

Q&A with Tamim Hamid, CEO of Theradome Inc. bringing to market their FDA-cleared Wearable, at Home, Laser Phototherapy device that can Stop Hair Loss and Regrow Hair in both Men and Women in Four to Six Months



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CEOCFO Magazine

"We believe our type of device will be as ubiquitous as a hair dryer in the future." - Tamim Hamid

CEOCFO: Mr. Hamid, what is Theradome Inc?

Mr. Hamid: Theradome is a light therapy medical device company. We manufacture here in the US and market throughout the world a wearable, at home, Laser Phototherapy (LPT) device. In other words, we can regrow hair and stop hair loss with a simple device that a user wears only twice a week for twenty minutes and it is FDA-cleared for both men and women.

CEOCFO: How does it work?

Mr. Hamid: The principal of laser phototherapy in the Theradome has been known since the 1960s and even before that. It is based on light energy, which for a plant, requires light from sun and converts that light energy into chemical energy. It is the same thing with the body. Just as the body creates light energy from the sun to synthesize and create vitamin D, there is a specific wavelength of light that stimulates the hair follicles. We have discovered this wavelength of light, which stimulates hair follicles specifically. It is non-ionizing, meaning there is no UV and it has zero side effects. It has been shown to work in early to mid-stage hair loss for both men and women.

CEOCFO: How did you find the right wavelength?

Mr. Hamid: The wavelength was actually discovered accidentally back in 1965 by Dr. Endre Mester, from Hungary. He was testing some lab rats. He was going to use a laser to zap them and get them to create cancer, but his technician had the wrong setting. He put the device on really low levels, which were not enough to burn them. After he had shaved their backs to get more access to their skin and got ready to burn these rats or mice, they found out that they did not get burned and they did not get cancer. However, they grew their hair back much faster than the ones that had not been subjected to the laser light. Again, the technician had

turned down the laser so much, because it was the first time that they had a laser; they did not know how or why this happened. However, Dr. Endre Mester was baffled with the results. He said that if the laser did not even have enough power to do anything at such a low level, why is it re-growing hair? He actually wrote a paper on it in 1966 saying, "I think some light was able to give us some hair growth on mice, but I do not really know what is going on." He did not know what was going on, but he did document it, and we found that paper that was written in 1966. It was buried someplace. Many technologies out there were discovered accidentally. It goes back all the way to Nikola Tesla and others where there were great technologies discovered that were too early for their time. We think that this is one of the cases. Therefore, we unburied this paper and were able to capitalize on it today, because we can make the laser wearable. Remember; when lasers were used back then they were about the size of a mid-sized car. Now these lasers can fit in the palm of your hand, so it is pretty impressive.

CEOCFO: *Would this work on any type of hair?*

Mr. Hamid: We work on any type of hair. We do not care about the hair type. You could have curly hair, straight hair, red hair, black hair, kinky hair or wavy hair; it does not really matter. Even the color does not matter; red, black, blonde, white; it does not really matter. We penetrate the scalp, so our device is really a scalp device, not a hair device. We get in there and we stabilize the scalp. We promote the follicles to start producing two things: the keratin for growth and then the stem cells within the hair follicles that stimulate hair activity.

CEOCFO: *Is there anything else that someone using Theradome needs to do, such as shampoos, diet and supplements?*

Mr. Hamid: Our product is pretty much stand-alone in itself. However, just like a plant, you need to water it and you need light and you need soil and vitamins and minerals; for example, nitrogen, phosphorus and all of that to make a plant thrive. It works better if you can control your scalp with medicated shampoos. If some people have pretty advanced dandruff, like dermatitis for example, we always recommend shampooing with a nice medicated shampoo just to control the scalp so our device does not have to work harder against the inflammatory situation from the scalp. However, like exercising for good health, you also need to eat right. It can work by itself, but it would be to your advantage to take some supplements like biotin and others that you pick up at a local drug store. In addition, you may want to reduce your stress, because stress is a big component for hair loss. Also, watch for any underlying medical conditions such as diabetes, cardiovascular diseases, which do trigger hair loss and any medications you take. You have to kind of watch everything, but overall it is on its own.

CEOCFO: *What has been the reaction to the product?*

Mr. Hamid: There are usually three questions that people ask right at the very beginning. The first question is, "Does it really work?" The second question, after we convince them that it works is, "Is it safe and is it FDA cleared?" The first question is about efficacy and if it really works and the second question is about safety. The third question is, "How will it help me?" That is because at the end of the day, people are concerned about their own health or the health of a loved one. We share with them that there are a hair loss classifications for both men and women called the Norwood or Savin scale; respectively Norwood for men, Savin for women. It rates where you are. Some people have early hair loss, some have mild form and some people advanced hair loss. We teach them

where they are at a certain hair loss spectrum, and if and how we can help them. If one is too advanced, then it is a little bit too late. However, we can still help someone even if it is too late, because we work really well with hair transplant surgeries. Without our light therapy device, the hair transplants are less likely to survive. However, with our wearable light therapy device, the transplants will survive much longer and much better and reduce inflammation and so on.

CEOCFO: *Are the medical people who are doing transplants interested? Do they need some convincing to refer their clients, offering them perhaps Theradome as an adjunct to their surgery?*

Mr. Hamid: Four years ago, physicians and hair loss experts did not understand the mechanism of how light affects the hair follicle. They were a bit skeptical like any other technology and usually technologies take about ten years for people to adopt, just like the cell phone industry today. It has taken ten years. Ten years ago, just a small percentage of the population had phones and now even my grandmother has a smartphone. Therefore we are about half way there in fully adopting photo light therapy for hair loss into the marketplace. I think that physicians and hair loss experts are starting to find applications for hair transplants. They are seeing that patients who wear our device before and 5 days after the HT surgery have less swelling, inflammation, donor sites heal quicker, grafts have higher success rates and have less shedding of both non-HT and HT hairs. Now they are getting creative. They say, "I can use this now for hair transplants." Before that, it was not really considered. Today, we are getting many more clinicians that say, "Okay, this is safe, this actually works, let me try it on the different forms of alopecia that are out there, such as general alopecia or androgenetic alopecia. These are the things that people are experimenting with and this is actually very encouraging for us.

CEOCFO: *Is the helmet a one size fits all?*

Mr. Hamid: Yes. The helmet was designed to fit ninety-eight percent of the world's population. We took anthropomorphic data of head sizes from all around the world. That means from very tiny heads to very large heads. Therefore, we can fit even the tiniest heads. For example, we donate many of these helmets to young leukemia patients; twelve, thirteen and fourteen year old leukemia patients that need help with their chemo-induced hair loss. We need to make sure that the helmets fit on their heads as well as people with very large heads. We never had one helmet that one person in the world said did not fit.

CEOCFO: *How are you reaching out to get attention?*

Mr. Hamid: We have a very unique model. We put this in the hands of hair loss experts. Who are the hair loss experts? These are people like Bosley Hair Restoration, Hair Club for Men, who are now rebranded as Hair Club, dermatologists and hair restoration surgeons. These professionals are the hair loss experts. These are people that normally recommend a wig or extensions or some kind of treatment for your hair loss. There are thousands of these people, not only all around the world, but right here in the United States. Around the world they are called trichologists, which is a branch of dermatology that deals with the scientific study of the health of hair and scalp. These trichologists, dermatologists, physicians, surgeons--they all are now recommending our Theradome device. It has actually just been awarded the 2018 Hollywood Beauty Award Aesthetic Product of the Year. Last year we won the 2017 Aesthetic Product of the Year from another organization. People are starting to see the benefit. Then we have another product,

the Theragrow™, which is a direct-to-consumer. We sell that at half the price and we sell that on the Home Shopping Network and Amazon; it is also on the radio and marketed all over the web.

CEOCFO: *What has been the biggest surprise as Theradome has grown as a company and grown as a product?*

Mr. Hamid: What is surprising is that we now know that hair is much more important than I ever imagined for people, especially for women. Believe it or not, less than five percent of men do something about their hair loss, because they look good. Some guys look good shaved. Some guys do not care. Some people just let it go. Something that surprised me is that there are a lot of women with hair issues, much more than I ever imagined! For almost every guy that you see who has thinning hair or a bald head, there is a woman right behind him who has the same issues. However, women are much more affected. One hundred percent of women will do something about their hair loss. If they know that they have something that can help them, they will buy it instantly and will get on it! Their compliance is great! Therefore, women are very good to work with because they are very eager and desperate to find a really good solution for them, whereas men say, “Okay, I will try it; if not I will just shave my hair.”

CEOCFO: *Why should people use Theradome?*

Mr. Hamid: Why use Theradome? Theradome is the best thing you can do for your hair loss. This is a chemical-free, drug-free, side effect-free, easy-to-use light therapy system that allows you to do three things. First, it stops your hair loss, which is what most people want. Most people say, “Can I just keep what I have?” Number two, it really thickens your hair, because we reverse the miniaturization that occurs with hair loss. The hair gets smaller and smaller. However, with our device, you reverse it and it gets thicker and back to normal hair. Number three, we begin re-growing hair that was miniaturized or reduced down. We can promote new hair growth to come back. That takes about four to six months. Those three things are the reason why our device is superior to anything else out there, whether it is drugs or surgery. They are all complementary, but we believe our type of device will be as ubiquitous as a hair dryer in the future.

