

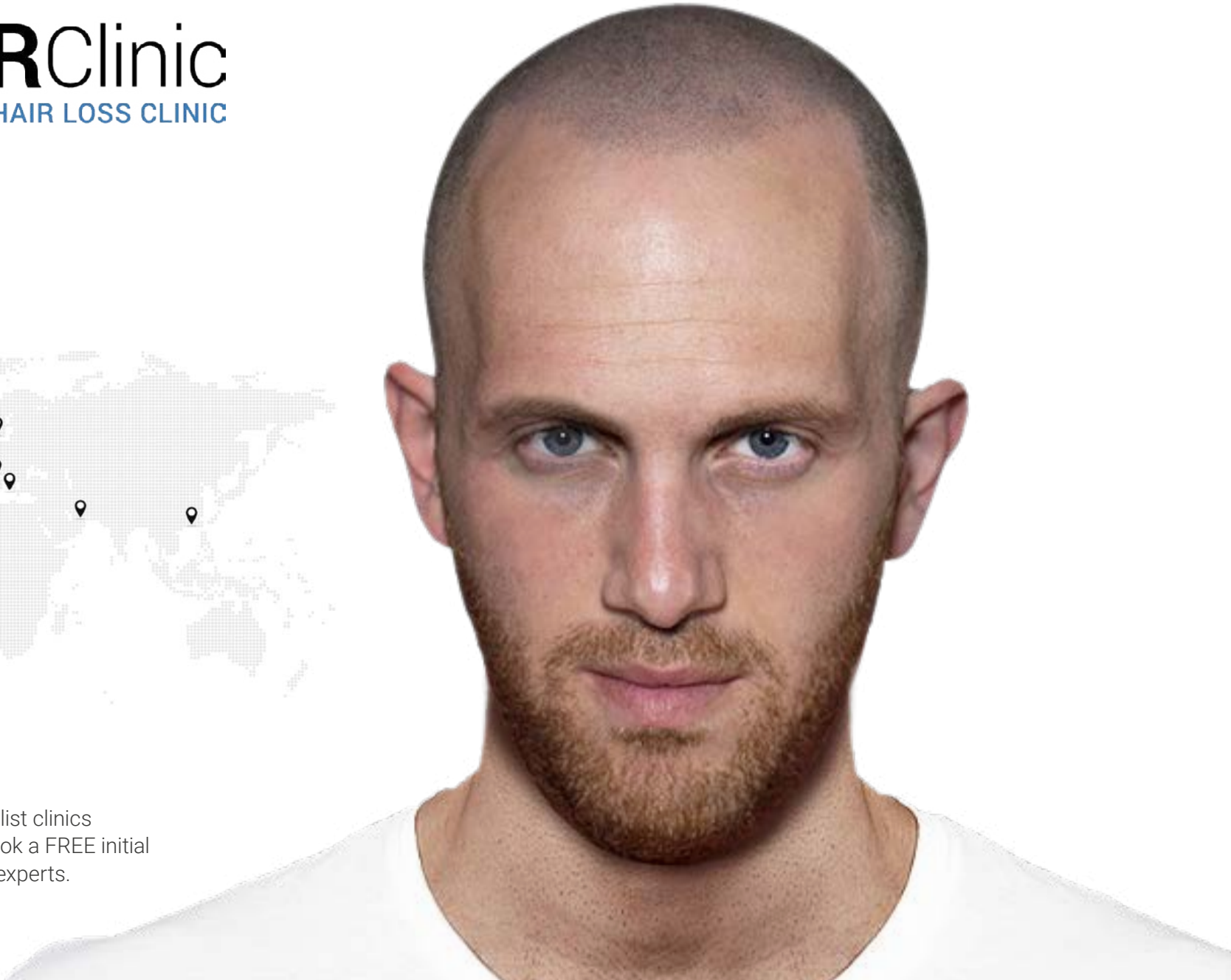
HIS HAIR Clinic

THE WORLD'S LEADING HAIR LOSS CLINIC



International clinics

Discover the locations of our specialist clinics around the world, where you can book a FREE initial consultation with one of our **SMP®** experts.



THE **INNOVATOR** AND **WORLD LEADER IN SMP®**

Our SMP® treatment replicates hair and grows confidence. A permanent hair loss solution for men that replicates a stylish, 'buzzed' hair cut.

Our brochure is designed to help you learn more about the innovative solution for male hair loss that's proving hugely popular all over the world.

Scalp MicroPigmentation (**SMP®**) is an affordable, non-surgical solution to male pattern baldness, alopecia, receding hairlines and scar camouflage.

Pioneered by HIS Hair Clinic, **SMP®** treatment is internationally recognised. What's more, our experience, expertise and results are widely regarded as the best in the world.



WE STARTED **HIS HAIR CLINIC** WITH THE AIM OF MAKING A **POSITIVE DIFFERENCE** TO PEOPLE SUFFERING WITH HAIR



Ian Watson
Co-Founder - HIS Hair Clinic

“

Thank you for taking the time and interest in HIS Hair Clinic. I started the company because I too struggled with hair loss. I created the **SMP®** treatment with my co-founder Ranbir as a quality, permanent hair loss solution. I know first-hand that it produces incredible results – I was the first person to receive the treatment. Because of this, I can guarantee it will make a big difference to your look, your confidence and your life – like it has done already for me and for thousands of other people around the world.

”



Ranbir Rai-Watson
Co-Founder - HIS Hair Clinic

“

Today, our clinics around the world help thousands of people to grow in confidence thanks to our innovative Scalp MicroPigmentation (**SMP®**) treatment. We're very proud of our reputation as the leaders in our field, as well as the expertise of each and every one of our practitioners, who train at the HIS Hair Clinic Academy. It's a testament to our ethos of always putting the customer at the heart of everything we do.

”

Scalp MicroPigmentation (**SMP®**) is a registered trademark of **HIS Hair Clinic**.
SMP® describes the specialist hair loss treatment & technique exclusively developed
by **HIS Hair Clinic** over 10 years ago.

ABOUT HIS HAIR CLINIC

HIS Hair Clinic is the innovator and world's leading provider of Scalp MicroPigmentation (SMP®) treatment – a pioneering solution for people suffering from the physical and emotional effects of many different types of hair loss.

We have spent over 10 years developing and refining the process in order to consistently produce the very best results in the industry. But please don't just take our word for it – take a closer look at the amazing results we achieve for our clients, explore your options and take the time to form your own opinion. Over the past decade, we've successfully treated thousands of men, who have subsequently responded with heartfelt stories about how undergoing the **SMP®** process has changed their lives. You'll see some of these comments in this brochure, but there are lots more examples, images and case studies on our website: www.hishairclinic.com

HIS Hair Clinic has the longest proven track record of delivering exceptional results in the **SMP®** industry. We're immensely proud of this reputation, and we work tirelessly every day to preserve it.

Our International Head Office
is based in the UK at:
**86 Hagley Road,
Birmingham,
B16 8LU**

Our USA Head Quarters
are located:
**Suite No. 403, 4th Floor
568 Broadway, New York,
USA, NY 10012**

SEE OUR HEAD

Today, HIS Hair Clinic is an international business. But we've always strongly believed in the importance of providing a local and friendly service. Our clinics, no matter where they are in world, are staffed by highly trained practitioners, who've all graduated from the HIS Hair Clinic Training Academy. The calibre of our staff is high, and every individual completes a rigorous programme to develop their **SMP®** skills. We have over 60 employees worldwide with the capability of a variety of different languages including English, Spanish, French, Arabic, Romanian, Italian, Bengali, Urdu, mandarin, Cantonese, Swedish and Polish.

We understand that hair loss is a very personal issue. So our approach when dealing with each of our clients is just as personal, with friendly staff making you feel comfortable right from the start. When you get to the clinic, you'll be given your own treatment slot, an individual treatment programme, comprehensive aftercare advice and a 12-month guarantee for whichever treatment is right for you. All this has been developed to ensure that when you book with HIS Hair Clinic, you know you're in safe hands.



HIS HAIR CLINIC WORLDWIDE



TESTIMONIAL **JULIEN'S** STORY

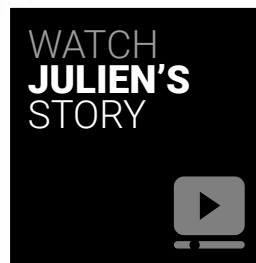
“

I wanted a change but not an extremely obvious one, I knew HIS Hair Clinic would deliver the results I wanted. I had my first treatment session in London, my next two treatment sessions were in Paris and my final session was in London. I think this is a real selling point to any potential client, the fact that HIS Hair Clinic have global locations for all their clients to access makes a big difference to busy people, it made me getting my treatment really easy - I'm really happy with the results.

”



BEFORE TREATMENT



**AFTER
TREATMENT**

WHY CHOOSE **HIS HAIR**

To put it simply, because we're the best in the industry. We can say that with confidence, as **HIS Hair Clinic** is the innovator of **SMP®** and we've already successfully treated thousands of clients worldwide.

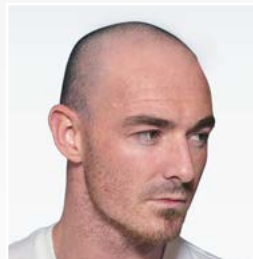
We understand that when making a decision that involves such a change to your appearance, you need to make sure you get the decision right. You need to choose a provider that cares about the clients they treat and the results they deliver. It simply isn't worth taking chances with anything less than 'expert'.

At HIS Hair Clinic, we've been honing and refining our process and techniques for over 10 years to make sure we get this incredible hair loss solution right – first time, every time, and in a style that works for you. As a result, we are widely recognised as the industry specialists: **SMP®** is what we do day in, day out. So you can rest assured that if you choose HIS Hair Clinic, you're choosing the very best.

All of our clinics conform to the highest standards of hygiene and provide a completely confidential environment. We take our profession and our responsibility very seriously, which is why we take great pride in our expertise and the experience we offer our clients. We're also the only company of our kind to set up our own training academy, ensuring consistency and proficiency across all our practitioners.

What's more, we take transparency to a whole new level by hosting an independent online forum dedicated to **SMP®**. We know that anything we do wrong can be posted online within minutes, but we're confident in the results we achieve for our clients. Check out the forum for yourself to see what a huge number of happy and satisfied clients have to say about why they chose (and now recommend) HIS Hair Clinic.

VISIT THE HIS



BEFORE TREATMENT

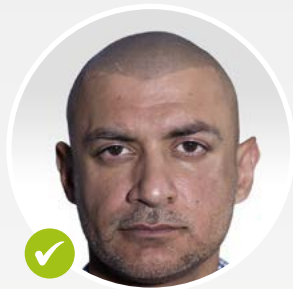


**AFTER
TREATMENT**

SMP® VIRTUAL

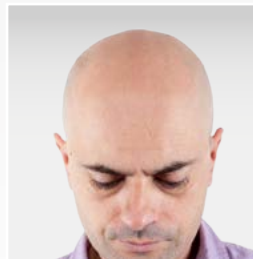
Want to know what you could look like with SMP® treatment? You can now with our computer wizardry we can show a representation of the treatment on your own photo. Get started now!

Just send us a good sized photo straight on and we will send you your photo to help make your decision. If you have any further questions, please feel free to contact us.



- The image you upload should be a medium-sized picture at least
- Your picture must be taken straight-on with your head fairly close to the camera (e.g., like a Passport photo)
- Ensure that your photo is taken in daylight (but not too bright!)
- Comb any existing hair back

SEE HOW YOU COULD LOOK



BEFORE TREATMENT



**AFTER
TREATMENT**



SEE ARIN'S TREATMENT IN

WHAT OUR **CLIENTS** SAY

“ I just wanted to say what a great experience I've had getting my treatment done in Birmingham. Yesterday, I had my touch-up done under the guarantee and I was very happy and impressed with the practitioners' attitude and professionalism. I felt like they both went that extra mile to ensure that they were giving me the best results possible.

Forum Member, 2014 ”

“ The session went very well, the practitioner was professional and very cool. He put me at ease straightaway.

French Client, 2014 ”

“ I wanted to make a point about the practitioner's professional treatment and the kindness showed to myself. It's a pleasure to be treated by as professional people as they are. They took their time as needed, without worrying about how long the session was, and just did a good job with what they considered was necessary. And for all that I say 'Thank you very much!'.

Spanish Client, 2013 ”

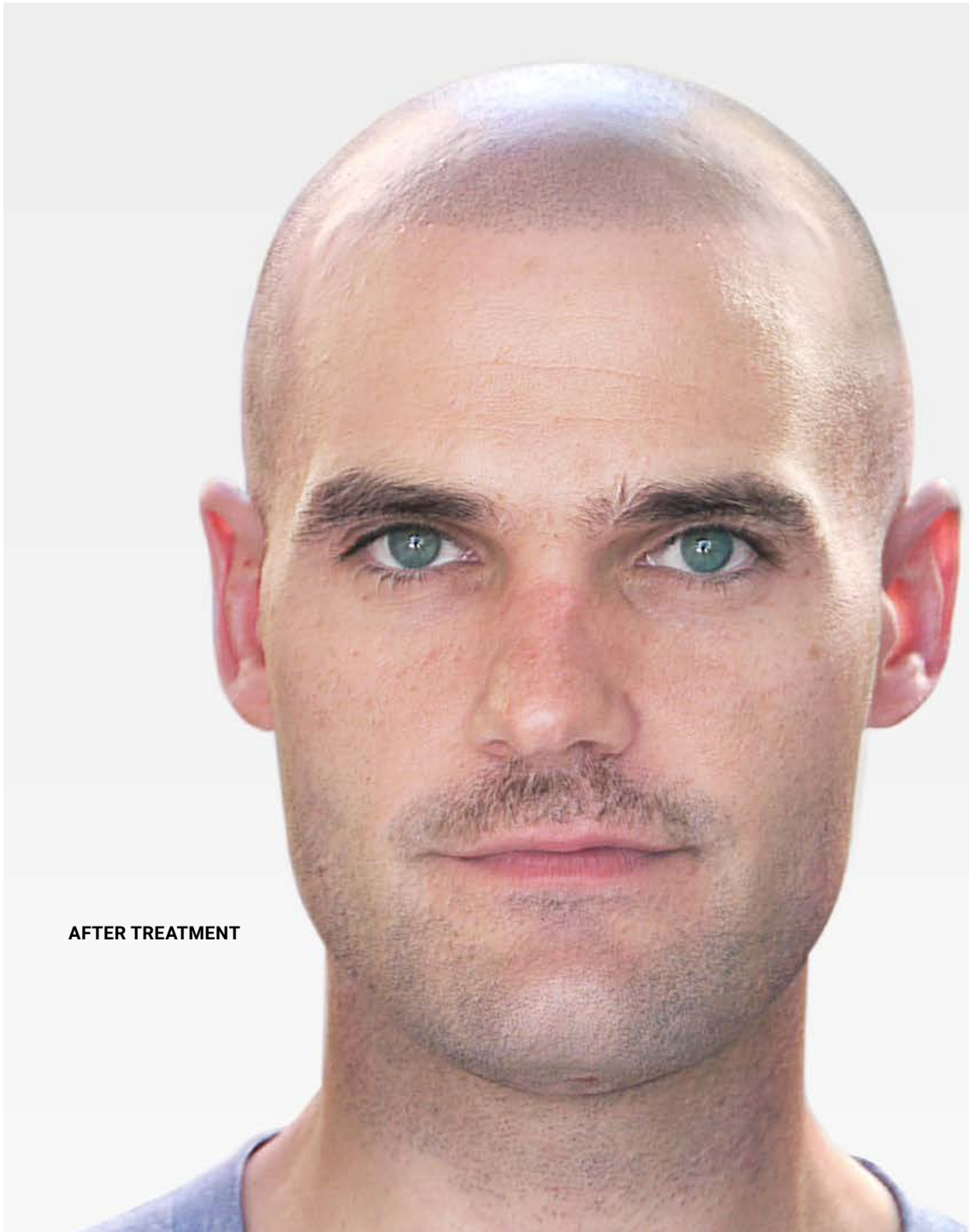
“ I want to thank Ian and Ranbir for developing this amazing treatment! Like Ian, I lost my hair and I cannot express the difference this has already made to my day-to-day life and ongoing career now that I have restored my hairline and my confidence.

Jay, London, 2013 ”



BEFORE TREATMENT





AFTER TREATMENT

TESTIMONIAL **JAMES'S** STORY

James began using Propecia when he first started noticing his hair loss, but the problem continued. So he embarked on extensive research into his options – and was reassured by the positive reviews of HIS Hair Clinic.

“

It wasn't until about four years ago that I really noticed a drastic change in my hair loss. It fell out at somewhat of an alarming rate, even on the drug Propecia. I did loads of research into HIS Hair Clinic – and I still have yet to find a bad review.

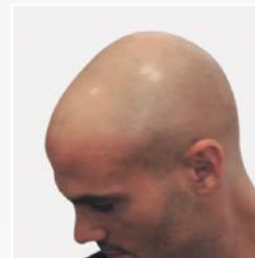
I was expecting a degree of discomfort with my **SMP®** treatment, but I have tattoos and I've never once had to stop having tattoo work done because it was too painful. So I was fairly sure any discomfort would easily be offset by not having to think about my hair loss ever again!

People tell me now: 'Oh, you have a really great hairline!' – it's really crazy how the treatment deceives people. It's a really sharp, low maintenance look. I'm far more confident now and I love the fact that I just don't have to worry about my baldness any more. I feel great!

”

James

MALE PATTERN BALDNESS



BEFORE TREATMENT



WHAT IS **SMP®** AND WHAT CAN IT DO FOR

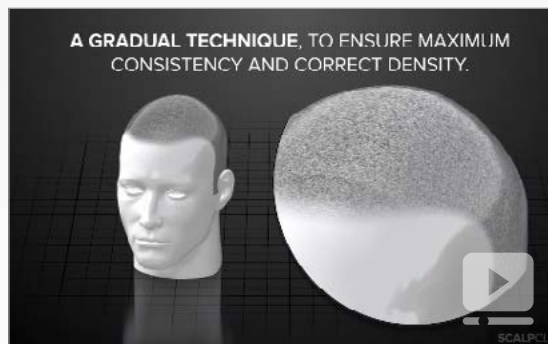
Scalp MicroPigmentation or **SMP®** is an affordable, clinically proven, non-surgical procedure that replicates the look of natural hair follicles on the scalp.

Proving highly popular around the world, it's a highly advanced form of micro-pigmentation that's been researched and perfected over more than a decade by HIS Hair Clinic to produce the most realistic look of a stylish, closely buzzed hair cut as possible – regardless of skin type, the type or extent of hair loss, medical condition or presence of scarring.

We use computer-controlled micro-fine needles to achieve guaranteed consistency of scalp coverage for flawless results – and the specialised pigments we've developed will never migrate or change colour.

SMP® is appropriate for all types and stages of hair loss, at any age, and on any skin. It can provide definition for full front, side and rear hairlines, as well as restoring a front hairline for full or partially bald heads.

But it's not just hairlines where **SMP®** makes such a dramatic difference. For anyone who has scars from a previous hair transplant, for example, **SMP®** can provide a highly effective camouflage to conceal the worst elements of the scar. Also, for those with burns or birthmarks, **SMP®** is a highly effective solution that can re-build your confidence and change your look.



PLAY THE VIDEO
TO SEE HOW
SMP® WORKS



TESTIMONIAL **TYRELL'S** STORY

When he started to suffer from rapidly thinning hair and a receding hairline, Tyrell decided to use SMP® from HIS Hair Clinic to create an easy-to-maintain and stylish shaven look...

“

It started really slowly. Then, as soon as I started to notice it – and my barber commented on it too – the thinning seemed to speed up somehow! So I just started shaving my hair. But over the next year, it receding more, faster than it had before. When I noticed I was thinning at the crown too, I started looking at my options.

I'd been looking at the HIS Hair Clinic website for about a year and a half before deciding that I might as well try it. I'd also had this scar since an accident when I was a baby, which I was looking to get filled in just a little, although not all of it.

I've only had good reactions since I had the **SMP®** treatment; it's been great! Every two to three days, I'll quickly use a razor to 'go with the grain' and keep it looking good – two minutes max while I'm in the shower, no problem. I had two treatment sessions about a year ago and I'm really happy with it. No regrets about it at all! I'd recommend **SMP®** to anyone with male pattern baldness or receding hairlines.

Tyrell

RECEDING HAIRLINE

”



BEFORE TREATMENT



**AFTER
TREATMENT**

WHAT TYPES OF HAIR LOSS IS **SMP®** USED TO TREAT?

Our expert practitioners can use the **SMP®** technique to create many different styles.

During your initial consultation, you'll have the opportunity to discuss your preferred style with our team, to ensure we have a thorough understanding of the look you'd like to achieve.

SMP® can be successfully used to treat all types of hair loss, regardless of the extent of the problem.

- **DEFINED HAIRLINES**
- **RECEDING HAIRLINES**
- **TRANSPLANT SCARS**
- **CROWN BALDING**
- **ALOPECIA**
- **BEARDS AND FACIAL HAIR**
- **MEDICAL CONDITIONS**
- **INCREASING HAIR DENSITY**



SEE ADAM'S **ALOPECIA** TREATMENT





AFTER
TREATMENT

TESTIMONIAL **JOHN'S** STORY

When a hair transplant left John with a large scar across the back of his head, the clinic that had operated on him actually recommended Scalp MicroPigmentation as a corrective treatment.

“

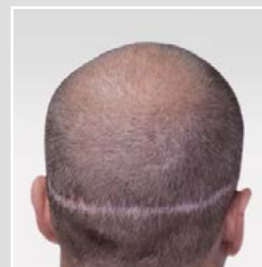
I was suffering from typical hair loss, male pattern baldness. Then about two years ago, I decided to have a hair transplant. It worked to a degree, but I was left with a terrible looking scar at the back of my head.

That scar was actually far worse than the initial hair loss. Rather than going all out to gain the look of a full head of hair again, my main focus with this treatment was actually simply to cover the scar left by that initial HT procedure. It's worked out really well. The scar has been covered up as well as I could possibly have hoped for, and the coverage elsewhere is also great. I've had loads of comments from people saying that I look younger. And I do feel more confident now that I have the look of a full head of hair, albeit with that shaven outline. I'm really pleased, and so glad I explored the options open to me. With this treatment, the results are instant, so it's a no-brainer!

”

John

SCAR CAMOU-



BEFORE TREATMENT



SMP® - TAILORED **STYLE** TO SUIT YOU...

Whether you're looking to restore your hairline, camouflage a scar or build density after a hair transplant, our innovative and expert **SMP®** treatment can be adapted to suit your specific needs.

For hair transplant clients, **SMP®** can provide two solutions: to camouflage strip and FUE scars created by hair restoration surgery, and to provide an illusion of greater density for those clients with insufficient donor hair. As our reputation has grown, we've found that more and more hair transplant patients would like to enhance their look by using **SMP®**. As a result, some of the world's most respected hair restoration clinics now refer clients to us, either prior to or following a hair transplant procedure.

Crown balding is one of the most common types of degenerative hair loss, usually making sufferers look older than their years and affecting self-confidence. We can rejuvenate the look of the crown, giving you a realistic hairline. And easy top-up treatment makes it ideal for the slowly developing crown thinning and balding process.

Alopecia sufferers often find that traditional treatment options don't always work or provide the expected results – and any benefit is usually temporary. But **SMP®** provides a permanent solution to hide the effects of alopecia, and it's helping thousands of men worldwide to re-gain their confidence.

Facial hair issues are also a common concern and we have developed our technique to treat this area. With many of our clients also choosing to treat their beard and moustache, applying pigmentation to this area can help to reduce uneven facial hair, treat alopecia, or even disguise the signs of aging. Interested? Please contact us to see how we can help.

SOFT, MEDIUM OR DEFINED: CHOOSE YOUR STYLE

The hairline is usually the first thing you see when you look at a person's hair, so it's unsurprising that the first question we're often asked is: "What will my front hairline and side profiles look like?"

SMP® provides total flexibility, so our expert practitioners can create whatever hairline you desire. Choose from soft or defined, slightly receded or further forward, straight or widow's peak. Your hairline can be as individual as you are, designed to suit your style preference, age, skin type and tolerance of change.



TESTIMONIAL **CHRIS'S** STORY

Alopecia sufferer Chris used to painstakingly colour in his bald patches for two hours before ever leaving the house. Now he's benefiting from a permanent solution that's made life much more normal for him.

“

I'm 40 now and have had alopecia for about 15 years. It started off with little patches appearing, which I just used to cover up with eyeliner. But as the condition worsened, the patches got bigger and bigger. I used to have longer hair, then I just shaved it all off. Since then, I've been spending a couple of hours every morning trying to colour it in to give a normal appearance. It was all very difficult to manage.

I wanted my **SMP®** treatment to simply give me a permanent hairline, with the patches filled, so I can lead a more normal life and be a lot more confident.

Now my hairline has a lot more density, and it's made my life so much easier. My experience with HIS Hair Clinic has been good – a real benefit to me.

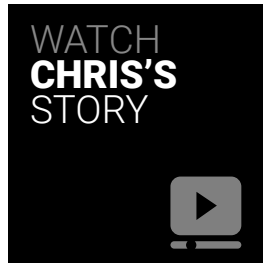
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Chris

ALOPECIA



BEFORE TREATMENT



**AFTER
TREATMENT**

SMP® - TECHNIQUE AND SPECIALIST SOLUTIONS

OUR TECHNIQUE

At HIS Hair Clinic over the last 10 years, we have refined our **SMP®** technique to ensure we achieve the most realistic and natural **SMP®** results in the world. HIS Hair clinic's micro fine needles are purposely designed to achieve the smallest micro points in the skin that replicate the look of real hair follicles. The application of our specialist trademarked **SMP®** technique and our purposely formulated pigments guarantee consistently flawless results for every client in all our clinics worldwide.



ADVANCED 3D TECHNIQUE

By its very nature, **SMP®** treatment is a two dimensional illusion – and it creates an incredibly realistic simulation of a full head of closely shaven hair. However, HIS Hair Clinic is able to take this procedure one step further and provide a subtle three dimensional illusion to further enhance the realism of your new 'hair'.

This 3D technique requires a high level of skill to deliver the very best result, and is achieved by layering different pigment shades during the course of the recommended number of treatment sessions. All of our practitioners are now comprehensively trained to achieve this effect, and HIS Hair Clinic is the only provider in the world with proven 3D-simulation results.



Advanced 3D Technique

ADDING OR RETAINING SCARS

While **SMP®** is highly effective at camouflaging scars (especially those caused by hair transplant surgery, for example), many of our clients actually ask us to retain smaller scalp scars while they're having their treatment – or even to create fake scars for them.

Most men will find they have a scalp scar of one kind or another somewhere on their head – maybe from a childhood accident, a slip or fall, general knocks and bumps, or some other event. By asking us to retain an existing scar during their treatment, many clients anticipate that it will increase the effectiveness of the overall illusion. Other clients request the creation of a fake 'replicated' scar – either for the same reason or in the belief that it further enhances the 'masculine' effect of their newly 'shaven' look.



Adding or retaining scars

Either way, our expert practitioners are able to deliver on any reasonable request made by our clients when it comes to the look they're hoping to achieve with their **SMP®** treatment



AFTER
TREATMENT

TESTIMONIAL **GURNAM'S** STORY

SMP® treatment has transformed the way that Gurnam views himself and life in general. He's gone from constantly worrying about what his head looks like to feeling completely at ease with a clean-cut, stylish, buzzed look.

“

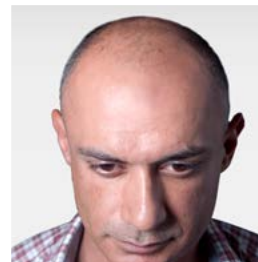
I don't know how others feel when they start to lose their hair but it really hit me quite hard, on quite a few levels. I completely lost the top of my hair – and my confidence with it. I had treatment to restore my full hairline and I like to leave it with a day or so's growth of my own hair, so that everything blends in really well. Someone could run their hand over my head now and not notice at all that I haven't just come back from getting a buzz cut.

I'm now much more gregarious, I'm out on my bike, I don't wear my cap anymore... I'm much more confident in terms of going out and meeting people. The internal me is now also the external me. It's such a great shift in how I see myself. To me, it just looks really natural now. It's a very trendy look, it's very easy to maintain, it gives a very clean-cut look, and it just works with the type of person I am. The fact that I don't even think about my hair any more is priceless to me.

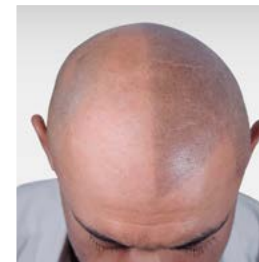
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Gurnam

HALF TREATMENT



BEFORE TREATMENT



HALF TREATMENT

WATCH
GURNAM'S
STORY



WHAT CAN I EXPECT FROM **HIS HAIR CLINIC**?

1

STEP 1

Your free initial consultation gives us the opportunity to assess your condition and agree the extent of treatment required. Every client is individual so there's no set rule as to how many sessions you need. It's important to stress here that the consultation is absolutely a two-way process – you should ask as many questions as you need to fully understand the process and help you decide if **SMP®** is right for you. You'll leave the consultation with a full quote, terms and idea of waiting time for your treatment.

2

STEP 2

At your first treatment session, we'll start by taking as much time as you need to establish your hairline. This is done in consultation with your practitioner and you'll have lots of opportunity to try different positions and looks – to make sure you're totally happy before we begin. Next, we'll focus on the pigment tone to ensure it matches your skin and residual hair. We'll then start your actual **SMP®** treatment, establishing the first pass and defining the density during this first session.

3

STEP 3

There is normally a 5- or 7-day gap between your first and second treatment and during this break it's important that you take care of the treatment you've received so far. Don't worry, we'll give you full instructions on what to do and not do.



BEFORE TREATMENT

WATCH
ROB'S
STORY



**AFTER
TREATMENT**

4

STEP 4

Your second session will focus on providing your full density and look. We'll take care of any fading that's occurred following the first session and any areas that need re-balancing or remedying.

5

STEP 5

The final number of sessions that you'll need will have been determined at the consultation stage. Most clients require around three sessions, but this could be as high as 5 or 6 depending on your condition. Again, you'll be given full guidance on how to care for your treatment in between these sessions.

6

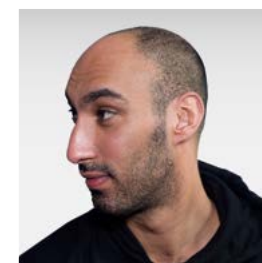
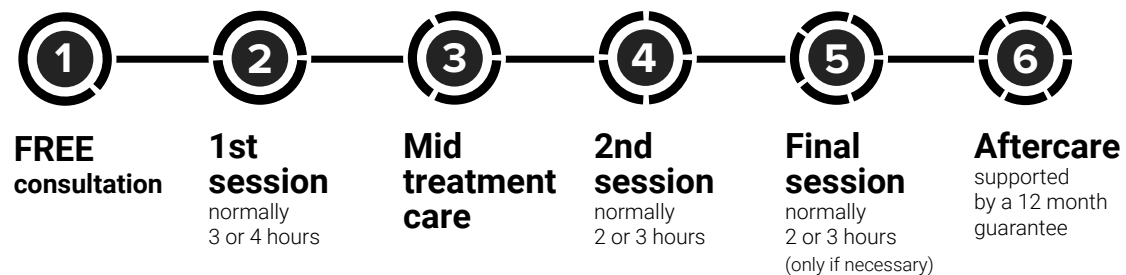
STEP 6

Upon completion of your treatment, you'll be given guidance on how to take care of your treatment. We'll also provide you with a 12-month guarantee, which allows you to have one further session at any time within a year of your first session should you require it. (But you'll probably be delighted with the results and won't need this!)



AFTER
TREATMENT

6 steps to your SMP® transformation in summary



BEFORE TREATMENT

WATCH
GUPPY'S
STORY



PERMANENT **SMP®** AND TEMPORARY **SMP®** OPTIONS: GAIN COMPLETE CONTROL OF YOUR STYLE

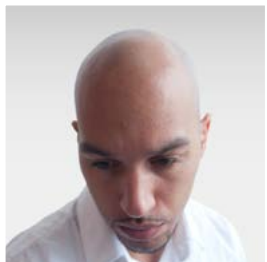
Specifically designed for the delivery of permanent **SMP®** and temporary **SMP®** treatments and approved for use across all of our clinics worldwide.

PERMANENT **SMP®** LOOK

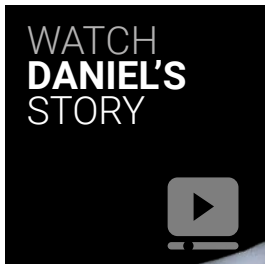
It's now over a decade since we pioneered the technique for our permanent **SMP®** treatment. The strength of our results is down to our specialist pigments, which are expertly applied.

We use the highest quality pigments to give a deep colour and lasting effect. They don't contain metal salts and are mixed with a range of high quality carriers to produce the very best effect, allowing us to appropriately treat all hair loss types and conceal burns, scars and alopecia.

All our suppliers are extensively vetted and our formulae are continually tested and improved. We also conduct physical and chemical analysis using independently approved laboratories, not only on our pigments but on specific carriers too, helping us to yield the best and most consistent results for our clients.



BEFORE TREATMENT



AFTER
TREATMENT

The high quality carriers and specialist pigments that we use during our industry leading **SMP®** process are carefully selected to produce a shade to match your skin type, any remaining hair you may have and the overall desired effect you're looking to achieve.

TEMPORARY **SMP®** LOOK

We understand that a permanent **SMP®** solution is not for everybody, which is why we also provide a high quality temporary **SMP®** option to accommodate both cosmetic and cultural differences.

We have pigments that have been specifically designed to be rapidly absorbed by the body, creating a style that will fade and become much less distinctive in a relatively short period of time.

With these pigments, fading occurs from around 6 to 18 months after the treatment (although not necessarily evenly or completely).

TEMPORARY
SMP®



WHAT KIND OF RESULTS CAN **SMP®** ACHIEVE?

Whatever your hair loss situation, our aim is to meet your individual expectations – and we measure our success based on your satisfaction.

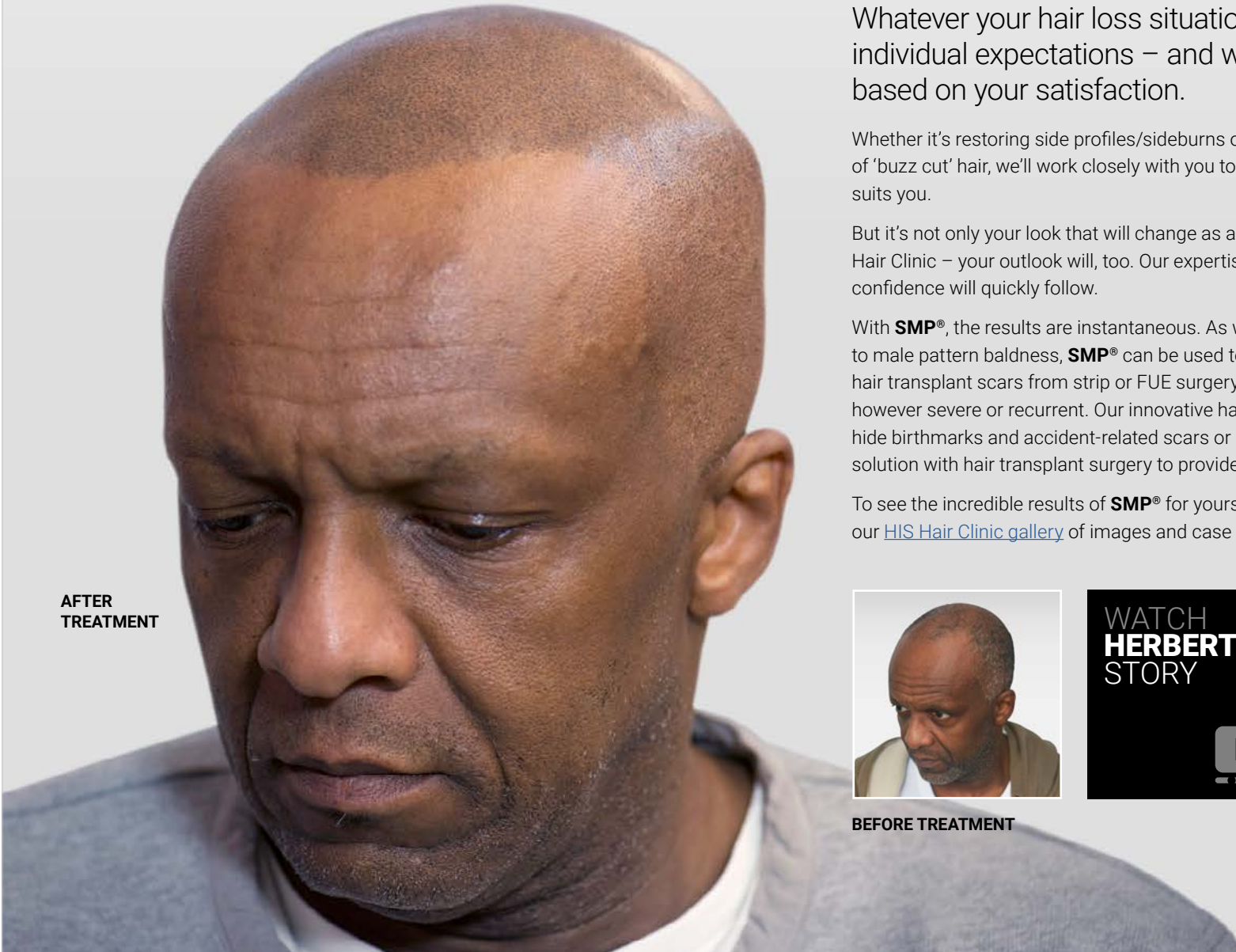
Whether it's restoring side profiles/sideburns or recreating the visible effect of a full head of 'buzz cut' hair, we'll work closely with you to achieve a natural-looking hair style that suits you.

But it's not only your look that will change as a result of your **SMP®** treatment at HIS Hair Clinic – your outlook will, too. Our expertise comes as standard, and your renewed confidence will quickly follow.

With **SMP®**, the results are instantaneous. As well as providing an effective solution to male pattern baldness, **SMP®** can be used to cleverly and permanently camouflage hair transplant scars from strip or FUE surgery as well as the symptoms of alopecia – however severe or recurrent. Our innovative hair loss treatment has also been used to hide birthmarks and accident-related scars or burns, and can work as a combination solution with hair transplant surgery to provide additional density.

To see the incredible results of **SMP®** for yourself, jump online and take a closer look at our [HIS Hair Clinic gallery](#) of images and case studies of recent clients.

**AFTER
TREATMENT**



BEFORE TREATMENT





WHAT **TRAINING** DO HIS HAIR CLINIC PRACTITIONERS RECEIVE?

At HIS Hair Clinic, we place a huge emphasis on quality and customer care.

All of our staff undertake the same extensive training at our HIS Hair Clinic Training Academy (either in Birmingham in the UK or in Santa Monica, Los Angeles in the USA) in order to become certificated HIS Hair Clinic practitioners. We're the only company of our kind to invest in our own educational facility, which is rigorously and continually audited – and our standards are exceptionally high.

We guarantee consistency and quality throughout our teams, ensuring that every member of staff possesses the same dedication and attention to detail that runs throughout our entire organisation. You can always expect to see friendly faces at our clinics and to be treated with respect by professionals who understand the very personal nature of issues associated with all types of hair loss.

The fact that a number of our clients have been so impressed with the **SMP®** treatment that we provide that they've ultimately joined our team themselves is a testament to the enthusiasm and confidence we deliver in everything we do.



ADEE PHELAN

SEE OUR
LONDON
CLINIC



HOW DO I TAKE THE **FIRST**

AFTER
TREATMENT

At **HIS Hair Clinic**, we offer a service that's totally tailored to the individual.

Our clinics around the world are designed to provide a private, friendly and professional environment that reflects the exceptional levels of client care we deliver. So please don't hesitate to get in touch and take the first steps to finding out more about how **SMP®** can help you...

After a friendly initial chat – which can take place online, over the phone or at one of our clinics – we will offer you a free, no-obligation, one-to-one consultation with an expert hair loss advisor, who can assess your scalp and skin, and answer any questions you may have.

If you're interested in how **SMP®** can help you, we'll be able to provide you with an accurate quotation for the treatment you require and determine how many sessions will be necessary to achieve your desired results. We can even offer you the opportunity to watch an actual **SMP®** treatment being performed, so you can see for yourself what's involved and the astonishingly realistic results up-close.

If you can't get to one of our locations for your free consultation, we also offer a Photo Consultation. Simply fill out our online form, and we'll call you back to discuss how we can use **SMP®** to transform the way you look. One of our trained consultants will talk to you directly about the treatment plan we would propose for your specific needs and discuss any questions you have.



BEFORE TREATMENT



HOW MUCH DOES **SMP®** COST?

The exact cost of any **SMP®** procedure is as individual as the treatment itself – because everyone is different. So we'll always assess each client according to their specific needs and the results they're looking to achieve.

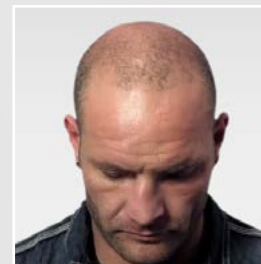
The best way to get an accurate quote for your particular proposed treatment plan is to book a free, no-obligation, one-to-one consultation with one of our expert advisers.

Our flexible pricing approach and charging structure depends entirely on the amount, nature, severity and condition of your hair loss, the presence or otherwise of any scarring or skin conditions, and the look you'd like us to help you achieve.

We grade hair loss using the Norwood-Hamilton scale, with treatment usually based on two to three separate sessions. **SMP®** prices start from as little as £500 per session for a Norwood-Hamilton scale stage 2. Typically, the cost for a Norwood-Hamilton stage 7 is £1,000 per session and £300 per session for treatment to provide a small hair transplant scar camouflage.

SMP® treatment is significantly cheaper than the majority of other permanent hair loss solutions that are available and is competitively priced. Especially as **SMP®** doesn't require any considerable ongoing maintenance or expensive aftercare regimes.

At HIS Hair Clinic, we pride ourselves on offering excellent value for money and, more often than not, exceeding our clients' expectations.



BEFORE
TREATMENT



AFTER
TREATMENT



NORWOOD-HAMILTON SCALE



STAGE 1

Full head of hair without any hair loss.



STAGE 2

Minor recession at the front of the hairline.



STAGE 3

Further loss at the front of the hairline, which is considered "cosmetically significant".



STAGE 4

Progressively more loss along the front hairline and at the crown.



STAGE 5

Hair loss extends toward the vertex.



STAGE 6

Frontal and vertex balding areas merge into one and increase in size.



STAGE 7

The last stage of Male Pattern Baldness, in which all hair is lost along the front hairline and crown.

SOME COMMONLY ASKED QUESTIONS...

Isn't SMP® just a tattoo?

The two are similar but not the same. **SMP®** is uniquely different from conventional tattooing primarily in the areas of technique, needle size and quality of pigment.

What type of pigment do you use?

We use an organic, plant-based pigment that is unique to HIS Hair Clinic – so it's not available anywhere else in the world.

Will the pigment turn blue or green like an old tattoo?

No. HIS Hair Clinic uses an organic pigment that doesn't contain the chemicals or metallic elements (nickel, cobalt, aluminium, etc) which are responsible for the blue/green discolouration found in conventional tattooing.

Will the pigment dots run together and look like blob on my scalp?

While the sharpness of the dots will soften over time, due to the precision of the technique and deposit, the pigment dots that are created during your **SMP®** treatment will not migrate or blur together or turn into a 'blob'.

Will the pigment fade over time?

As each client's skin and scalp is uniquely different, some clients can experience varying degrees of softening or fading over time. However, this is rare.

What size needle do you use?

We use a three-point micro-needle capable of replicating a dot the same size as the diameter of a real hair follicle.

What are the advantages of SMP®?

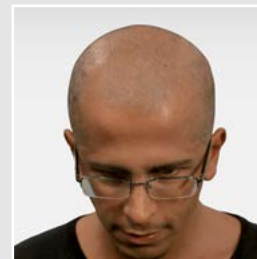
- There are no ongoing costs.
- No maintenance.
- No long term recovery time.
- It's safe, visually effective and will help boost confidence.

Do you re-use needles?

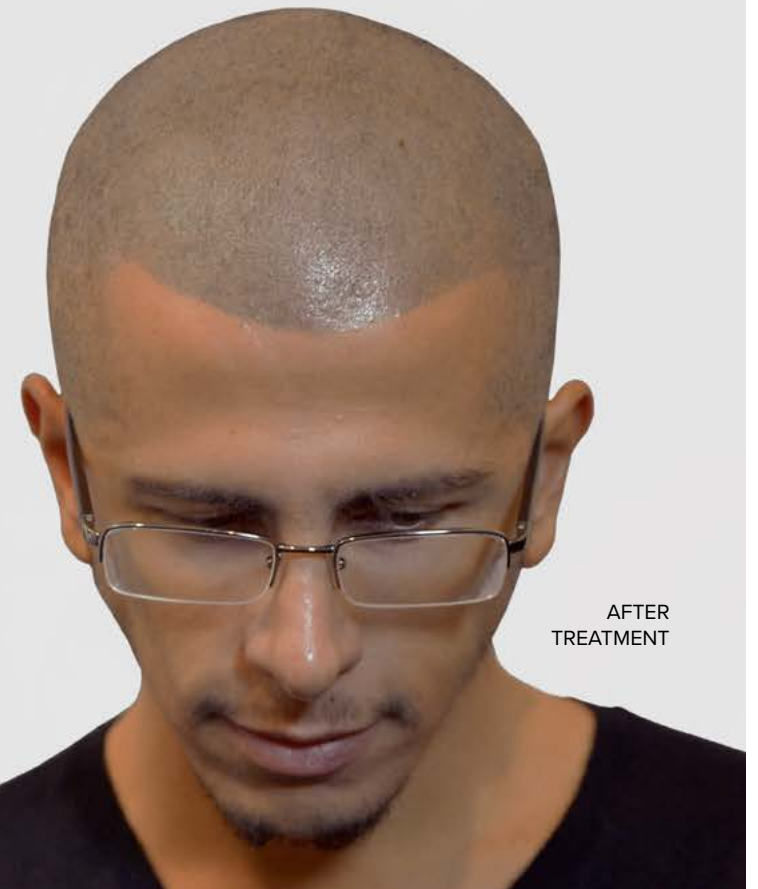
Definitely not. Our needles are single-use sterilised needles. Once each session is complete, the needle is properly discarded and never used again.

How old do I have to be to undergo SMP® treatment?

We have treated people as young as 13 years of age who are being picked on at school because of their patchy Alopecia right through to people at the right old age of 67.



BEFORE TREATMENT



AFTER TREATMENT

SOME COMMONLY ASKED **QUESTIONS**... CONTINUED

What's the pain level of the procedure?

On a pain scale of 1 to 10, with 1 representing a minor scratch and 10 something like a major burn, most clients rate their **SMP®** treatment overall as a 3 to 5 – some clients have actually fallen asleep on us, but most describe a reasonably mild level of discomfort. The most painful areas in general to treat are the areas right above the ears and skin over the temple nerves. The least painful areas to treat are the apex of the scalp and the back crown.

What is the pain like during the recovery?

Minimal, if present at all. The most common comparison for how the scalp feels after the procedure is that of a mild sunburn.

After a procedure can I return to work? Travel? Drive?

Yes, to all the above. Clients return to work, hop back on a train or plane home, and drive themselves from the clinic as normal.

I'm concerned about my skin's reaction to the pigment – Is there any way to know how my skin will react?

Absolutely. We offer a patch test for clients concerned or interested in seeing how their skin will react and retain the pigment. You just need to request an appointment for this short 30-minute procedure.

Can I go out in the sun after SMP®?

Yes going out in the sun isn't an issue but we recommend using SPF 30 to protect your head to avoid burning your skin.

Can SMP® be removed if I change my mind and want to adapt my style?

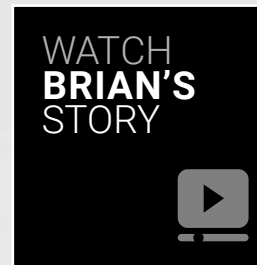
Absolutely, SMP® is not a standard tattoo so it can easily be removed safely without any scarring or damage to any remaining hair.

Who's SMP® for, what type of people are choosing SMP®?

- People wishing to stop wearing a hair piece.
- Individuals who do not want hair restoration surgery.
- Alopecia sufferers.
- People looking to increase their hair density following hair restoration / hair transplantation.
- Head shavers.
- Celebrities - such as David Beckham's hairdresser'.
- And your regular guy who's looking to smarten his appearance with the look of a full head of hair.



BEFORE TREATMENT



AFTER
TREATMENT

TESTIMONIAL **NICK'S** STORY

When he started to lose his hair, Nick tried all sorts of options before eventually discovering how SMP® from HIS Hair Clinic could solve his problem once and for all – including covering up the scars caused by previous work...

“

For the past two months, I've been coming in every two weeks. And every time, I've seen a tremendous difference. When I started losing my hair I tried all sort of solutions – including a hair transplant with synthetic fibres, which left me with really bad scars. I'd also had a huge operation to remove all the fibres that were embedded in my head and my scalp was in a terrible state.

From me to go from that state to this in just four months is amazing! This treatment has absolutely changed my life – turned it upside down. Now I can go out, use public transport; go to restaurants... and no-one looks at me funnily at all. I don't have to worry about wind, rain, hairdryers, gels, sprays, nothing. It's totally liberated me and I feel 20 years younger! People close to me are absolutely astonished at the transformation. It's just incredible. There are some people I haven't seen for a long time, who have no idea of what I've been through or that I've had this treatment, and they just think that I've recently had a crew cut! I'm normal now. That's all I wanted and this has given me that – and so much more.

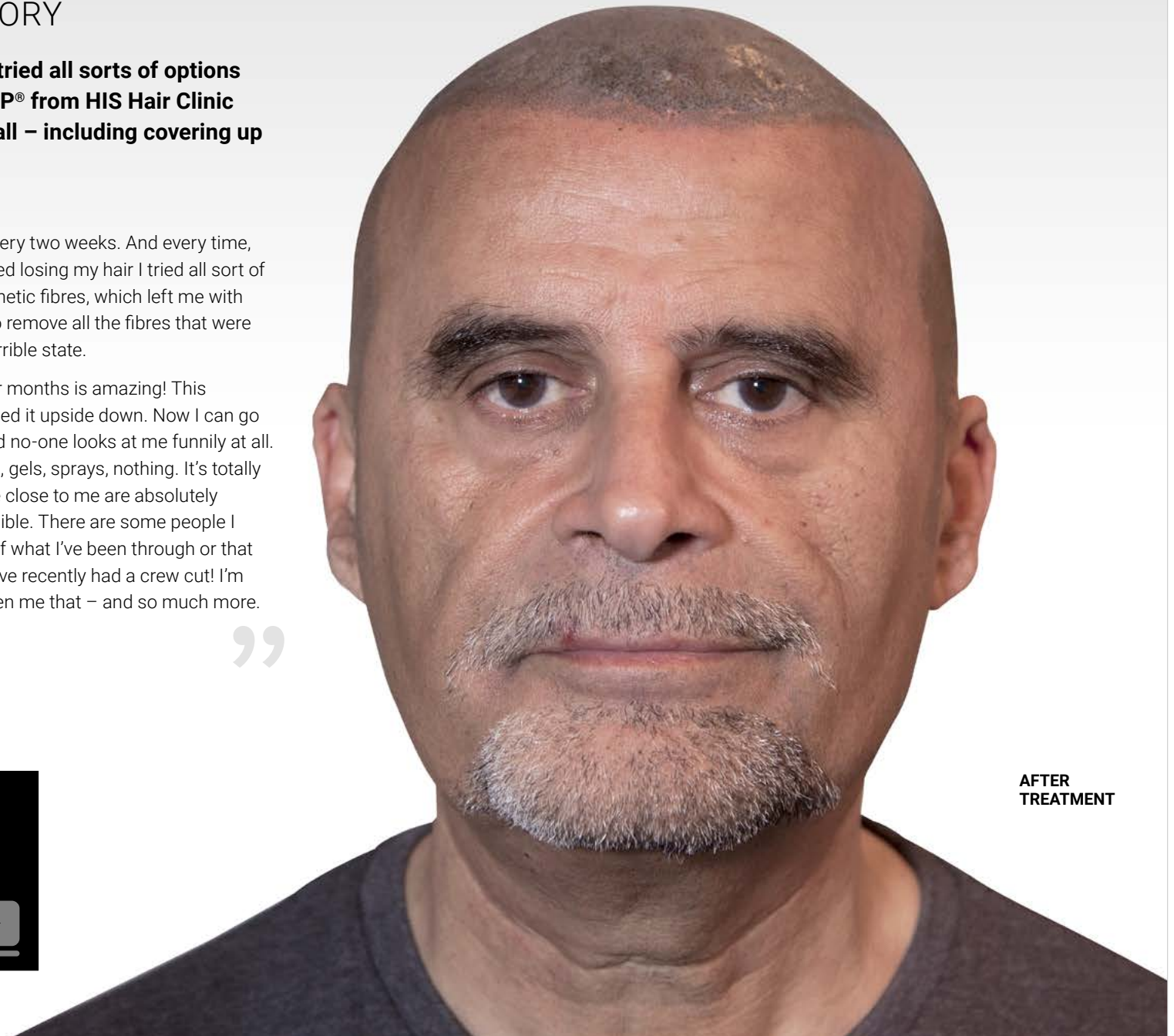
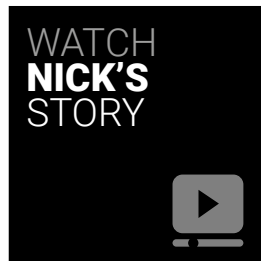
”

Nick

SCAR REPAIR



BEFORE TREATMENT



AFTER
TREATMENT



WHY CHOOSE **HIS** FOR EXPERT **SMP®** TREATMENT?

Why choose HIS?

- We are the innovator and world leader in **SMP®**.
- Private clinics located around the world.
- Expert practitioners tailor treatment to you.
- Discrete service that's readily recommended.
- A worldwide reputation for excellence.

Why Choose SMP®?

- Safe, non-invasive, stylish hair loss solution.
- A lifestyle choice that also restores self-esteem.
- Chosen by thousands of men worldwide.
- Viable option for anyone, any type of hair loss.
- Complete transformation in just 2 or 3 sessions.
- Modern, clean-cut, easy to maintain hairstyle.
- Real alternative to surgical or 'disguise' options.
- No scars, no fuss, no worry – no hassle.

WELCOME TO **OUR WORLD...**

Whether you've got some more questions or just want further guidance and advice, we'd love to hear from you. Just get in touch – because we're here for you...

Why not visit your nearest HIS Hair Clinic for an informal chat with one of our trained consultants or book an appointment to see an **SMP®** treatment take place?

We'd also suggest spending time online looking at the content on our HIS Hair Clinic forum. Our friendly online community is made up of people who have either already had or are considering having **SMP®**, so it provides a fantastic independent insight into the entire treatment process.

Of course, you can also opt to use the **Live Chat facility** on our website at any time. This gives you instant access to trained customer service representatives, who will be happy to answer any questions that you have.



VIEW THE



WATCH THE VIDEOS



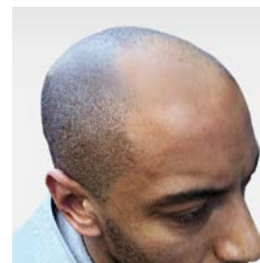
VISIT THE FORUM



CHAT TO US LIVE

CONTACT US TODAY

**AFTER
TREATMENT**



BEFORE TREATMENT

**WATCH
KHAN'S
STORY**



Thank you from all of us at HIS Hair Clinic, we'd like to say a BIG thank you to all our previous clients for allowing us to make a difference in their lives. We look forward to helping more people grow in confidence with **SMP®**, and continuing to make a positive impact to those suffering with hair loss around the world.

Get in touch today to book a consultation or if you would like to know any more information.

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