

New process puts your best follicle forward

Moving ahead with hair restoration

PUTTING hair back on top of balding heads has become big business for hair studios — and Australia is making world breakthroughs in the technology.

Not only are older men turning to hair restoration, but that well-described group of young professionals, known as Yuppies, are a major part of the growing clientele.

In Japan, the two main hair replacement companies turn over some \$14 million a month. An Australian hair replacement company, Advanced Hair Studio, turns over nearly \$11 million a year from its 27 studios, and has some 15,000 clients.

Advanced Hair Studio have just announced a new move overseas, and are taking Australian hair technology with them.

Advanced managing director Carl Howell said his company had developed a new way of waving and maintaining natural hair fibres in hair replacement work.

"We found that chemicals in time will destroy human hair," Mr Howell said.

"We now have a waving and coloring method without using any chemicals at all.

"The color and the waves will hold for much longer."

Advanced is taking its technology to its new office in Dallas, Texas, in the United States. Advanced already have a London branch.

Carl worked in America more than 20 years ago in another chain hair replacement studios.

Now he hopes to regain a foothold in the market with the new technology, and his American working visa, the Green Card, in his back pocket.

He chose Dallas as an office, not only to cash in on the "J.R.'s" who live in the area, but because Dallas is a major commercial city and



with JOHN ELLICOTT

headquarters for several of America's biggest companies.

"It also has a one-stop flight to London, which makes it easy if I am travelling there," Carl said.

Carl spends about five months of the year on the road.

Back in Australia, it will be business as normal for Advanced Hair Studios. And that means good business.

People are sometimes suspicious of hair replacement offers and Carl is quick to assure clients that he is not offering any miracle baldness cure.

"We don't dabble like some other companies in the realm of fantasy," he said.

The hair restoration method involves a strand by strand hair replacement of a balding scalp.

Hair fibres are attached to a light plastic net which is placed on the scalp.

The fibres can be acrylic or polyester based or be natural human hairs.

The human hairs are brought from India. Indian hairs are coarser than European hair, and will survive the hair restoration process.

Snatches of clients hair are kept at the studios for later use in the strand by strand process of restoration.

The age of clients has fallen dramatically in the last few years.

In fact the majority of new clients that Advanced Hair Studio see are young professionals.

Five years ago the average age of clients was 30 — 45 years, now it is between 25 and 35 years of age, according to Carl Howell.

"The market is getting younger everyday," he said.

"In Sydney we have a strong contingent of clients from the arts and entertainment industries.

"And we have a big Yuppie clientele."

"I guess people want to look their best while at work."

"Our business turnover is increasing by 20-25 per cent per annum."

All of Advanced Hair Studio's technicians are qualified hairdressers.

And to help make clients feel that the hair replacement is no lie, some 90 per cent of the company's franchisees have had hair replacement jobs themselves.

Advanced are in the process of setting up a joint hair replacement and hairdressing salon in the one building in Surry Hills.

Other innovations in the new studio include a computer video which allows customers to visually 'try on' different types of hair styles.

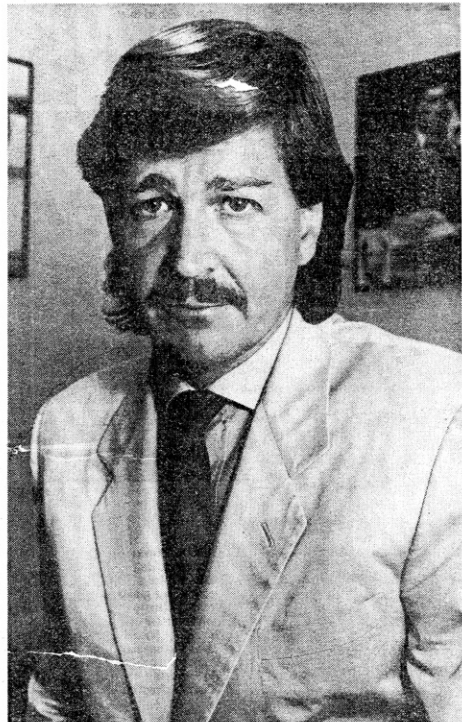
A possible hair replacement scheme is super-imposed on the client's head by a computer, shown on a video screen.

Clients at the moment pay between \$300 and \$2000 for the series of hair replacement treatments.

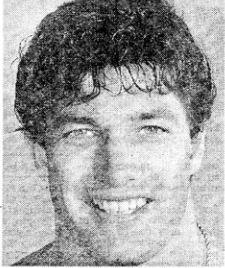
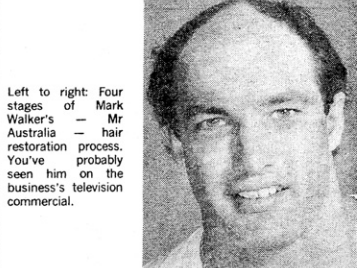
Carl Howell is proud of the list of clients which his business attracts.

"The clients include Mr Australia — Mark Walker, who is featured in the business's television advertisements, and leading actors, sporting personalities and professionals.

But despite all the business's success there is another thing Carl Howell is very proud of — his own natural crop of hair.



Carl Howell — business growing by 20-25 per cent annually.



Left to right: Four stages of Mark Walker's — Mr Australia — hair restoration process. You've probably seen him on the business's television commercial.