

## **Pioneering Dermatologic Surgeon Launches Hair Loss Super Site**

*Web users finally have a truly educational resource for understanding hair loss and the treatment of baldness with the new web site created by world renown hair transplant surgeon Robert M. Bernstein M.D., F.A.A.D.*

NEW YORK, NY, JULY 29, 2005. Robert M. Bernstein M.D., F.A.A.D., Associate Clinical Professor of Dermatology at Columbia University in New York, announces the launch of BernsteinMedical.com providing comprehensive answers to the most frequently asked questions of alopecia sufferers. Using photos, diagrams, helpful links, video and animation, Dr. Bernstein has presented a virtual multi-media encyclopedia for hair loss and baldness related issues.

Though hair loss affects approximately 35 million men and 21 million women in the United States alone, few understand exactly how or why they are losing their hair. Most know that there are treatments for hair loss, but many have no real understanding of how these treatments actually work or when they are appropriate. There is now a reliable source for untangling fact from fiction regarding hair loss treatments. BernsteinMedical.com demystifies the complex field of surgical hair restoration and explains, in an easy to understand way, the newest hair transplant techniques.

Dr. Bernstein is recognized world wide for his pioneering work in hair transplant surgery. His landmark publications on Follicular Unit Hair Transplants, which give results that mimic nature, and Follicular Unit Extraction, a new non-invasive hair replacement technique, have earned him international recognition and make him arguably the foremost authority on hair restoration and hair transplantation in the world. Known to Television audiences from his appearances on NBC's Today Show with Matt Lauer, CBS's The Early Show, ABC's Good Morning America, The Discovery Channel and other nationally syndicated programs, Dr. Bernstein has been providing answers and solutions for hair loss from his Manhattan facility for over 20 years.

BernsteinMedical.com answers questions pertaining to hair loss treatments ranging from the simple "Will wearing a baseball cap make my hair fall out?" or "Is true that hair loss comes from the mother's side of the family" to the more complex "What causes hair loss in women?" or "When will cloning be available to help with baldness?"

With over 500 patient photos, videos of Dr. Bernstein's television appearances, graphs and illustrations, BernsteinMedical.com clears up the confusion regarding baldness with expert information from the leading authority on the subject.

Dr. Bernstein's contributions to the field of hair transplantation and devotion to patient care have earned him the honor of "Surgeon of the Month" in Hair Transplant Forum International, Connolly Guide's "America's Top Doctors," and New York Magazine's "The Best Doctors in New York" from 2000 through 2005. Dr. Bernstein has also been selected for New York Magazine's special issue "Best Beauty Docs in New York" for his pioneering work in Follicular Unit Transplantation and Follicular Unit Extraction.

If you'd like more information about this topic, or to schedule an interview with Robert M. Bernstein M.D., please call Doug Motel at (201) 585-1115 or visit <http://www.BernsteinMedical.com>

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