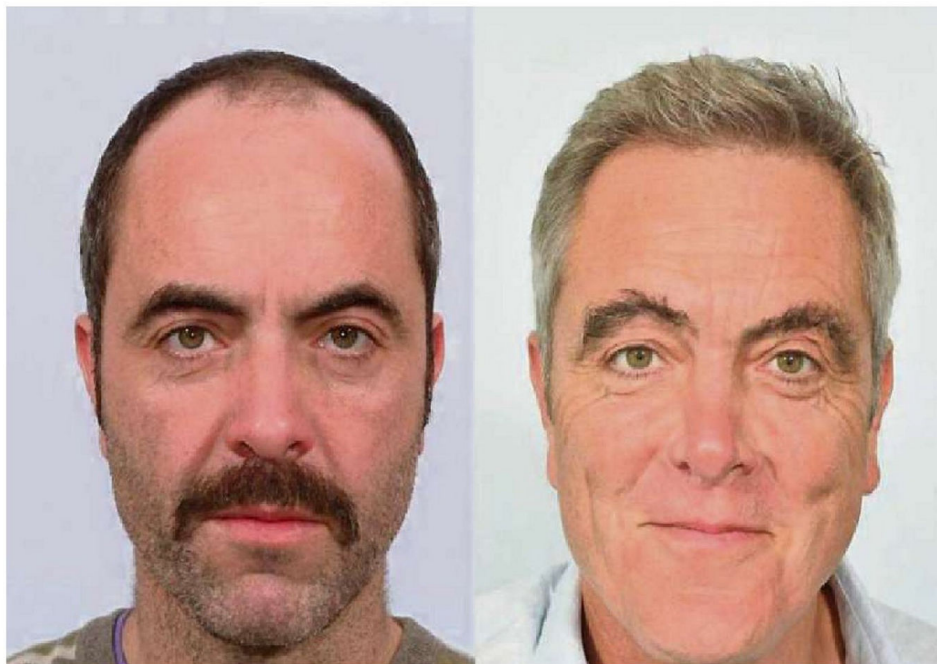




Actor James Nesbitt, who attended HRBR's hair restoration service in Blackrock, Dublin, 15 years ago.

HRBR: Hair restoration experts

HRBR specialises in the treatment of male and female pattern hair loss, tailoring treatment plans to each patient's specific needs. Every patient who attends HRBR is seen by a qualified doctor, not a salesperson. Patients are given independent advice as to their options; the decision to proceed with surgery is that of the patient.

The company states: "The team of hair restoration specialists at HRBR extends to our experienced surgeons, doctor, consultant dermatologist, nurses and technicians involved in hair loss treatment and the hair transplant procedure. Our team is led by Irish surgeon Dr Maur-

HRBR

ice Collins FRCSI, who has over twenty years' experience in microscopic surgery. Dr. Collins is Medical Director and Team Principal of Hair Restoration Blackrock.

"In our organisation we are totally focussed on our patients. We strive for perfection, recognising the challenges that this presents. We aim to attract, train and retain the talented staff who shape our values. Our work is very specialised and we are committed to operating as an efficient team to provide compet-

ent, compassionate care to all those we serve. HRBR are experts in Follicular Unit Transplantation (FUT) with nearly 4,000 FUT procedures carried out for our patients."

Using the FUT procedure donor hair is surgically removed in a thin strip and the hair follicles on the strip are dissected by highly skilled technicians. FUT has many advantages, one of which is producing a high yield of grafts for transplantation. Patients do not need to shave their head for an FUT procedure, allowing them to return to their normal routines quicker following the procedure.