

New Year, New You

A First-Hand Look into the Innovative & Transformative DFI Hair Transplant Procedure

BY MELISSA SORGE

For most of us, our hair is one of our most defining physical characteristics. Much like our eye color, and the shape of our facial features, our hair is a part of who we are and how others perceive us. A young boy might be known for his trademark mop of curly dark hair while a little girl is recognized by her long golden braid. Time, however, is a cruel mistress, and right around the age of adolescence, our hair pattern changes. This is the time when, for many of us, hair loss slowly begins.

Hair loss affects both men and women and is a source of self-consciousness and low self-esteem for millions of Americans. At some point in their lives, nearly fifty percent of men and forty percent of women will suffer from pattern hair loss. The extent to which women will lose their hair due to pattern baldness is less severe than for men, who often end up completely bald. As a result, self-confidence diminishes, and a once defining part of a man's identity—his hair, is no longer a part of his makeup.

Fortunately, with the advent of new technologies, both men and women have an effective, painless, and permanent option to combat hair loss. Here at VUE, we have a unique, first-person perspective of the innovative Direct Follicle Implant technique for hair restoration. Our Publisher and Founder, Jason Underberg, recently completed his DFI procedure at Eternal Hair & Esthetics in Totowa,

New Jersey, and he carved out some time to give us a first-hand look into his transformative experience.

As a magazine Publisher, Underberg is accustomed to doing research, and his quest for the most innovative hair replacement procedure was no different: "I have been researching regrowing hair forever. I've done a lot of other methods like PRP [platelet-rich plasma therapy] and others. A hair transplant, however, was always a last resort. When you think about a hair transplant you think, 'major surgery, major downtime, last resort.' Then I heard about DFI, which was noninvasive."



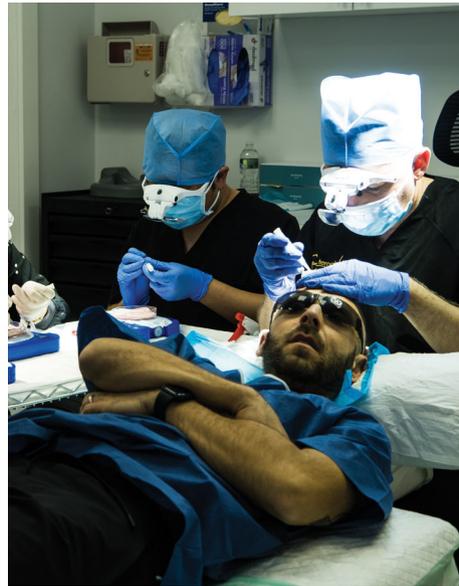




Through his research, Underberg found that some clinics use robots to complete their DFI procedures, while others, like Eternal Hair & Esthetics, enlist doctors and skilled specialists. Dr. Ednan Sheikh is the head of the medical clinic at Eternal Hair, and for Underberg, the choice here was clear. Underberg sees hair transplant procedures, “...as an art, and I always think of doctors as artists, especially during cosmetic procedures. With the right artist, you are always going to get a better result than you will with any type of robot.” With his choice made, Underberg gives us a detailed account of his experience undergoing a DFI procedure.

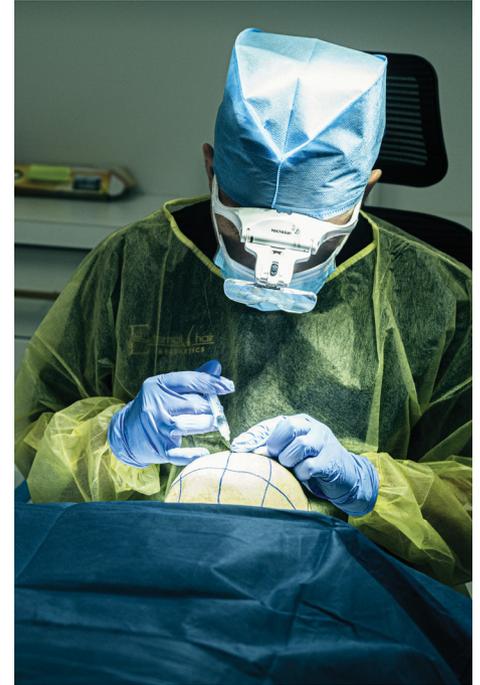
Upon arrival at Eternal Hair & Esthetics, Underberg instantly knew he chose the right place for his procedure. Founder and CEO Abe Ayesh made Underberg feel like family as he entered what felt far from a surgical center: “We veer away from the medical atmosphere. It’s more of a high-end hotel or lounge experience—it’s a very concierge-level experience. You’re greeted here and provided a private lounge. You select your food choices for the day from a customized menu. It’s a Four Seasons type of experience here. The whole place just feels and smells different than any other place you’ve been,” Ayesh asserts.

Underberg settled in quickly for what would be a long but pleasant day at



Eternal Hair & Esthetics. He placed his belongings into a private locker, changed into comfortable loungewear, and relaxed away his jitters in his personal massage chair. When it was time for the procedure to begin, Underberg entered the “Barber Shop,” and he prepared for step one of the DFI procedure: extraction.

For the extraction phase of his procedure, Underberg’s head was shaved completely bald. This was quite a shock to someone who has never been fully bald in his entire life, but he knew he was in trusted hands. Underberg was given a mild oral sedative, and the top of his head was numbed with lidocaine as his



team of doctors and technicians began the extraction process. Follicles were then extracted from the donor area (the sides and back of the head, where the hair is most dense) one by one. In Underberg’s case, they were able to extract over 3,000 follicles! A team of nurses carefully preserved the follicles (conservation is step two of the DFI process), and Underberg went to take a break for a catered lunch.

After his meal, Underberg prepared for implantation, the final step of his DFI procedure. His scalp was numbed again with lidocaine, and his specialist, Sermet Demir, went to work, “...like an artist, making it look as natural as possible,” Underberg says. From start to finish, the DFI procedure took approximately ten hours in total. Amazingly, Underberg felt completely relaxed and at ease through the entire process: “I felt so comfortable when I was there—they made me feel like family. It was an incredible atmosphere. We were picking the music we wanted to put on; we were hanging out. It was an amazing experience.”

For the first twenty-four hours following his procedure, Underberg experienced minor swelling and discomfort, easily mitigated by anti-inflammatories, antibiotics, and pain medication. Forty-eight hours after the procedure, Underberg was sitting for an interview with me, without any pain medication, in zero pain or discomfort, patiently awaiting his exciting results. According to his doctors at Eternal Hair & Esthetics, Underberg's results will come in phases.

Over the next three months, all of the hair Underberg had before his procedure and all of his newly implanted hair will grow in. Then, temporarily, all of the new follicles will shed themselves, and all of the donor hair will fall out. After this initial shedding, from three months on, the new hair will start to grow back permanently. Within three months of the procedure, Underberg will have about an inch and a half to two inches of brand new, full hair. Within six months, he'll have about four to five inches, and within a year he'll have one hundred percent full results and a full, lush head of hair.

Before his DFI procedure, Underberg was never fully bald, but he was self-conscious about his hairline and the thinning hair on the crown of his head. Ayesh, owner of Eternal Hair & Esthetics, had a similar experience to Underberg, and he knows that Underberg will be forever changed by his DFI procedure, just as he was: "After I did my hair transplant, everything changed. My

"After I did my hair transplant, everything changed. My demeanor changed, the way I dressed changed, my confidence level increased. This happens with everyone who does a hair transplant; everything for them changes."

demeanor changed, the way I dressed changed, my confidence level increased. This happens with everyone who does a hair transplant; everything for them changes," Ayesh states.

As Underberg awaits the final results of his DFI procedure, he is confident in knowing that he chose the most innovative hair transplant procedure available and an amazing, boutique-style clinic to administer it. Eternal Hair & Esthetics provided Underberg an unmatched level of customer service and care, and he feels confident that they are the premier hair restoration clinic in New Jersey.

To schedule an in-person or virtual consultation free of charge, contact Eternal Hair & Esthetics at 212.344.4272 or visit their website, eternalhair.com.