

## Corporate Backgrounder

### Overview

With the launch of HairClub for Men® in 1976, company founder Sy Sperling overcame the stigma of male pattern balding by being the first to offer unprecedented hair loss and restoration solutions in a series of groundbreaking advertising. Sperling declared in those now iconic commercials, “I’m not just the HairClub for Men president. I’m also a client,” and that laid the foundation for today’s market leadership.

With 100+ hair loss and restoration centers serving 500,000+ satisfied clients – men, women, and children – across the U.S., Canada, and Puerto Rico, HairClub is the oldest provider of hair restoration solutions and today offers a diverse range of non-surgical and surgical options. HairClub and its sister company Bosley Medical Group P.C. ([www.bosley.com](http://www.bosley.com)) are wholly owned subsidiaries of Aderans, Shinjuku, Tokyo, Japan, ([www.aderans.co.jp](http://www.aderans.co.jp)), a global wellness company providing total hair solutions.

### A Holistic Approach to Hair Loss and Restoration Solutions

HairClub’s holistic in-salon hair loss and restoration solutions are backed by almost 50 years of experience and market leadership. With 100+ locations, HairClub provides clients with an unmatched personal touch in contrast to the telehealth-only consultations and text-only client support from online hair restoration companies. HairClub clients visit their local salon center on a monthly or quarterly basis for hands-on care, styling, monitoring, and progress measurement by HairClub professionals with advanced training in hair loss and restoration techniques. Using HairClub’s TrichoView®\* technology, an advanced proprietary diagnostic tool designed to assess the health of hair follicles and overall scalp condition, HairClub center professionals develop an evidence-based, personalized restoration solution.

### Offerings – HairClub Non-Surgical Solutions

- **HairClub | RX™ (Launching 1/1/26)** – Combines the science of DNA testing<sup>1</sup>, medical guidance, and in-person care to determine which active ingredients and delivery methods for hair restoration will bring about the best therapeutic response for the client.
- **Xtrands+®** – A premium, non-surgical hair enhancement process that mimics the client’s own naturally growing hair by adding new hair fibers to existing hair.
- **Low Level Laser Light Therapy (LLLT)<sup>2</sup>** – A medical-grade laser device worn at home by HairClub clients. Stimulates hair regrowth and prevents further thinning by safely increasing microcirculation to the hair follicles.
- **RestorInk®** – Gives the appearance of real hair or natural stubble using scalp micropigmentation (SMP) to fill out hairlines and shaved styles, adding to thinning areas, or covering scars.

### Offerings – HairClub Surgical Solutions<sup>3</sup>

- **FUE (Follicular Unit Extraction)** – Transplants individual follicles with minimal downtime and no visible scarring.
- **FUT (Follicular Unit Transplantation)** – Moves a strip of hair follicles for maximum coverage and long-lasting results.
- **BioGraft®** – Combines transplant surgery with non-surgical hair replacement.

Surgical solutions are performed by sister company Bosley Medical Group P.C. Founded in 1974 by Dr. L. Lee Bosley, Bosley ([www.bosley.com](http://www.bosley.com)) is the largest hair restoration practice in the United States and has been a recognized leader in the industry for more than 50 years.

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## Cost

- Starting at ~\$250+/month for HairClub non-surgical solutions
- ~\$8K to \$12K for Bosley Medical Group surgical solutions
- No cost to eligible kids 6 - 17 through HairClub® for Kids program

## Market Analysis and Trends

- “The global hair restoration market size was estimated at USD 6,463.0 million in 2023 and is projected to reach USD 18,923.4 million by 2030, growing at a CAGR of 16.6% from 2024 to 2030. This growth is primarily attributed to the increasing prevalence of androgenetic alopecia, a key driver for the hair transplant system market<sup>4</sup>.
- By the age of 35, two-thirds of American men will experience some degree of noticeable hair loss and by the age of 50, approximately 85% of men will have significantly thinning hair<sup>5</sup>.
- 33% of women will live with some form of hair loss<sup>6</sup> during their lifetime.
- By age 65, an estimated 37% of women will experience baldness<sup>7</sup>.
- “U.S. has several of the biggest and most well-known hair regeneration businesses in the world, including Restoration Robotics, HairClub, and Bosley. To stay competitive in the market, these companies are constantly investing in patient education, digital marketing, and research & development. Their aggressive branding and nationwide clinic networks have made hair restoration services more visible, accessible, and culturally normalized, particularly among men between the ages of 25 and 50, who are the demographic most likely to utilize them<sup>8</sup>.”

## Media Contact

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1. DNA test was developed and its performance characteristics determined by GX Sciences. It has not been cleared or approved by the FDA. The laboratory is regulated under CLIA and qualified to perform high-complexity testing. This test is used for clinical purposes.

2. Laser devices are indicated to treat androgenetic alopecia and promote hair growth in males who have Norwood Hamilton classifications of LLA to V and females who have Ludwig (Savin) I-4, II-1, II-2, or frontal patterns of hair loss, who both have Fitzpatrick Skin Types I to IV. LaserBand and Laser Comb are FDA-cleared for men and women. LaserHelmet is FDA-cleared only for females with same indications. These devices are also cleared by Health Canada. Laser results provided by manufacturers of the devices. 1 Hairmax: 90% success rate. www.hairmax.com 2 Capillus: Over 95% of active clinical study participants had increases in hair counts within 17 weeks. www.capillus.com

3. Professional hair transplantation services are provided by the affiliated physicians of Bosley Medical Group, P.C. (“BMG”). Please note that no procedures are performed until the patient has been examined, diagnosed and accepted for treatment by a BMG physician. Results may vary.

4. (Source: Hair Restoration Market (2024 - 2030) Size, Share & Trends Analysis Report By Procedure (Follicular Unit Extraction, Follicular Unit Transplantation), By Therapy (Low-level Laser Therapy, Platelet-rich Plasma), By Region, And Segment Forecasts, <https://www.grandviewresearch.com/industry-analysis/hair-restoration-market>

5. <https://www.americanhairloss.org/mens-hair-loss/>

6. Luat Duong. All 159 Hair Loss Statistics of 2025 for Journalists. Scandinavian Biolabs. January 4, 2025. <https://scandinavianbiolabs.com/blogs/journal/hair-loss-statistics>

7. Alessia Villani. Hair Aging and Hair Disorders in Elderly Patients. International Journal of Trichology. Nov-Dec 2022. [https://journals.lww.com/ijot/fulltext/2022/14060/hair\\_aging\\_and\\_hair\\_disorders\\_in\\_elderly\\_patients.1.aspx](https://journals.lww.com/ijot/fulltext/2022/14060/hair_aging_and_hair_disorders_in_elderly_patients.1.aspx)

8. (Source: North America Hair Restoration Market Outlook, 2030, [https://www.researchandmarkets.com/report/north-america-hair-restoration-market?srsId=AfmBOor2sDPsfMXGD2tpJ4aznGvbFtCPRA-D\\_n8DsEhywrkFSOGT9Mxe](https://www.researchandmarkets.com/report/north-america-hair-restoration-market?srsId=AfmBOor2sDPsfMXGD2tpJ4aznGvbFtCPRA-D_n8DsEhywrkFSOGT9Mxe)

\* TrichoView® is a registered trademark with the USPTO used with permission.