

For Immediate Release

Expert Reveals Best-Kept Secret in the Fight Against Hair Loss on “Good Morning America”

PRP Therapy expert & pioneer Dr. Jeffrey Rapaport appears on ABC-TV’s “Good Morning America” to discuss all-natural, groundbreaking hair loss treatment.

Dr. Jeffrey A. Rapaport, New Jersey Board Certified Dermatologist for over 30 years and Founder of the Cosmetic Skin & Surgery Center, has been successfully using a nonsurgical treatment for hair loss in men and women that, he says, “has completely exceeded expectations. Treated early, inherited hair loss is now manageable.”

Platelet Rich Plasma Therapy is a noninvasive hair growth technique that targets androgenetic alopecia – the hereditary, profuse thinning of hair that comes with age, which affects both men and women. PRP has also proven to be effective in women in treating cases of hair loss caused by the pulling of hair—from ponytails, pigtails or braids—otherwise known as traction alopecia.

With Dr. Rapaport’s PRP technique, a patient’s blood is drawn and then spun in a centrifuge. A proprietary gel formula separates the plasma from the red and white cells. The platelets and the growth factors separate in the tube, and are then collected and injected into the scalp where the hair is thinning. “It’s all natural,” Rapaport states.

The treatment is 70 to 80 percent effective for appropriate candidates. “I have treated patients ranging from ages seventeen to eighty-three. The results are astonishing. Patients tell me that I have totally changed their outlook on life. It is so rewarding to watch my patients regain self-confidence.”

The entire process, including the injections, takes about 30 minutes and starts at \$400 per session. Dr. Rapaport recommends one treatment per month for the first four months, followed by two maintenance treatments per year.

Throughout his career, Dr. Rapaport has only seen a few game-changing breakthroughs in the field of Dermatology. “PRP is definitely one of them,” he confirmed.

One should note that although the process itself, including the device for separating plasma has been approved by the U.S. Food and Drug Administration, injecting into the scalp to treat hair loss has not yet been reviewed. However, Dr. Rapaport noted, PRP has already been used effectively and safely in many other medical fields. These fields include, but are not limited to, Orthopedics, Sports Medicine, Cosmetic Surgery, Oral Surgery and Neurosurgery.

PRP does not work for all types of hair loss. It is important that patients are correctly evaluated by a dermatologist or hair expert prior to commencing therapy.

For more information, Dr. Rapaport can be reached at the Cosmetic Skin and Surgery Center in Englewood Cliffs, NJ.