

# Electrotherapeutic device improves appearance of thinning hair

BY ROCHELLE NATALONI  
STAFF CORRESPONDENT

**New York** — ElectroTrichoGenesis (ETG), an electrotherapeutic device, based on a TrichoGenesis (Current Technology Corporation) platform, that helps to regrow hair and prevent further hair loss, has a 10-year history of safety and efficacy abroad.

Now a cosmetic unit based on the TrichoGenesis platform, that reportedly improves the appearance of thinning hair, is available in the United States.

Morris Westfried, M.D., a New York City dermatologist and hair loss expert, has added this cosmetic unit, the CosmeticTrichoGenesis (CTG) Mark 5, to his armamentarium because of what he describes as a societal demand for energy-based modalities over pharmaceutical or surgical intervention, as well as because of the platform's advantages over other available options.

"People want less invasive, safer alternatives to pharmaceutical agents, so they're going for alternative techniques," Dr. Westfried says. "There is a general tendency in cosmetic treatments away from pharmaceutical agents to physical modalities, as well as a movement away from more aggressive physical modalities to gentler physical modalities. In the last five years, conditions that were once treated with creams, pills and potions — at least in the cosmetic dermatological realm — are now being treated with energy modalities. Sometimes the hair loss drugs did a decent job, but there were potential side effects. With these energy modalities that's much less of a concern."

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## Not gender-specific

Dr. Westfried is a hair transplant expert and author of the first medical article on the use of minoxidil, "Reversal of male pattern alopecia

with minoxidil". He says a session with CTG is unique in that it can improve the appearance of thinning hair in males and females.

Dr. Westfried stresses that ETG — not the cosmetic form CTG — has been used outside the United States for male and female pattern hair loss as well as chemotherapy-induced hair loss and allergic hair loss.

"No other system available internationally has an effect on so many different types of hair problems," he tells *Dermatology Times*.

Like Rogaine (minoxidil, Pharmacia and Upjohn) and Propecia (finasteride, Merck), ElectroTrichoGenesis works better at preventing further hair loss than in restoring hair.

"In a higher percentage of people ElectroTrichoGenesis will prevent additional thinning as opposed to bringing hair back, and that makes sense because it's easier to keep something that you have than to bring something back," he says.

Like Rogaine and Propecia, ElectroTrichoGenesis must be used indefinitely to maintain results. But, ElectroTrichoGenesis, he adds, offers advantages that the others do not, including lack of side effects. "ETG," he says, "has zero side effects."

## Gender differences

In women, 2 percent Rogaine reportedly works in the majority of users, however, Dr. Westfried points out that because it is an over-the-counter treatment, side effects are probably underestimated. Furthermore, he says, women don't expect to lose hair so, when they do, they get very disturbed by it psychologically, making an OTC treatment without physician supervision an ill-advised choice.

In men, 5 percent Rogaine is limited to the crown area only, he says.

"The other problem is that whenever you have something that you do on your own, you're going to be very

impatient for results. My impression is that both women and men, and more women than men, give up on Rogaine very quickly," he adds.

Regardless of the etiology of the hair loss, Dr. Westfried says, electrotherapy delivered by the ETG device stops continued hair loss and, in more than 50 percent of people, fosters additional hair growth.

"Whether it's a drug-induced hair loss, hormonally-induced hair loss or inflammatory allergic hair loss, the delivery of the low-level electrical pulses stops the hair loss and regrows hair," he explains. "A pattern of electrical pulses is designed to optimize hair growth for each client. Dr. Westfried points to radiation therapy literature for an explanation of the system's results, reasoning that the electrical pulses affect intercellular magnesium levels, and that this somehow is responsible for the outcomes."

## Best candidates

The best results are achieved in males in their early 20s who are just beginning to lose hair, according to Dr. Westfried. Peri-menopausal women are also good candidates.

"The earlier the intervention, the better the chance of success," he says.

"In the U.S., the available CTG Mark 5 Unit is a cosmetic," he says. "Outside of the country where ETG, a medical device, has been used for a decade, medical claims are being made."

These claims, which have been reported in peer reviewed literature, indicate that ElectroTrichoGenesis stopped hair loss in 96 percent of the people who used it, and grew hair in the majority of people who used it, according to Dr. Westfried.

In an ETG study of 13 breast cancer patients undergoing chemotherapy, none of the 12 participants (one dropped out) lost any hair. Unpublished reports suggest that alopecia areata patients, too, respond well to ETG.

"An unpublished study indicated that approximately 25 percent of these patients experienced total regrowth of lost hair in 47 ETG sessions over 36 weeks," Dr. Westfried says.

## Adjunct treatment

ETG can also be used as an adjunct to hair transplant similar to the way that Propecia is used hand-in-hand with hair transplant, Dr. Westfried points out.

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"The physicians prescribing Propecia the most are those who are performing hair transplants," Dr. Westfried explains. "They're using it as an adjunct based on the idea that once the hair is transplanted in, the drug will work to retain the hair that exists around the transplant, and perhaps grow a bit more."

The benefits of replacing Propecia with ETG are twofold, he adds. First, there is a benefit to the user, because the controversy regarding the increased incidence of prostate cancer in men who use Propecia is rendered moot, and, second, there is a benefit to physicians in that ETG provides a steady income stream, whereas writing a prescription does not, according to Dr. Westfried.

The CTG Mark 5 unit, which Dr. Westfried points out, is also a steady income stream source, sells for approximately \$47,000. A second pricing strategy, which combines a lease and a per-procedure fee is also available, he says. Dr. Westfried is charging clients \$100 for four sessions. The typical CTG session lasts for approximately 15 minutes.

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