

Press Release Template for the HairCoach (Medical Professional)

DR. XYZ COMPLETES BAUMAN HAIRCOACH™ MD CERTIFICATION
Developed by World Renowned Hair Restoration Expert, Dr. Alan Bauman
Program Provides Overview of Latest Science Based
Hair Loss Management Solutions to Slow, Stop & Reverse Hair Loss

DR. XYZ has successfully completed the Bauman Certified HairCoach™ MD Training Program, a program that educates medical professionals on how to detect, monitor and treat male and female pattern hair loss and equip providers with actionable, patient-friendly protocols for both prevention and regrowth.

The Bauman Certified HairCoach™ MD program is an intensive, 1-day, hands-on training class that teaches medical professionals how to identify the early signs of hair loss, answer key questions about hair loss and conduct highly accurate evaluations with the HairCheck trichometer. Participants are then able to take their training to expand their practice and patient offerings with the use of proven hair growth treatment solutions, such as Dr. Bauman's unique protocol for Platelet-Rich Plasma (PRP) with Extracellular Matrix (ECM).

"The certification program equipped me with the knowledge and proven treatment protocols needed to better serve patients," said **DR. XYZ**. "While it may seem elementary to detect hair loss, there is an actual technique to identify it well before it becomes visible to the naked eye. A fundamental fact I learned in the program is when hair loss becomes obvious; the patient could have already lost 50% of his/her hair volume, making it harder to reverse the process. My staff and I underwent training with a new scientific tool called HairCheck that allows us to track patients' hair growth and spot problems well before they become visible. We also received in-depth information and hands-on training on Dr. Bauman's Platelet Rich Plasma (PRP) protocol and proper technique for the maximum result."

Participants also achieve a thorough understanding of the different types of medical treatments for common male and female hair loss, including FDA-approved medications and medical devices, custom compounded pharmaceutical therapies, cell therapy, nutraceuticals, and minimally invasive procedures.

The program was developed by hair loss expert, Alan J. Bauman, M.D., a full-time board-certified hair restoration physician/surgeon who has treated over 20,000 patients and performed over 8,000 surgical procedures since opening his practice in 1997. His pioneering work in hair loss treatments has been featured on *NBC Today*, *ABC Good Morning America*, *CBS Early Show*, *NBC Dateline*, *CNN*, *The Doctors*, *New York Times*, *Newsweek*, *Men's Health*, *O – The Oprah Magazine*, *Vogue*, *Allure*, *The Howard Stern Show* and many more.

"Hair loss is a treatable condition," explained Dr. Bauman, "But the earlier the problem is detected and treatment started, the better your chances of keeping your hair. Once hair loss progresses to a certain point, it becomes more difficult and more costly to achieve

optimal results. Dr. XYZ of the XYZ Med Center has successfully completed the program and will be implementing my proven hair restoration protocols,” Dr. Bauman concluded.

For more information about DR XYZ, please contact (888) 888-8888. For licensed medical professionals looking to help those with hair loss while expanding their medical practice and please contact HairCoach@baumanmedical.com or call 561-394-0024.