

HAIRINFOCUS

NEWSLETTER

WINTER 2004



FROM THE
FARJO MEDICAL CENTRE
HAIR RESTORATION SURGERY & MEDICINE SINCE 1992

THE INTERVIEW

With Dr. Bessam Farjo FICS, IBHRS, MIT

The FARJO MEDICAL CENTRE is celebrating its tenth anniversary as a leading centre of excellence in hair restoration, but how did it all begin?

Q How and why did you choose hair restoration surgery?

A In 1991, my wife, **Dr Nilofer Farjo**, and I were NHS doctors going through specialty training. We were looking for a way where we can provide a quality patient service, be in control of our own destiny and enjoy a healthy family life. We got interested in hair loss because the field **was undergoing a revolution**. It was abandoning the infamous plug grafts and adopting the minigraft and later the micrograft, the predecessor to the current follicular unit. The other point of interest was that I myself had already reached the most advanced form of male pattern baldness at the young age of 27.



From left Drs Bessam & Nilofer Farjo and Dr K B Farjo

Q Where did you train?

A After qualifying in medicine and surgery at the **Royal College of Surgeons in Ireland** in 1988, my wife and I specialised in hair surgery in **Toronto, Canada** in 1992. The following year we launched the **Farjo Medical Centre in Manchester**, and expanded to **Harley Street, London** in 1994.



Geoff from Dorset after one transplant session

Q How has this education continued?

A We teach and we learn. We meet other surgeons at conferences around the world, give and listen to lectures, swap ideas and **constantly re-evaluate our understanding**. Occasionally, new science and improved techniques combine to really push standards and results forward. An example is Follicular Unit Grafting, a new advancement, which is still becoming better understood.

Q Outline some of your most rewarding cases

A After all this time, I still feel the buzz of enormous satisfaction when I review post-treatment men and women on a daily basis. Of course some patients stand out a bit more because they needed **extra skill, planning and expertise**. For example, Glen, who had the world's first full beard reconstruction by transplantation. Sharon, and many more, who underwent gender reassignment needed female-type hairline for her new identity (see photos backpage). The countless women who, having undergone face lift procedures, were referred to us by their plastic surgeons for hairline and sideburn reconstruction (see photos). Simon, who burned his scalp and went bald as a child, was told to wear a wig for life, but heard about our work and now after treatment, **is a happy and normal-looking young man**.

Q Why did you establish the British Association Of Hair Restoration Surgeons (BAHRS)?

A In 1996 I wrote to all the British hair surgeons I knew of inviting them to a meeting. The **BAHRS** (www.hairsurgeons.org.uk) was thus born so we can achieve continuing education and discussions amongst UK doctors; promote the great advancements made in the field to all concerned and to provide to the public a list of ethical and reliable hair surgeons. **I serve as the current President**.



...THE INTERVIEW CONTINUED

Q How did you become Vice-President of The European Society Of Hair Restoration Surgery (ESHRS)?

A I was initially unanimously elected to the Board of Governors of the **ESHRS** (www.eshrs.org) in 2000 in recognition of my reputation, academic contributions and my efforts for our specialty. In 2002 I was asked to organise the ESHRS's annual congress and live workshop in London. It was on the back of the outstanding success of this event and my higher standing in the field that I was asked to become **Vice-President**.

Q What about your election to the Board of Governors of The International Society Of Hair Restoration Surgery (ISHRS) last year?

A This is a true honour for me. Firstly for being the first Briton to get this position, and secondly for having the faith of the international community of surgeons to help steer our field forward. The **ISHRS** (www.ishrs.org) is the largest and oldest hair surgery organisation in the world.

Q Anything else?

A Well, I have just been re-elected as a Board Governor of the **Institute of Trichologists** (www.trichologists.org.uk) which celebrated its centenary last year. More recently I was appointed their **Medical Advisor** and **Editor** of their official journal, *The Trichologist*.

Q It seems as though you're trying to take over the world?

A No comment!

Q I understand you recently took an exam in your field despite your status and experience?

A Yes, Nilofer and I both prepared for and sat the exam in October in New York City. I'm glad to report **we both passed with flying colours!** The exam is called the International Board of Hair Restoration Surgery (IBHRS). Along with another colleague, we were the first doctors to complete it. It involved both written and clinical assessments of basic and advanced knowledge. We went through this as part of our continuous education and commitment to excellence, even though we did not need it from a practical point of view. Also in our position, **it was important to lead the way for others.**



Malcolm from Essex after one transplant session



Robert from Yorkshire after one transplant session



Rachael from Wales after one transplant session

Q How do you manage to find the time to maintain your busy practice doing all the above work not to mention your conference lecturing, workshop demonstrations as well as media commitments?

A Hard work with effective time management. **Most of all though an excellent support team.**

Q Why don't you advertise?

A This is easy to answer but hard to achieve. In our view advertising presents a dilemma to patient care. It is a highly combative arena where everything is boiled down to the lowest common values. "Get your hair back now", "we are the best", "the latest", "most experienced", "transplant without surgery" and so on. All advertisers must say these things or they will not get enough attention and the advert is wasted. Enquirers have a hard time getting through to the truth and all too often they don't. Also, the huge cost of advertising can compromise a clinic. For instance, if the best advice in a particular case is not to have surgery, some clinics may feel they cannot afford to turn business away. It's taken years for our practice to gain the respect and trust of leading doctors, trichologists, hair salons, etc, who now regularly refer patients to us for assessment and treatment.

Q What does the future hold for you personally and your practice?

A I will continue to work hard for my patients and my colleagues to bring new ideas and ways to achieve hair utopia. We are directly involved in exciting research projects with major universities and science centres involving collaboration with colleagues and laboratories in the United States, Canada, Japan, China and of course, the United Kingdom.

Q What is your proudest moment in your career?

A Difficult choices, as there have been many. If I had to pick one though it has to be the appointment as **ISHRS Board Governor**.

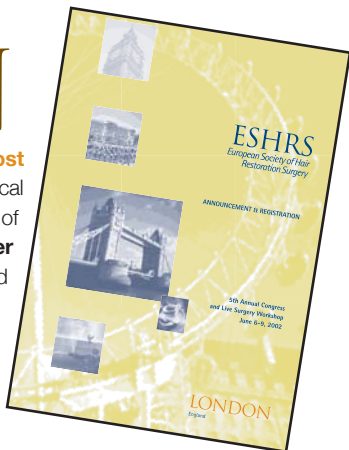
Q How would you like to be remembered?

A Putting a smile on someone's face every time they look in the mirror.

NEWS NEWS NEWS

FIRST FOR BRITAIN

The ESHRS held its 5th annual conference on June 6-9th 2002 in London, and it was without doubt the **best and most successful** since the inception of the organisation. It was the first of its kind in the UK, and the first time a hair loss medical conference & workshop was directed by British doctors. Hosted and organised by **Dr Bessam Farjo**, delegates enjoyed a feast of education and learning never before seen in the U.K. **Drs Farjo** and other world leaders including **Drs Ron Shapiro, Walter Unger, Patrick Frechet, Paul Rose, David Seager** and others were able to share their skills with colleagues quite openly and freely. It is only through such co-operation that our colleagues in the U.K. and around the world will be able to develop their craft.



ISHRS ACCOLADE

In October 2002, **Dr Bessam Farjo** was invited to sit on the Board of Governors of the world leading organisation in hair surgery and medicine, the **ISHRS** (International Society of Hair Restoration Surgery). This accolade, the first of its kind for the UK, is probably one of **Dr Farjo's greatest successes** and is a fitting tribute for all the years of sheer hard work and excellence in the field of hair restoration. **Dr Farjo** will be a leading force in governing the ISHRS and shaping the future of many aspects of the field. Being the only Briton and one of only two Europeans has its down side though; sleepless nights on conference calls with American and Australian Board members!

In March 2003, **Drs Farjo** were invited faculty at the annual live surgery workshop of the ISHRS in Orlando, Florida. **This was the biggest hair surgery workshop in the world, and they were the only British doctors asked to demonstrate their skills.**



Dr N Farjo (centre) teaching in Orlando



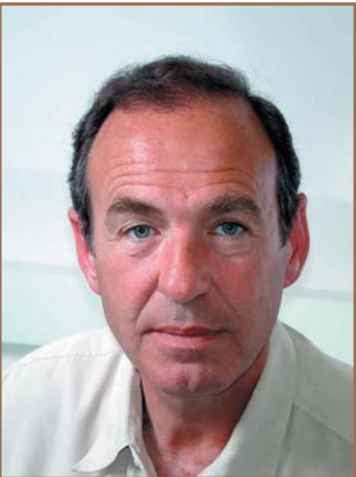
Maria from Lancashire after one transplant session for hairline correction on scar

FARJO IN THE MEDIA

In January 2003, Dr Bessam Farjo was interviewed for his expert opinion on Elton John's hair in BBC3's 'Elton's Millions' TV show.

In February, Channel 4's TV programme 'Bald' utilised the Farjo Medical Centre and our patient Lee Jackson to demonstrate state-of-the-art hair transplantation. In the October edition of 'Men's Fitness' magazine, Drs Farjo were interviewed and provided example patients of surgical and medical treatments for hair loss.

And in January 2004, Dr Farjo was a featured expert on the BBC4's 'Case Notes' programme on baldness.



Ian from East Sussex after two transplant sessions

STATE-OF-THE-ART PROCEDURES

The current standard in surgery is **Follicular Unit Transplantation (FUT)** with the use of stereoscopic dissecting microscopes. We are the first U.K. centre to do procedures involving 2000+ follicular units (approx. 5000 hairs). This is achieved by managing to insert 70-80 hairs per sq cm per session giving both a truly natural and reasonably dense appearance even after just one transplant procedure. We can arrange for you to see actual patients of ours who have undergone treatment of this level, and are happy to talk to you.

The latest scientific conference attended by **Drs Farjo** was in October 2003 in New York City along with about 600 more delegates from all over the world. **Dr Bessam Farjo** was invited by the programme chairman to update



everyone on the state of the cell therapy research conducted in their Manchester premises. His lecture generated tremendous interest and excitement from colleagues even though the research results could be a long way away. He also lectured on one of his favourite subjects, clinical digital photography. **Dr Nilofer Farjo** was an invited speaker on the important issue of pre- and post-operative care for the transplant patient.

One topic of discussion was the technique of Follicular Unit Extraction (FUE). This has received some attention on internet sites recently. Most experts at the conference agreed that it has some limited use where donor hair is limited or almost exhausted. **The Farjo Medical Centre** has a small number of such patients who have already taken advantage of this method.

It basically involves the use of very small punches to extract individual follicular units. On this basis only a small number of grafts can be utilised per operation, at the same time as a large state-of-the-art FUT operation.

MEDICATIONS

WHY WAIT FOR YOUR HAIR TO FALL OUT BEFORE TAKING ACTION?

Hair transplantation should be the last part of the journey into the quest for the ideal solution for hair loss. Unless you are a Norwood classification 7+ (very advanced hair loss), how much better would your new head of hair look if your existing hair were to stay? Although there are no guarantees of success, the development of *Finasteride tablets* (Propecia or Proscar) could prove to be one of the greatest innovations for the hair loss sufferer. This works by blocking the male hormone, DHT, and consequently reversing the miniaturisation of vulnerable hair. **In other words, it can restore volume as well as maintain current status.**

Contrary to popular belief, *Minoxidil lotion* (or Regaine) still has an important role for the hair loss sufferer, **especially women.** We may recommend 2% or 5% formula depending on the particular case.

We feel so strongly on the point of medicines that for all patients we are offering a free 6-month supply of either oral or topical medications with all surgery undertaken prior to June 1st, 2004.
Call us now on **0870 7555 495** to find out more.



After one transplant session for a male to female hairline



Dr Alain from Paris after two transplant sessions

2 NEW SERVICES

"Now that you have the hair, let it make the difference"

Dr Farjo comments *"My patients have gone to great lengths to restore their hair but some still have problems with hair management, styling, maintenance, product choice etc."*

In the field of hair, **Jason Saks** is a truly talented and recognised expert in hair cutting and styling. On television, stage, in the studio or hair salons, he has helped thousands of people enjoy the way their hair looks and feels.

Some of you are completely in touch with your style and hair care. For those who are not, we hope you will take advantage of this excellent new service. We have set up a completely private cutting and styling facility at our Manchester premises.

- **Have your hair conditioned, structurally cut and designed for you.**
- **We can advise your regular hairdresser so that they can maintain your new style.**
- **If you need a new specialist hair stylist close to you, we can recommend one to you.**
- **Farjo formulated shampoo, hair conditioner and scalp lotion are available.**
- **If you don't look good, neither do we.**

Each appointment will be for one hour and will cost £35.00. To arrange this, call our main number or 'phone **Jason Saks** directly on 07966 479 088. Alternatively e-mail us at info@farjo.com



Gareth from Maidenhead after two transplant sessions

EYEBROWS

Another exciting innovation is the restoration of hair to eyebrows. So many men and women have, thin or plucked eyebrows which are an important element of appearance. Single hair transplantation using micro surgical instruments has now made eyebrow restoration possible.



Jason from Cheshire after one transplant session

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