

The Ugly Side of the Hair Transplantation Industry

Assembled by the
International Society of Hair Restoration Surgery

JANUARY 27, 2019





About the ISHRS

The International Society of Hair Restoration Surgery (ISHRS) is a global non-profit medical association and the leading authority on hair loss treatment and restoration with more than 1,100 members throughout 70 countries worldwide.

Above all, the ISHRS is dedicated to achieving excellence in patient outcomes by promoting the highest standards of medical practice, medical ethics, and research in the medical hair restoration industry.

www.ishrs.org



Disclosures

- This is a presentation to raise awareness of what is happening today in the hair transplant surgery field.
- It is our intention to educate potential patients about the need to search for experienced, ethical doctors to perform their surgery.

A graphic of a warning sign. It consists of a black square with a red border. Inside the square, the text "BEWARE" is written in large, bold, white capital letters. Below it, "OF THE HAIR TRANSPLANT" is written in smaller, bold, white capital letters. At the bottom, "BLACK MARKET" is written in large, bold, white capital letters.

BEWARE
OF THE HAIR TRANSPLANT
BLACK MARKET

www.ishrs.org/bewarehtblackmarket/

INTRODUCTION

ISHRS Position Statement on Qualifications for Scalp Surgery

The position of the International Society of Hair Restoration Surgery is that any procedure involving a skin incision for the purpose of tissue removal from the scalp or body, or to prepare the scalp or body to receive tissue, (e.g., incising the FUE graft, excising the donor strip, creating recipient sites) by any means, including robotics, is a surgical procedure. Such procedures must be performed by a properly trained and licensed physician*.

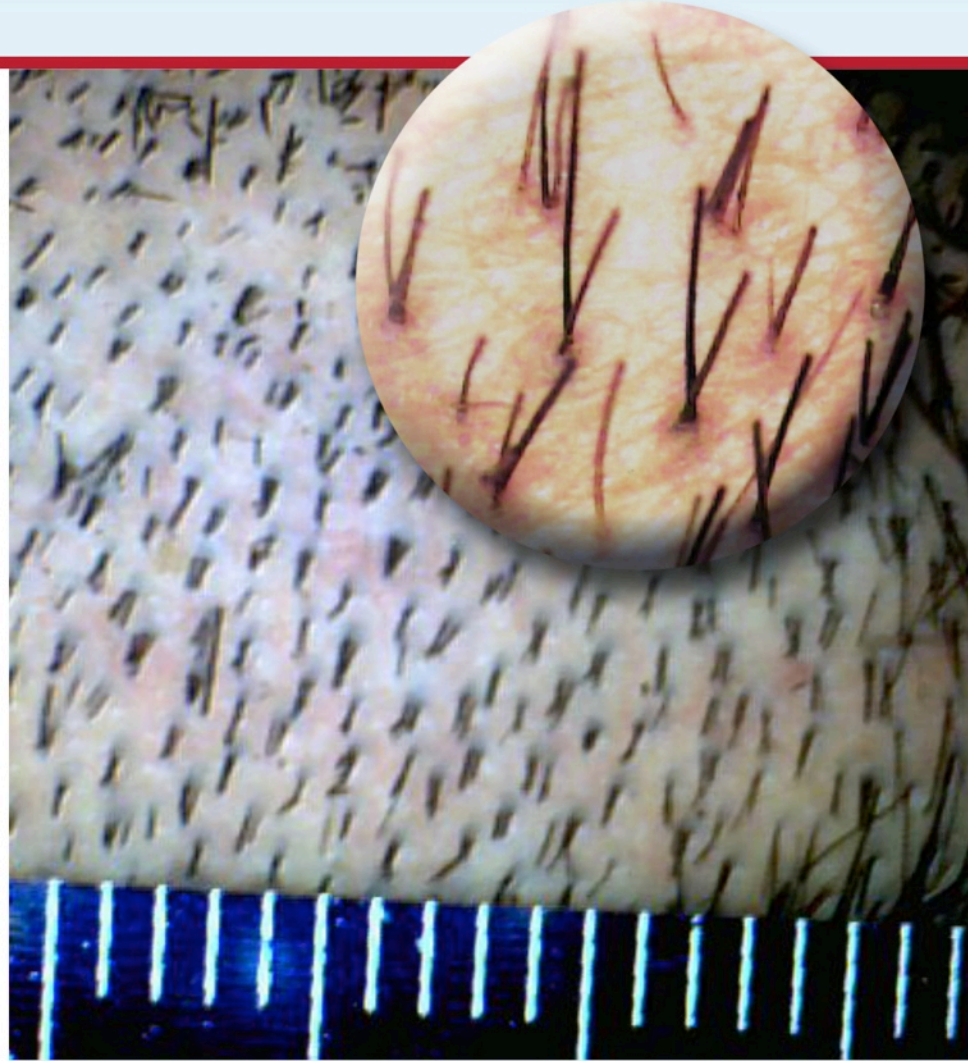
Physicians who perform hair restoration surgery must possess the education, training, and current competency in the field of hair restoration surgery. It is beyond the scope of practice for non-licensed personnel to perform surgery. Surgery performed by non-licensed medical personnel may be considered practicing medicine without a license under applicable law. The Society supports the scope of practice of medicine as defined by a physician's state, country or local legally governing board of medicine.

Adopted by the Board of Governors, 11/15/2014

*or in countries where it is allowed, a licensed allied health professional practicing within the scope of his or her license.

Follicular Unit Transplantation

Redistributes Natural Hair Groupings



Follicular Unit Transplantation

Two Excision Techniques for Donor Harvesting

Strip Harvesting (FUT)

Follicular Unit Excision (FUE)

Each option has its benefits for the patient. It is recommended that patients be educated about the risks and benefits of each option. Ultimately, it is the responsibility of the physician to recommend the best option, or combination, in consultation with the patient.

Hair Transplants

Should Look Natural and Undetectable

*Each doctor presenting this PPT should put
here one or more before and after of their
own patient*

Increasing FUE Popularity

Has Been Beneficial

- Increased the demand of HT patients due to its perception as a minimally invasive procedure (with no linear scar or suturing)
- FUE has raised interest for many doctors in getting training in Hair Transplant Surgery

HOWEVER, FUE IS Changing the Hair Transplant Industry

New Business Models are Appearing Which are
Dangerous for the Patient

1. Turnkey model

Some companies sell FUE devices to established doctors with no experience in hair transplantation, and encourage them to follow a **turnkey model** (technicians come to the clinics and perform the surgery)

- THIS IS UNETHICAL & USUALLY ILLEGAL
- Medical laws state that doctors must be proficient in any task in which they delegate

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HOWEVER, FUE IS Changing the Hair Transplant Industry

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2. Non-doctors are performing surgery

Sharp increase in technicians, and not doctors, doing the surgery

- Sometimes no doctor at all!
- Sometimes 1 doctor to 10-60 patients at the same time – with many unlicensed technicians performing the surgeries; the doctor is for show only
- Technicians offering to travel to other countries to perform the surgery

Some doctors travel to countries to see hair loss patients and perform surgery
without valid medical license and job permit

- Patients have no recourse after they are damaged

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Turnkey Model

Unlicensed Technicians Perform the Surgery



- The company sells the FUE device to the doctor and sends the unlicensed technician to do the surgery.
- The doctor is present in name only, and **without expertise or involvement.**

Black Market Clinics

Several Countries Where There Are Many Clinics
with Non-Doctors Performing the Surgery

- Turkey (#1 destination)
- Pakistan
- India
- Iran
- USA
- Others

Black Market Clinics

Typical Profile

- Huge internet marketing presence to attract patients
Misleading claims: no pain, no scars, “leading” world experts, etc.
- Black Market Clinics operate on anyone
*No distinction for bad or good candidates.
Anyone who pays goes into the operating room*
- Technicians, not Doctors, perform the surgery and anesthesia
Allows cheaper prices than qualified, trained & licensed hair transplant physicians
- The clinic may have no doctor, or 1 doctor to “supervise” 10-60 patients
Clinics do 10-60 HT surgeries per day: Profits based on maintaining high patient volume. No time for attention to detail. No money for expertise.

Black Market Clinics

Characteristics

- They attract patients by offering large numbers of grafts at a cheap price *2.000-4.000 graft extractions per session no matter the degree of baldness (quantity more important than quality).*
- They attract patients by advertising 4-5 star hotel accommodation, transportation and sometimes airfare *in cooperation with their Government to promote medical tourism*
- They offer a Certification of Quality *which is meaningless*
- They 'guarantee results' *knowing unhappy patients live elsewhere and will not return to complain, and may be too embarrassed to admit their bad choice*

Technicians Doing the Surgery



Technicians Doing the Surgery

FUE Portrayed as "So Easy" It can be Done in an Assembly Line



SERIOUS PATIENT COMPLICATIONS

The following are just a few examples from
some of the black market clinics

Aggressive Overharvesting

4500 Grafts Harvested in a Single Session –
Exhausted Donor



FUE Donor Overharvesting

Permanently Damages Patients

THESE ARE BAD RESULTS



No hairstyle will cover this.

Visible Donor Scarring

Overharvesting and Excessive Trauma

THESE ARE BAD RESULTS



Irreversible Overharvesting

Women

THESE ARE BAD RESULTS



Multiple Scars

Due to Punches Too Big and/or Too Close Together

THESE ARE BAD RESULTS



Poor Growth

Destroyed Grafts Caused by Improper Excision or Handling
or Poor Placement Technique

THESE ARE BAD RESULTS



Infection



Recipient Area Necrosis

It Will Leave Scars

THESE ARE BAD RESULTS



- Recipient Sites placed too deep, too dense, or too large may cause necrosis with scarring and graft loss
- Overuse of epinephrine to reduce bleeding can cause necrosis

Outdated Transplant Technique

4 mm Punch Excision, Pluggy, Doll Hair (1960's)

THESE ARE BAD RESULTS



Improper Hairline Design & Placement

Improper Direction and Unnatural Spacing

THESE ARE BAD RESULTS



Eyebrows

Misdirection and Improper Technique

THESE ARE BAD RESULTS



Take Home Messages

Misleading Advertising

(Internet mainly)

confuses patients and affects their ability
to make a decision in choosing a good,
ethical doctor.

Take Home Messages

We have to educate patients
that HT is a surgical technique
not easy to perform.

The results depend on the surgeon's
training and experience, and
bad things can happen
in unethical and poorly trained hands.

Take Home Messages

Technicians are not doctors.

No matter how “good” they are, they are unable to deliver the same level care as a devoted hair transplant doctor.

A black square with a red border, containing white text.

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FOR MORE INFORMATION

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