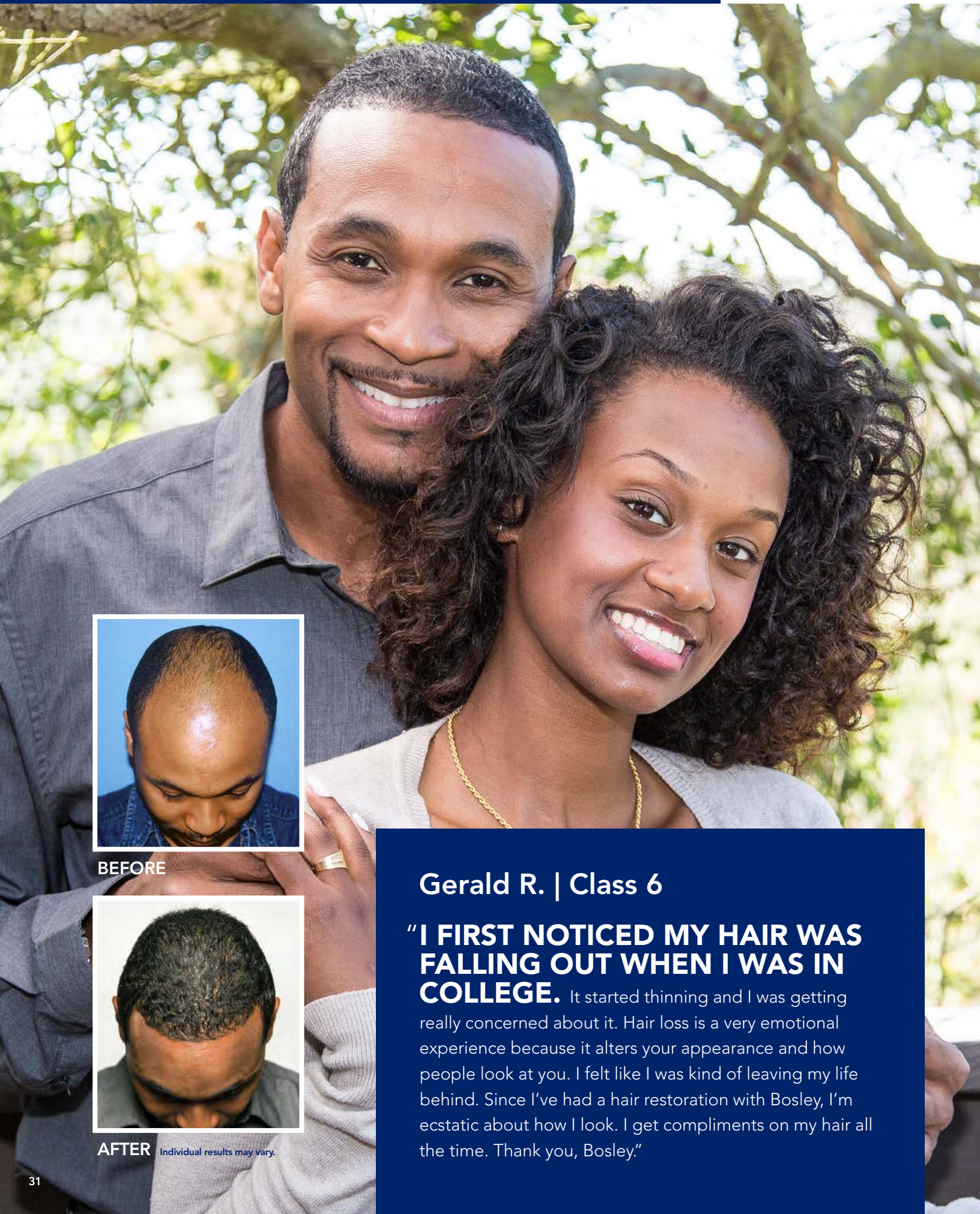


Metellus F.



Steve A.





BEFORE



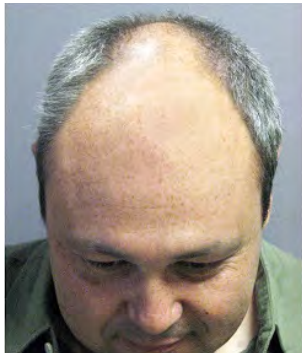
AFTER Individual results may vary.

Gerald R. | Class 6

"I FIRST NOTICED MY HAIR WAS FALLING OUT WHEN I WAS IN COLLEGE.

It started thinning and I was getting really concerned about it. Hair loss is a very emotional experience because it alters your appearance and how people look at you. I felt like I was kind of leaving my life behind. Since I've had a hair restoration with Bosley, I'm ecstatic about how I look. I get compliments on my hair all the time. Thank you, Bosley."

CLASS 6 Major hair loss visible across top of the head. Individual results may vary.



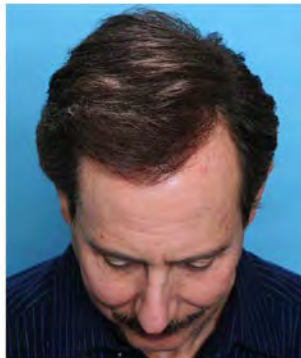
Ruben M.



Bryan M.



Dale D.



Ron C.



Milo Y.



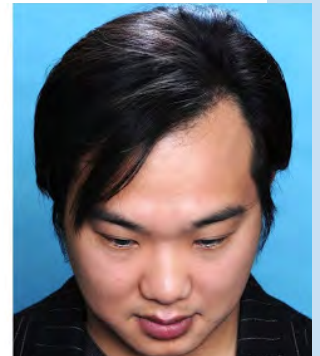
Dan T.



Chris V.



Roger C.





BEFORE



AFTER Individual results may vary.

Rowena R. | Eyebrows

"IT USED TO TAKE ME 15-20 MINUTES TO DO MY EYEBROWS EACH DAY. I used

to worry about sweating or swimming and my drawn-on eyebrows rubbing off. Since my eyebrow restoration at Bosley, I feel like my face is complete. I can just get up and go. I hold my chin up and look people in the eye because I feel good about my eyebrows now."

FEMALE HAIR RESTORATION

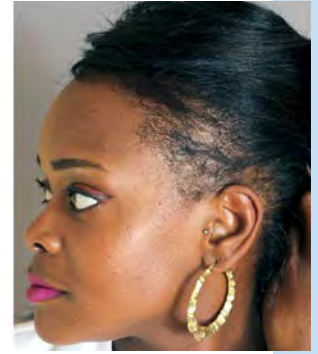
Individual results may vary.



Angelique D.



Kelly S.



Jennie A.



Diana D.



EYEBROW RESTORATION

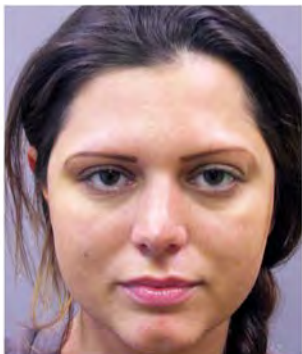
Individual results may vary.



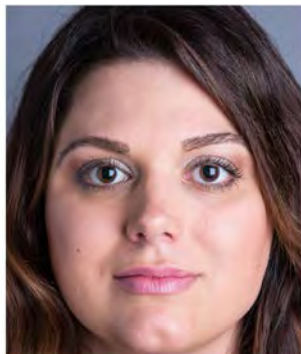
Julienne A.



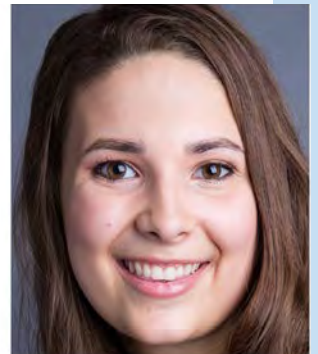
Carmen D.



Julie Y.



Kristen M.



ALL THE ANSWERS YOU NEED.

WHEN IS THE BEST TIME TO LOOK INTO HAIR RESTORATION OPTIONS IF I NOTICE HAIR LOSS?

Right away. Hair loss is progressive so once you start to notice it, you should take control of your hair loss and start investigating options. The sooner you take action, the greater the chance you can do something out it.

WHY CHOOSE BOSLEY?

Experience matters. That's why you want to choose a dedicated hair restoration doctor. We're here to help you choose the treatment plan that will help you achieve the look you want. Come for a free hair and scalp analysis and get a great starting point for your hair restoration. The only cost to you is your time. Think of it as an investment in yourself with help from the world's most experienced hair restoration experts – who have more than 40 years of experience and 298,000+ procedures performed.

WILL A HAIR TRANSPLANT PROCEDURE HURT?

No, patients are administered local anesthesia to completely numb the donor and recipient areas. However, the degree of pain or discomfort experienced during or after the procedure varies according to the patient. We may supply patients with medication to use after the procedure, if needed. Many of our patients find that they do not need to take any medication at all after their hair transplant procedure.

HOW LONG DO HAIR TRANSPLANTS LAST?

For the vast majority of patients, virtually all transplanted hair lasts a lifetime.

ARE THERE ANY COMPLICATIONS OR RISKS WITH HAIR TRANSPLANTATION SURGERY?

Infections after a hair transplant procedure are rare. In the few cases where infection does occur, it is often due to the patient's failure to fully follow post-operative instructions. However, infections are generally easy to treat with antibiotics, which can be prescribed by your physician.

HOW MUCH DOES BOSLEY HAIR RESTORATION COST?

Only our physicians can determine if you're a candidate for surgical hair transplantation and provide an estimate of the final cost in your individual care. When you meet with one of our specialists for a free hair and scalp analysis, they can provide you with valuable information to help you determine the typical cost for a procedure that meets your needs. In general, most of our patients invest anywhere between \$4,000 – \$10,000 per procedure before any available discounts. You can read more about the Bosley procedure and hair transplant procedure costs at bosley.com.

Mike K.

HOW IS A BOSLEY HAIR RESTORATION DIFFERENT?

At Bosley, our physicians are experts trained in the art of hair restoration. Physicians at other hair restoration offices may also work in dermatology, plastic surgery and aesthetics, which means they may not have the same focus and specialization as our doctors. We pay attention to the variations in your hair's natural texture and color; the angle and direction of hair growth; and the size, shape and number of transplanted follicles. These features are unique to your hair, which is why we can create the natural-looking results you want.

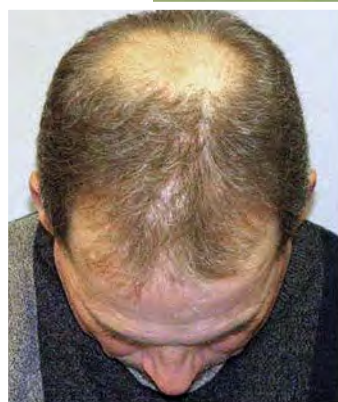
DO YOU OFFER PAYMENT PLANS OR FINANCING?

Hair restoration is not covered by medical insurance. To help you pay for your procedure, we offer multiple financing and payment options through third party financing companies. With these options, hair restoration at Bosley has never been more affordable. Many patients find financing a convenient, affordable way to get the procedure they want right now. You owe it to yourself to speak with a Bosley Specialist about how you can make your restoration goals possible today.

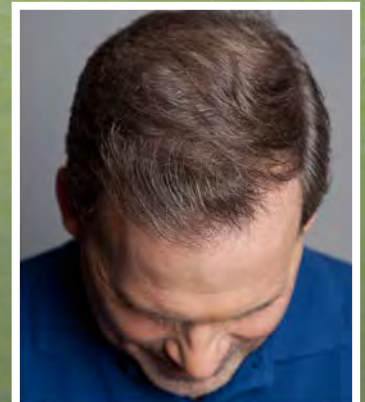


MIKE'S STORY

"I spent 18 years trying to fight my hair loss. Bosley gave me my hair back. I can cut it, wash it, mess it up. There's not a day that goes by now that I don't look in the mirror and say, 'This is the best money I've ever spent.'"



BEFORE



AFTER Individual results may vary.

IMPORTANT INFORMATION

HAIR LOSS AND YOUR GOALS

The treatment options (if any) recommended at the initial physician consultation for the correction of hair loss vary from patient to patient and depend upon the level of hair loss, the texture of donor hair and other factors, including the patient's personal goals. The treatment options (if any) recommended by your Bosley physician are the physician's recommendations at the time of the consultation consistent with your current level of hair loss, your hair texture and your current goals for improvement.

CONSULTATIONS

Every patient who has any surgical procedure at Bosley has a prior consultation with a Bosley physician. Specialists and other persons who consult with you about hair restoration procedures prior to your consultation with a licensed physician may disseminate only general information about hair restoration procedures. Since Bosley's Specialists are not physicians, they are prohibited by law from examining, diagnosing, treating, operating for or prescribing for any physical condition.

PHYSICIAN'S CURRENT RECOMMENDATIONS

At the completion of your initial consultation with a Bosley physician, you will be given written statement(s) which will include Bosley's current fee schedule for all procedures and the physician's current recommendations. Those statements will include the number of grafts (if any) currently recommended by the physician and any other treatment currently recommended by the physician. In our experience, using the best current techniques, the great majority of our patients want to have at least two procedures to a given area. The physician's current recommendations could change in the future as determined by the physician. The patient's choices will affect the costs incurred as well as the results the patient is able to achieve.

ITEMIZATION

Before a surgical procedure begins, a patient will receive an itemization of the surgical procedure that will be performed that day along with the cost for each procedure.

THE PROCEDURES

All aspects of the medical and surgical care you receive at Bosley are directed by and controlled by your Bosley physician who has significant prior experience in a surgical specialty such as hair restoration, general, plastic, dermatologic or ear, nose and throat surgery. Hair restoration is an outpatient surgical procedure. Although patients are administered local anesthetics and other medications, the degree of pain or discomfort experienced by patients during or after a procedure varies among patients. Hair restoration procedures may result in detectable scarring. In some cases a patient may experience a temporary loss of non-transplanted hair after a procedure. Temporary swelling may occasionally occur about the forehead, eyelids, and upper nose in some patients. Hair transplantation is performed by your physician with the assistance of trained personnel. Your physician surgically removes the donor hair, creates the recipient sites and selects grafts for those sites. Grafts are preliminarily placed in recipient sites by trained assistants. Your physician inspects the placement of grafts and will make any and all necessary final adjustments before you leave Bosley.

FUTURE HAIR LOSS

Hair loss generally continues throughout life and hair restoration procedures do not prevent ongoing hair loss from occurring. The hair loss pattern of non-transplanted hair generally progresses through-out life, and hair restoration procedures do not prevent that pattern progression from occurring. However, for the vast majority of patients, virtually all transplanted hairs are permanent and continue to grow for life, just as well as they would have grown in the donor area from which they came.



THE BOSLEY GUARANTEE

For all hair transplantation procedures performed by Bosley physicians, we guarantee to replace any non-growing hair transplant graft free-of-charge, providing the patient has adequate donor hair and meets the terms and condition in the below link: In our experience, such replacement has seldom been necessary.

Read the full guarantee online at bosley.com/the-bosley-guarantee

**CALL AND
SCHEDULE
TODAY.**

1-800-233-3035

bosley.com

Or visit
bosley.com
for one-click
scheduling
and to get
more information.

OUR LOCATIONS

SURGICAL OFFICES

BEVERLY HILLS

9100 Wilshire Boulevard
East Tower Penthouse
Beverly Hills, CA 90212
(424) 218-0681

ATLANTA

3379 Peachtree Road N.E.
Suite 800
Atlanta, GA 30326
(470) 205-9063

BOCA RATON

1499 West Palmetto Park Rd.
Suite 120
Boca Raton, FL 33486
(561) 264-2585

BOSTON

545 Boylston Street
Penthouse, 14th Floor
Boston, MA 02116
(617) 313-3086

CHICAGO

676 N. Michigan Ave.
Suite 3850
Chicago, IL 60611
(312) 535-2648

COLUMBUS

425 Metro Place North
Suite 175
Dublin, OH 43017
(614) 362-7421

DALLAS

5949 Sherry Lane
Suite 1150
Dallas, TX 75225
(469) 213-3328

DENVER

Homestead Park Medical Building
6979 South Holly Circle,
Suite 275
Centennial, CO 80112
(720) 340-8694

DETROIT (TROY)

Columbia Center, Unit 1
201 W. Big Beaver Rd.
Suite 1040
Troy, MI 48084
(248) 221-2923

HOUSTON

5333 Westheimer Rd.
Suite 560
Houston, TX 77056
(281) 720-6624

KANSAS CITY

460 Nichols Road
Suite 350
Kansas City, MO 64112
(816) 272-1551

MINNEAPOLIS

Ridgedale Executive Center 12455
Ridgedale Drive
Suite 204
Minnetonka, MN 55305
(612) 276-3359

NEW ORLEANS

2450 Severn Ave.
Suite 510
Metairie, LA 70001
(504) 291-4808

NEWPORT BEACH

4220 Von Karman Avenue
Newport Beach, CA 92660
(949) 205-7491

NEW YORK CITY

99 Park Ave., 20th Floor
New York, NY 10016
(332) 255-6024

ORLANDO

Lake Faith Professional Center
260 Lookout Place
Suite 103
Maitland, FL 32751
(321) 214-2891

PHILADELPHIA

1601 Market St.
Suite 2410
Philadelphia, PA 19103
(215) 634-9023

RALEIGH

4700 Falls of Neuse Road
Suite 205
Raleigh, NC 27609
(919) 296-3877

RICHMOND

2301 N. Parham Road
Suite 1
Richmond, VA 23229
(804) 238-7358

SAN DIEGO

Champions of the West Building
12264 El Camino Real
Suite 404
San Diego, CA 92130
(858) 215-5095

SAN FRANCISCO

50 Francisco Street
Suite 440
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