

Hair loss treatments

ON THE BRINK OF A CURE?

It is an unprecedented time in R&D for hair loss. Could a cure be on the horizon? And how can the beauty industry benefit?

For the millions of people around the world who are looking for a 'cure' for hair loss, 2018 has been a year of hope. From hair cloning to injectable serums derived from stem cells, the promise of 'miracle' treatments in this area is becoming a reality.

Folliclethought.com, a website for people around the world who are interested in hair restoration, tells *Cosmetics Business* that it is an unprecedented time in term of research and development, due to both the natural progression of technology itself and the increase in attention to the hair loss market: "Currently, the industry appears to be on the cusp of a new plateau for hair growth treatments. A new field of treatment options stands ready to enter the market (see box, right, '3 New Hair Loss Treatments to Watch')."

"I see the use of different modalities such as stem cells, small molecules and other innovative approaches as the most promising advances in the industry," says Follicle Thought.

Hair cloning: the future

According to Dr Robert Jones of the Toronto Hair Transplant Centre, hair cloning could prove to be the ultimate evolution in non-invasive procedures. "The difference between 'cloning' and other treatments is that when hair is cloned we can make an unlimited number of follicles out of one follicle," says Jones. "A single embryonic stem cell could produce an unlimited number of hair follicles, making a bald man or woman have a full head of hair."

He notes that UK-based startup HairClone, which is working on developing personalised treatments using a patient's own cultured hair cells to reverse hair loss, is at the cutting edge of development in this area. The company recently launched an equity crowdfunding campaign and is planning to introduce the world's first follicle banking service in 2019.

"It is likely the final 'cure' for hair loss will be cloning, but this is at least five to ten years away," adds Jones. "There are many phases to clinical trials that need to be gone through prior to government approval."



New technologies such as hair cloning could see a 'cure' for hair loss in the next five to ten years

HAIR LOSS TREATMENTS, GLOBAL VALUE & GROWTH

 **\$904.2m**

 **+5%**

2018 forecast. Source: Euromonitor International



Commercial products are also proving to be a hotbed of innovation right now, with a number of significant new developments scheduled for launch within the next three to five years. According to Jones, these include topical Janus Kinase (JAK) inhibitors, currently being used for Alopecia areata, which are showing promising trials in male pattern hair loss; topical testosterone inhibitors, which Jones believes could be as effective as finasteride medication for male pattern baldness, and there is also the planned launch of topical finasteride.

"Oral finasteride has been around for years but a certain percentage of patients can't take it due to side effects. Topical finasteride alone or in combination with topical minoxidil can work wonders for hair loss in males and even in some females," says Jones.

According to Dr Alan Bauman, Medical Director of Bauman Medical Hair Transplant and Hair Loss Treatment Centre, the beauty industry is well placed



Dr Alan Bauman

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It is the dawn of a new age of hair loss treatments, and that includes commercial products and salon services

*Dr Alan Bauman,
Medical Director,
Bauman Medical Centre*

to benefit from developments in medical hair restoration treatments. “It is the dawn of a new age of hair loss treatments,” says Bauman “and that includes commercial products and salon services.”

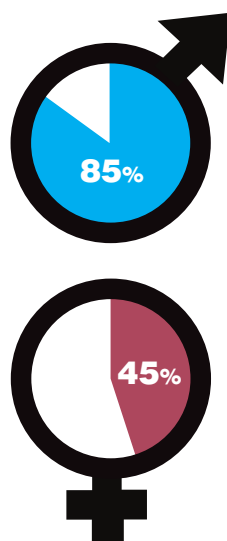
Over-the-counter hair restoration products are expected to step up a gear, says Follicle Thought. “We will begin to see more advanced stem cell-derived cosmetics for hair growth over the next year or two. This is a trend already prevalent in the skin care industry. Look for exciting products coming from Italy, the US and Asia in the near future.

“While current solutions mostly deal with maintaining existing hair and thickening hair slightly, we could see some of these newer stem cell media products doing more in terms of real regrowth.”

One example is hair growth and anti-hair loss serum from Medipost of Korea, containing CM-3, the company’s stem cell culture medium, which is anticipated to launch early in 2019. “Other companies utilising stem cells to develop hair growth cosmetics include SCM Lifescience and StemProtein,” says Follicle Thought.

Tracking tresses

The cosmetic industry is also benefiting from new measurement and tracking tools, such as HairCheck trichometer, scalp microscopes and non-drug, no-side-effect Laser Therapy devices for hair growth like Capillus or LaserCap, says Bauman, which outperform the old-style weak, hand-held or clunky dome lasers. With these available, ‘snake oil’ treatments are quickly becoming a thing of the past



85% of men by the age of 50 will have significant hair loss and 45% of women by the age of 40 will experience hair loss

Source: American Hair Loss Association

3 NEW HAIR LOSS TREATMENTS TO WATCH

Folliclethought.com names three promising developments that are currently at the human trial phase

Histogen Hair Stimulating Complex

Histogen is developing an injectable serum called Hair Stimulating Complex (HSC) which is derived from stem cells. HSC has shown the ability to increase hair density in thinning areas beyond the scope of current therapies.

HairCell

HairCell seeks to deliver bioelectric signals to the scalp via a cap containing electrodes which cue the body’s natural regenerative processes. HairCell combines this stimulation with a long lasting form of PRP injections and could reach the market quickly due to FDA 510(k) clearance.

RiverTown Therapeutics RT1640

RiverTown Therapeutics has a small molecule topical in development which provides the most significant hair regeneration results I have seen to date. As a side effect, it also significantly reverses grey hair in areas where it is applied.

as savvy consumers demand measurable proof of results,” says Bauman.

“More innovations will continue to trickle down from the medical and scientific community to the beauty industry,” he adds, while technology will have a growing role to play in combating hair loss too.

“Products of the future will address the main issue of treating hair loss today: compliance,” says Bauman. “How do we encourage those suffering from hair thinning or other troublesome hair loss conditions to stick to their recommended regimen? New products will integrate smartphone and IoT technology to help keep people on track with their health regimens, and that will include reminders to use their laser therapy devices, take their supplements and apply their medications.” ●

ACTION POINTS

- 💡 As we learn more about scalp health and skin chemistry, the field of trichology will be on the rise, becoming an important adjunct to hair restoration physician practices.
Dr Alan Bauman, Medical Director, Bauman Medical Centre
- 💡 In addition to hair loss remedies, new formulas that may be able to act on the hair greying process are not too far behind.
Folliclethought.com