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FOR IMMEDIATE RELEASE

Bio Enhanced Hair Restoration Takes Traditional Hair Transplantation a Step Further.

Sarasota, FL—February 20, 2011— Center For Sight Hair Restoration Specialist Joseph F. Greco, PhD, PA/C, was a keynote speaker at the *First International Congress on the State-of-the-Art PRP and Growth Factors in Dermatology* meeting in Milan, Italy January 21-22, 2011. Over 200 Dermatologists, Plastic Surgeons and Oral Surgeons from Europe, the Middle East and Asia attended the conference, which was sponsored by The International Hair Foundation and Chairman Fabio Rinadi, MD, of Milan. In addition to speaking at this conference, Dr. Greco is also scheduled to speak in Anchorage, Alaska and Paris, France later this year.

Specializing in Biologically Enhanced Hair Restoration, Dr. Greco has pioneered surgical and non-surgical growth factor therapy, including patent-pending cellular technology in hair multiplication. "This is an exciting new era in the field of hair restoration," says Dr. Greco.

Dr. Greco's bio-enhanced approach to hair restoration demonstrates how effective the patient's own growth factors are in healing, increasing yield of hairs and increasing aesthetic density. His research also shows that dormant stem cells in hair follicles in autoimmune conditions such as Alopecia Areata and Discoid Lupus can "wake up" and stimulate hair growth.

Affecting more than 20 million males in the U.S., male pattern baldness or androgenic alopecia (AGA) is the most common type of baldness. According to a recent study at the University of Pennsylvania, one of the causes of AGA is that stem cells are unable to complete their normal development and become dormant. Until this discovery, many scientists believed that baldness was the result of a depletion of hair follicle stem cells.

"Now that we know there are an equal number of stem cells in the bald area when compared to the same patient's hair bearing donor patient's area, the potential of stimulating the dormant stem cells is there," says Dr. Greco.

At Center For Sight, hair transplantation procedures are performed in their state-of-the-art **AAAHC accredited surgery center**. Patients go home the same day and, in most cases, are able to resume normal activity next day.

With locations through Southwest Florida, Center For Sight is the nation's leading multi-disciplinary practice providing patients worldwide with advanced healthcare in ophthalmology, dermatology, cosmetic facial surgery and hearing services. Under the clinical direction of David W. Shoemaker, M.D. and William J. Lahners, M.D., F.A.C.S., Center For Sight has seven offices located in Bradenton, University Parkway, Sarasota, Siesta Drive, Venice, Englewood and North Port. For more information, visit www.centerforsight.net or call (800) 941.6956.

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