

Dr Jennifer Martinick hair – hair restoration physician

STOP LOSS

MELBOURNE HAIRDRESSER MARIO GUARDINI HAS REWARDED HIMSELF WITH WHAT SOME MAY DESCRIBE AS THE 'HAIRSTYLE OF A LIFETIME' – PERMANENT HAIR RESTORATION, WRITES EVELYN DUFFY.

2012 MARRIOTT Platinum Service Award
Jennifer M. Martinick, M.D.

Acquiring a top notch hairstyle has seen Mario travel to Perth for a permanent hair restoration procedure with renowned physician Dr Jennifer Martinick.

The September 2009 procedure involved replanting 2,500 donor grafts from the back of his head into a balding spot at the front and six months after the procedure Mario is already beginning to see the benefits.

"I really didn't expect to see the results this quickly, but thanks to surgical hair restoration I can now wear a very sharp looking short cropped haircut," said Mario.

"I am amazed at how it's grown and how natural it looks," he said.

The hairdressing veteran of over 30 years, who owns the chain of Linea hair salons across Melbourne's eastern suburbs, quipped that colleagues and friends alike were keen to witness what his new hair would look like when it began to grow.

Mario said these people, who were obviously sceptical about such procedures, had indicated they would also take the plunge and reward themselves with a hair transplant. He believes hairdressers should be educated on the procedure in order to recommend, advise or refer clients who are seriously concerned about hair loss at any stage.

"My friends were all waiting to see me sprout and see what it looks like and it is amazing how inquisitive clients have been," Mario said.

Having spent many thousands of hours cutting men's hair Mario has seen more than his fair share of bad hair transplants and had many conversations with men who are unaware of the positives and drawbacks of such a procedure.

However, he willingly concedes that until recently, he was unaware that many transplants can be completely natural looking.

"I spent many of my early years in hairdressing cutting the hair of men who looked like they had palm trees transplanted on their heads," Mario said.

"I still see this occasionally when I cut the hair of clients who have had a transplant some years ago, but that is a very rare occurrence these days. The good ones are much harder to recognise and clients need to understand the difference.

"These days people tell me they've had a transplant and I'm at a complete loss to tell where the new hair has been transplanted."

Married with two teenage children, the self-confessed gym junkie believes the fashion conscious industry he works in has always demanded a polished and youthful image.

"It's really nice to have a short cropped hairstyle instead of keeping my hair long to try to disguise my hair loss," Mario said.

"I'm on the salon floor most days and thrive on the fact that our role is geared to ensuring clients leave our salons feeling great and with that in

mind, I don't think clients would warm to a fat balding hairdresser."

Mario said although wigs and hairpieces had improved considerably in recent years, he had sought a permanent hair loss solution so his hair would grow naturally again.

At the recommendation of an associate and clients he sought an appointment with hair restoration physician Dr Jennifer Martinick.

Mario said he had never been particularly sensitive about his hair loss, but he was acutely aware of how many men, in particularly younger single men, could be affected by it.

He said the majority of male clients who chose to talk to him about hair loss said they'd rather preserve their hair than lose it.

"A lot of men tend to make a joke about their lack of hair and say do what you can with what I have but if they are open they'll usually say they wished they had more hair," Mario said.

"But the younger guys, particularly those who don't have partners, seem a lot more deeply affected. Some guys have told me they won't even attend social occasions if they can't wear a hat,

"Others say they lack the confidence to meet a partner and they even choose occupations that will keep them in the background."

But whether or not clients choose to discuss their hair loss, the condition presents itself to hairdressers every day.

With 70 per cent of men and 50 per cent of women being affected by hair loss at some stage of their lives, hairdressers are constantly in contact with people affected by the condition.

Mario said hairdressers had an important role in showing sensitivity to clients with hair loss as well as being a reliable source of information.

While he was not advocating that hairdressers try to counsel people with hair loss, he calls for greater industry awareness of the condition.

"As hairdressers we have a vested interest in preserving the hair of our clients, so we really need to give more thought to how we can help clients who have concerns about hair loss," Mario said.

"While hairdressers can recommend products and treatments to preserve and improve the condition of hair and ways of camouflaging hair loss, it's also important to advise clients of the importance of obtaining medical advice. This ensures the client gets the most appropriate treatment for them," he said.

Martinick said hairdressers potentially had enormous ability to raise awareness about hair loss and appropriate treatments.

Dr Martinick, who is secretary of the International Society of Hair Restoration Surgery said part of her personal quest to raise consumer awareness about hair loss would focus on greater liaison with the hairdressing profession.

The consulting physician to New Hair Clinic, who will attend Hair Expo in Sydney in June,

said the subject of hair loss was only touched on superficially in hairdressing schools.

"Hairdressers are highly influential and they can be a valuable source of information to clients," Dr Martinick said.

"To raise awareness about hair loss issues among these industry specific professionals makes a great deal of sense."

Dr Martinick said that while hair loss could be medically treated with medication, topical solutions and use of a clinically approved laser comb, the only permanent solution was through hair transplantation.

She stressed that hairdressers should not base their opinions of hair transplants on the obvious looking ones that were created with outdated surgical techniques.

"Modern hair restoration has evolved so much and people who have been treated with the latest surgical methods enjoy the benefits of a hair transplant that is extremely difficult to detect with the naked eye," Dr Martinick said.

"The only hair transplants that can be easily detected are those that look completely unnatural or where the recipient of the transplant has scarring or pitting. Because of this, hairdressers often base their impressions on dated procedures."

Dr Martinick said that along with developing a greater awareness of modern hair restoration it was important for hairdressers to be aware of the causes of the condition.

She said hair loss was a medical condition and people affected by it should ultimately gain a medical diagnosis from a physician specialising in the field before embarking on a course of treatment.

The most common type of hair loss was genetic male pattern baldness – hair loss which was caused when the enzyme 5 alpha reductase converts testosterone into dihydrotestosterone.

Hair loss in both men and women could also be related to stress, illness, psychological conditions, trauma or poor nutrition.

Having specialised in the field of hair restoration for over 25 years, Dr Martinick has dedicated her career to researching and refining undetectable transplant techniques.

The Martinick Transplant Technique is now internationally recognised as the gold standard in permanent treatment for baldness.

Dr Martinick believes her major professional drivers are to ensure a patient's transplanted hair resembled the direction, orientation and curl of natural hair and that time in surgery was kept to a minimum.

Patients who used a combination of oral medication and a topical solution during the early stages of hair loss will find it easier and less expensive to stabilise hair loss.

For more information visit www.newhairclinic.com.au **IN**