Natural Hair Transplant Medical Center provides quality Natural Hair Services including Natural Look Hair Transplant surgery, hair loss prevention and hair maintenance consultation. We devote ourselves exclusively to perform the Natural Look Hair Transplant surgery in the medical center.

Mission Statement

“The Natural Hair Transplant Team’s Mission Is To Provide Patients The Best Natural Look Hair Transplantation By Delivering Quality Services.”

Services

Our philosophy is based upon professional ethical conduct, mutual trust and teamwork. We challenge, reevaluate, and continuously raise our standards of excellence to provide our patients with the best Natural Hair Services and the finest Natural Look Hair Transplantation.

Philosophy
**Patient Focused**

At Natural Hair Transplant Medical Center, we focus on each patient’s needs. We take the following steps to prepare an individualized hair restoration plan:

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<th>The Patient’s Desires</th>
<th>Hair Restoration Options</th>
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<td>We listen to and consider each patient’s desires in preparing an individualized hair restoration plan. The plan is based not only on how we feel, but more importantly it is based on what the patient needs. We understand the anxiety, the inconvenience, and the burden caused by surgery. With our Natural Look Hair Transplant Technology, most hair restoration can be completed in one or two “Mega” hair transplant sessions.</td>
<td>Non-surgical and surgical options for solving hair problems are provided in an individual, complimentary, private and confidential consultation. The advantages and disadvantages of non-surgical options, such as use of camouflage, Propecia, Rogaine® products, and hairpieces, are discussed in-depth. The surgical options, such as Natural Look Hair Transplantation and scalp reduction surgeries are explained in detail.</td>
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The complimentary Natural Hair services consultation provide objective and valuable hair loss prevention and maintenance advice, such as the use of hair maintenance products and non-surgical or surgical options for solving hair problems.

A comprehensive individualized Natural Look Hair Restoration Plan is therefore created to ensure a safe, convenient, affordable, and unnoticeable hair transplantation.
Natural Look Hair Transplant Technology

The founder and director, Dr. Steven Chang, M.D., has attended major hair transplant schools, conferences, and operation rooms in the United States, Canada, Australia, Japan, El Salvador and Greece since 1993. His extensive education, training, and observations enhance Dr. Chang’s ability to develop the Natural Look Hair Transplant Technology emphasizing the following:

Quality Assurance Programs

The quality assurance programs start from selecting and training Natural Hair Transplant Technicians. Each technician must pass our stringent Natural Eye/Finger coordination test. Only those at the top five percentile are selected to join our team and receive comprehensive training prior to conducting actual hair transplantation.

We use the latest scientifically available tools, instruments and techniques to performing hair transplant surgery. Natural Hair Transplant Medical Center is dedicated to perform hair transplant surgery only. This is to ensure that the best hair transplantation is provided to each patient.
Natural Look Hair Transplant Technology

Natural Grafts Procedure

The unique Natural Grafts procedure transplants hair in their natural follicular units available in each patient’s donor area. We do not graft randomly.

Painless Natural Hair Transplantation

The Natural Hair Transplant procedure is nearly painless. For those patients who want an almost completely painless procedure, Dr. Chang has invented a Painless Natural Hair Transplant procedure called Twilight Anesthesia. This procedure has been presented to a major hair restoration conference and accepted as a unique and painless procedure.

Safety

Safety is our main concern. Most of the tools we used are disposable. Non-disposable equipment is sterilized twice, first in a chemical solution and then in a pressured steam heater autoclave. During the surgery, pulse, oxygen saturation and blood pressure are constantly monitored. Our clinic is also equipped with EKG, and a respiratory monitor.
In 1939, Dr. Okuda (a Japanese dermatologist) founded the principle of hair transplantation. For decades, his technique for hair transplants did not change until 1990. At that time, during each procedure, hair transplant surgeons were only able to transplant between eighty to one hundred 4 mm sized punch grafts. The result was unacceptable, resulting in what people call a "corn row" appearance. This was the First Generation of hair transplantation.

In the early 1990s, it was discovered that hair transplant surgeries with smaller grafts produced more natural looking hair growth. With smaller grafts, each hair receives an increased blood supply, in comparison to those with the larger grafts. The results were more natural, and the regrowth rate after surgery improved greatly from the previous style of surgery. This discovery was soon followed by improvements in the instruments, techniques, and anesthesia used. Within one to two years, some surgeons were even able to transplant thousands of grafts in one session, far more than the 80-100 grafts done before in previous single surgeries. This is the megasession and dense packing hair transplantation. We call it the Second Generation of hair transplantation; it is the generation of Quantity.

In that world, some surgeons only raced to achieve the maximum number of grafts in one session. One day, someone might transplant 1000 grafts; the next week, another doctor would manage to transplant 1500 grafts; the next month, somebody else would transplant 2000 grafts, or even up to 4000 grafts in one session. Nowadays, most of us can do as many grafts as we want. We are only limited by the maximum amount of donor hair that we can successfully remove from the permanent hair at the back of the scalp without leaving a visible scar. (The size of the scar is dependent on the amount of tension at the suture site.)

But we must consider several things. What is in the patient's best interest? During the mega session, how can we decrease the possible hair follicle damage? As you know, a hair transplant only relocates existing hair; it does not regenerate any new hair. Therefore, if we damage a follicle, we lose one hair. It is extremely important to prevent any damage to follicles; however, the more grafts you cut, the more opportunities there are to damage them.

In 1995, Dr. James Arnold started to teach physicians how to cut high quality strips with a multiple-bladed knife. In 1996, Dr. Limmer and Dr. David Siegel began to use a stereoscope to cut strips for better grafts. This technique helped prepare the way for a new generation of hair transplant surgery. At this point, the Third Generation of hair transplantation began -- it is the generation of Quality and Quantity.

We at the Natural Hair Transplant Medical Center realized that, in addition to mega sessions, there needed to be a way to decrease the damage rate of the grafts, and we searched for many different ways to minimize follicular damage and improve hair transplant yield.
Third Generation Hair Transplantation

— The Generation of Quality and Quantity

The next five steps describe our effort to reduce the damage rate of grafts:

- Each technician at our facility must score within the top 5% of a hand-eye coordination test in order to qualify as an assistant. Therefore, our technicians are already highly qualified for their positions before the actual training begins.

- For training purposes, we have artificial hair strips and an artificial scalp on which the new technician learns techniques before working on actual patients.

- We do not remove any unnecessary hair follicles. We use a specially designed, exclusive Spencer system to measure the recipient area. From this information, we are able to calculate the total size of donor area needed. This helps prevent overharvesting and the wasting of precious and limited donor hair. In addition, we take digital pictures for each patient and input them into the computer. With the Mirror Image Software, the total area of coverage can be precisely calculated.

- We use an adjustable multi-bladed knife to harvest the donor strips. The first multi-bladed knife used was straight. Because the donor site has some degree of curvature, the use of a straight-bladed knife resulted in too deep of a cut at the lower strips. Then, the fixed-angle multi-bladed knife was invented. However, everybody's hair grows at different angles. Therefore, the fixed angled multi-bladed knife is not suitable for everyone. In 1996, the adjustable bladed knife came out on the market. We can now adjust the blade's angle in accordance with the patient's hair angle. This results in much better strips, and prevents the possibility of cutting too deeply, which can damage nerves and vessels.

- To cut better grafts, we use the Back light, stereoscope, and video visualizer. The video visualizer can enlarge an image of the strips up to twelve times onto a television screen. The technician can then easily observe the screen and cut excellent quality grafts. This screen is especially helpful when cutting white colored hair grafts, which are normally very difficult to see. Without the video visualizer, we would have to rely on instinct or simply guess when cutting the grafts; with the visualizer, however, we can even reverse the color of the image, making the white hair more visible.

We can now successfully conduct hair transplants without overharvesting too much hair and without causing much damage to the donor site, so that the donor area looks as full as...
it did prior to surgery. Additionally, the third generation method reduces the size of the scar in the back of the scalp, creating a natural-looking hairline instead of the "corn row" appearance. We train our technicians better, using modern equipment. And we create smaller grafts to produce more natural hair growth.

The Third Generation of hair transplantation has just begun, and we are utilizing today’s cutting edge technology to reach tomorrow’s new heights. We can now successfully balance Science with Art, concentrating not on the mechanics of hair transplantation but the results of hair restoration, and the Natural Hair Transplant Medical Center is taking hair transplantation into the 21st century.

What about the use of lasers in hair transplantation? (Continued from page 6)

Laser Hair Transplantation Experiences in Germany

Laser hair transplantation has been performed widely in Germany. Several research reports have indicated that there are no advantages of laser hair transplantation over the conventional cold steel technique and more and more stories are surfacing in the German media about unsuccessful laser treatments, casting a bad light on the whole hair transplant industry. The only advantage of laser hair transplantation is in marketing.*

Disadvantages of laser hair transplantation:

- The laser beam burns tissues, damages existing hairs and seals blood vessels around the transplant areas.
- The yield of growing hairs on the laser hair transplanted side is visibly lower.
- Longer post-op crusting time.
- Delay in hair growth.

For laser hair transplantation, there are two concerns:

1. High energy laser beams may damage hairs existing near the implant site. Are you aware that one of the latest laser applications is for permanent hair removal? Unlike electrolysis which removes hairs one by one, laser removes hair in a certain area all at once. Some doctors claim that there are special laser torches specifically designed for hair transplant and that no thermal damage is caused. But as a prospective client, you should demand to see the results of laser hair transplant for yourself.

2. A laser seals blood vessels. This is helpful in other types of cosmetic surgery, where wounds need to be closed up and cauterized. But for hair transplantation, continuous blood flow is important for hair growth; blood brings necessary nutrients and oxygen to the implanted hairs. The heat of the laser stops this blood flow, resulting in a lower growth rate and less successful transplant.

Steve C. Chang, M.D.

Contributions to Hair Transplantation

- Created the concept of 3rd Generation Hair Transplantation.
- First one in the world to use a video visualizer in hair transplantation.
- Created the unique Spencer system for measuring recipient area.
- Designed artificial hair strips and scalp for training purposes.
- Developed “Twilight” Anesthesia.
- Discovered the method to calculate the area of donor site and graft numbers.
- Inventor of patented Needle Guard.

Medical Background

- Graduate of Keio University, Tokyo, Japan
- Residency in Japan: General surgery
- Residency in the United States: Anesthesiology—two years; Surgery—two years
- Licensed as a physician and surgeon to practice in CA since 1982

Hair Transplantation School and Training

- Marzola School of Hair Surgery, Adelaide, Australia: Feb. 1995 The best school for Hair Transplant
- Brandy School and Workshop, Pittsburgh, Pennsylvania: July 1995 Famous for scalp lifts

Observation at World Famous Hair Transplant Surgeons’ Operating Rooms

- Dr. O’Tar Norwood, Oklahoma City, Oklahoma: Sept. 1993; Author of Hair Transplant Surgery (Thomas)
- Dr. Dow Stough, Hot Spring, Arkansas: Oct. 1993; Author of Hair Replacement Surgical and Medical (Mosby)
- Dr. Walter Unger, Toronto, Canada: Sept. 1994; Author of Hair Transplantation (Dekker)
- Dr. David Siegal, Toronto, Canada: Sept. 1994; Specializes in micro and mini grafts
- Dr. James Arnold, San Jose, California: Apr. 1995; Stanford Professor; Specializes in efficient and rapid handling of mini and micro grafts
- Dr. Dominic Brandy, Pittsburgh, Pennsylvania: July 1995; World renowned scalp lift surgeon
- Dr. Antonio Mangubat, Seattle, Washington: Dec. 1995; The only surgeon in the world doing scalp lifts without occipital arteries ligation
Hair Transplant Meetings and Workshops

- World Congress of Hair Restoration: July 1994 at San Salvador, El Salvador
- The Foundation for Facial Plastic Surgery 8th Annual Symposium: Aug. 1994 at Newport Beach, California
- International Society of Hair Restoration Surgery 2nd Annual Meeting: Sept. 1994 at Toronto, Canada
- First Congress of Japan Society of Hair Restoration Surgery: June 1995 at Tokyo, Japan
- Live Surgery Workshop and Cadaver Dissection of Hair Restoration: July 1995 at Pittsburgh, Pennsylvania
- American Hairloss Council Symposium: April 1996 at Atlanta, Georgia
- Japan Society of Hair Restoration Surgery: June 1997 at Tokyo, Japan

Affiliations

- The American Academy of Aesthetic and Restoration Surgery
- International Society of Hair Restorative Surgery
- American Society of Hair Restorative Surgery
- Japan Society of Hair Restoration Surgery
- American Hair Loss Council
- American Medical Association
- Better Business Bureau
Hair Transplantation Process FAQ

What steps should I take before surgery?

Maintain an adequate length of hair on the back of your head. This should be at least one inch long, or you may have a problem covering up the sutures after the surgery. Your donor grafts will be removed from here and you should expect coverage following your procedure.

Two weeks before surgery
- NO ROGAINE®
- NO ASPIRIN (acetylsalicylic acid - A.S.A.) or anti-inflammatory medications containing Aspirin. Note: these medications are included in many over-the-counter medications.
- NO VITAMIN E tablets.

Day before surgery
- NO ALCOHOL
- Make arrangements for someone to take you to and from the clinic.

Operating day
- Wash your hair in the morning using your regular shampoo
- Wear a button-down shirt and comfortable, easily laundered pants. You should also bring an adjustable baseball cap or scarf along with you.
- No tight sweaters or pullovers.
- No tight hats or caps.
- Do not wear anything that will have to be pulled tightly over your head.
- Eat a light meal just before coming to the clinic.

Is the hair transplant surgery painful?

You may have heard that the process is very painful. But with the proper technique in the application of anesthesia, it does not have to be a painful process at all. It all depends on how the surgeon applies the anesthesia, and our office uses the least painful process available for the comfort of our patients. For a hair transplantation process, every surgeon uses either a nerve blocking process or a local anesthesia; general anesthesia is never used in this case. Any pain at all during our procedure would be during the initial needle injection. Our office uses several techniques to reduce even this small pain. The anesthesia is warmed to reduce reaction time, the skin is pre-numbed before each localized shot and the finest gauge needle (30 gauge) is used to minimize this pain. Initially, the patient is given a sedative through an IV medication. This sedative puts the patient into a relaxed, "twilight zone" state to minimize any pain there might be from the subsequent injections. The tumescent technique is used for prolonging anesthesia time.

Most patients have informed me that the process was less painful than a routine trip to the dentist. In addition, the day after the hair transplant process, 50% of our patients do not require any pain relievers at all, and the other 50% will take Tylenol for only a few days until the discomfort is gone. Few of our patients request a prescription pain reliever. We feel that our procedures are much less painful in comparison to many other offices. The only disadvantage to this "twilight zone" anesthesia is that the patient will not

“"I'm so glad that now I'm totally free from the burdens of hair pieces."”
- Patient T.Y., Santa Monica, CA
Hair Transplantation Process FAQ

be able to drive on the day of the surgery. However, should the patient forego the "twilight zone" anesthesia and opt instead for a local anesthesia, he will be able to drive on that day.

**How will the surgery affect me when I return to work the following day?**

For the first twenty-four hours, there will be a strip of bandage around the head. After that, you will be able to remove the bandage and shampoo your hair as usual. If you have the surgery done on the hairline, the small scabs will remain for seven to ten days. Some patients may want to cover the area with a cap or even a hairpiece at work if they desire. If you have partial hair, it is much easier to cover up the area, or you can use a camouflage product.

When the small scabs fall off after seven to ten days, the freshly implanted grafts will be a pink, slightly shiny, skin which is usually a similar color to the surrounding normal skin and is minimally obvious at first. After approximately six weeks, the areas where the grafts were transplanted are barely visible.

Pre-existing hair adjacent to the transplanted grafts may shed, giving a thinner look, but hair will begin to grow back within a few months. This temporary thinning of pre-existing hair is called Telogen Effluvia. Unfortunately there is a time lag between this increased thinning of pre-existing hair and re-growth of transplanted hair.

**How many sessions of surgery will I need?**

If you have a completely bald area, it may take two to three surgeries to cover your entire head. If you have an area partially covered with hair, it may take only one surgery to fill in the area. Our goal is to restore about twenty-five percent of the donor's original density in each surgery. After two surgeries, the density is at about fifty percent which is often adequate coverage to satisfy the patient. The time between each session is usually three to four months in order to see how the hair is growing out and to provide more equal distribution.

**How long does it take the transplanted hair to grow out enough to fill in the balding area?**

Usually it takes three to four months for the hair to grow out, and after that it will grow about half an inch per month which is the same rate as the donor hair. Initial hair quality is usually very thin, like baby hair, and then it becomes coarser over time. Sometimes the initial hair is curlier, then straightens, in about one year. The color of the initial hair may also be darker and later will be lightened by the sun.

**How long will the transplanted hair continue to grow?**

Basically, the transplanted hair is the hair from the back of the head, so even though it is transplanted, it will still have the same life span.

### Possible Complications

**Bleeding** Some bleeding is normal and will stop with simple pressure. Persistent bleeding occurs in about one in a few hundred cases. Additional stitching is rarely required.

**Pain** Pain is usually fairly minimal and lasts only a few days. 50% of our patients do not require any pain relievers, and the others take Tylenol for a few days.

**Numbness** Some transient numbness is inevitable, and usually lasts from three to eighteen weeks. It is rarely bothersome or long-lasting.

**Hiccups** Hiccups may occur after surgery. The cause is not well known, but hiccups seem to occur more frequently after hair transplantation than scalp reduction. The incidence of this complication is about (Continued on page 12)
Hair Transplantation Process FAQ

Normally a hair follicle sheds every three to six years and then grows back from the same root. The transplanted hair continues the same life circle.

Can hair transplantation affect the rest of my hair?

Hair roots are very tough and can tolerate surgery or any irritation on the scalp. We know this because we can see how difficult it is for people to remove unwanted hair. A hair can be plucked out hundreds of times and just keep growing back. The actual physical trauma of cutting the scalp when inserting the donor grafts can cut the shafts and/or damage some hair follicles, but more significant is the interruption to the pre-existing hair's blood supply which is enough to cause the shedding of this pre-existing hair. It is temporary and most lost hair will grow back after a few months.

Possible Complications (Continued from page 11)

5%. It usually lasts several hours to several days. If left untreated, the hiccups may interfere when you eat and sleep, but there is a medication that the doctor can prescribe to ease the hiccups.

Itching Some itching commonly occurs but is rarely troublesome and lasts only a few days. Shampooing the hair daily will help the discomfort.

Swelling There is some swelling in nearly all cases. It affects the forehead and the area around the eyes and lasts two to five days, being maximal on the fourth day. In about one in fifty cases, a “black eye” develops. With particular patients, swelling can be considerable and temporarily disfiguring, especially after the first session. However, it does little harm and lasts no more than a week. A drug called Cortisone can be given to reduce these symptoms for those who are concerned about swelling, but Cortisone can be harmful if used often; it has numerous rare but potentially serious side effects.

Infection This happens in one in several thousand cases and is easily cured with antibiotics.

Scarring Keloid scarring occurs only in pre-disposed individuals, and even more rarely (1/1000 cases) has this keloid scarring been hypertrophy to the point of “ridging.”

Cysts One or more cysts may occur in the recipient area when many mini-grafts have been inserted. They usually disappear by themselves after a few weeks or immediately with various simple treatments. They are not usually more than 2 or 3 mm in diameter, i.e., the size of small pimples.

Neuralgia When a medium-sized nerve, such as the occipital nerve, is either cut or bruised, patients can get either numbness, tingling or “pins and needles” sensations, sometimes even “shooting pains” and hypersensitivity of skin in that part of the scalp. Once in a while someone reports varying combinations of the above, usually lasting for one to four weeks. Very rarely have patients had neuralgia last a longer time period. Prolonged or severe symptoms are exceedingly rare and virtually always disappear within a few months.
A Typical Hair Transplant Surgery Day

- The patient signs a consent form for surgery.
- Antibiotics are given to prepare for surgery.
- A photo of the whole head is taken.
- The patient enters the operating room and changes into surgery clothes.
- The patient sits, relaxes, and listens to music while the heart rate, blood pressure and oxygen saturation are carefully monitored.
- The area for transplantation is confirmed and the new hairline design is drawn on the scalp. It will take our team of technicians six to eight hours to perform a 2000 graft session. Each patient receives the full attention of our staff.
- The patient is given a mild sedative intravenously.
- Hair is taped up in the back to allow access to the selected area of hair-bearing donor scalp. A thin strip of the permanent hair along the lower back of the scalp is used. Afterward, this thin scar will be easy hidden underneath the surrounding permanent hair.
- Using a very fine 30 gauge needle, the scalp is anesthetized. Once the scalp is numbed, the surgery is virtually painless and the nerves are blocked.
- After the fine strips of hair are removed from the back of the scalp, the technicians divide them into the predetermined sizes of grafts using Back Light, stereoscope and the video visualizer.
- The back of the scalp is sutured by the surgeon. This scar will be barely detectable in a few months and will be completely hidden by the hair growth in back.
- The grafts are now ready to transplant into the bald or "recipient" area on top of the scalp. Mini-slits are made for the mini-grafts (2 to 4 hairs) while 19 gauge needle holes are made for the micro grafts (1 to 2 hairs.) We are able to accomplish several thousand hair grafts in one session.
- The patient is then served lunch and is offered a selection of movies to watch after the slits are made according to the design.
- After lunch 2 to 4 technicians begin implanting the grafts. This part of the procedure can last between 2 to 4 hours.
- After all grafts have been completed and checked, the donor and recipient areas are cleaned and the donor area only is bandaged. The patient is given a list of post-operative instructions and medications. Because anesthesia is used, the patient must not drive for several hours so it is necessary to arrange for transportation home prior to arrival at the clinic.
Why Choose Us?

We deliver the services with our patient in mind.

♦ Low Cost – we transfer the savings from reduced overheads to our patients.
♦ High Quality Team Control
♦ Advance technique
♦ Friendly Service

Sample Consent Form for Natural Hair Medical Center

I do hereby authorize Dr. Steven Chang and his assistants to perform Hair Transplant Surgery on me. I have had the procedure(s) and realistic expectations of results explained to me. I have read about the possible complications including: bleeding, infection, pain, numbness, swelling, poor growth, scarring which may be hypertrophic, Telogen Effluvia (temporary loss of hair), and reactions from drugs, and have had the opportunity to discuss these with Dr. Chang. I also give consent, if in Dr. Chang's opinion it be necessary, to administer additional medications or perform any reasonable further medical or surgical intervention deemed to be in my best interest. I have read the “Hair Restoration Information Booklet” by Natural Hair Transplant Medical Center (revised June 10, 1998 in its entirety), have spoken with Dr. Chang about my Hair Transplant Surgery, and have had an opportunity to ask questions. I give consent for disposal of any tissues removed from me. I also give consent for Dr. Chang and his assistants to take and exhibit before, during, and after, photographs and/or videos of me.

I understand that a non-refundable $500 Booking Fee which will be credited towards the cost of surgery (non-refundable unless I give a one week notice) is required at the time of booking a procedure to cover administrative costs and to secure the time allotted for the procedure. I understand that the balance of the fee is payable by certified check, credit card or cash, on the day of the surgery, unless other terms have been arranged.

This consent will apply equally to all subsequent sessions of Hair Transplant Surgery which will be performed to comprise the series as explained.

I have been advised of the necessity to arrange transportation home after each procedure. I understand that it is not safe to drive for 24 hours after this surgery because of the effects of sedation.

I understand that these procedures will be performed at the Natural Hair Transplant Medical Center which is a private office located near John Wayne Orange County Airport, in the City of Newport Beach, California.

For additional information and more of our patients’ photos, please visit our web site at: http://www.hairtransplant.com
In Appreciation...

Thank you very much for bringing us into your world. We truly understand your concerns and apprehensions; for that reason, we are here to assist you in every way possible.