Hairline Clinic Inc.

Life-changing science

By Kathleen Kochanski, advertising writer

Most people probably don't know that Akron, Ohio, is home to one of the premier multitherapeutic hair clinics in the United States. Housed in a small, nondescript building at 1525 Home Avenue, Hairline Clinic Inc. has been quietly and effectively advancing the science of hair restoration and replacement since 1965. One of the first companies to offer hair transplantation and chemotherapy wigs, Hairline Clinic Inc. opened a second location in Cleveland in 1997.

Changing lives for the better

"Our mission is to educate you about hair loss, gain an understanding of your expectations and provide you with a real solution to your hair loss using state-of-the-art proven techniques and procedures," said owner Rob Hoffman. His wife, Patricia, is company president. "We are committed to helping you discover - and attain - the look and feel that you have always wanted. Our work here is life-changing."

Hoffman speaks from experience.

"I was 25 years old when I went bald. People would mistake my wife for my daughter." Worse, he endured all the comments people make insensitively about a condition that somehow remains fair game for humor. "Political correctness has not come to baldness," said Hoffman. "That's true even now."

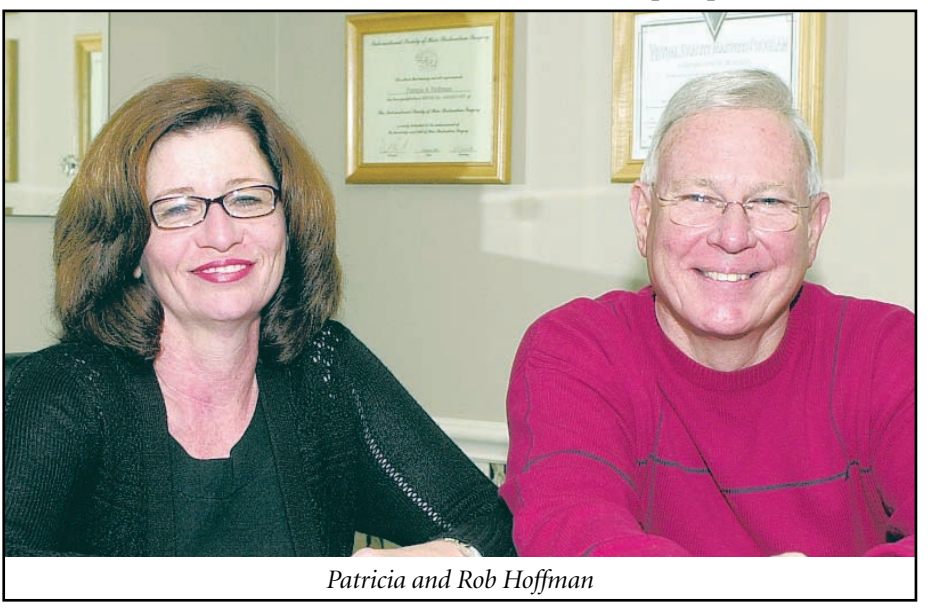
After enduring one too many jokes - and being mistaken once again for the father of someone who was just a few years younger than him - Hoffman made an appointment in 1985 to see Tony Guarino, the former owner of the clinic, who now works for him.

Master teacher

Over his years in practice, Guarino studied in France and Italy to learn the techniques of counting hair, a precise measuring procedure that establishes a baseline for the patient. He was involved with the original studies of minoxidil (Rogaine) conducted by Upjohn Company, a pharmaceutical manufacturing firm now owned by Pfizer Inc. He studied with Dr. Peter Proctor in Texas, a foremost authority on hair loss treatment and minoxidil, the first of the drugs approved for hair loss by the federal government. Guarino trained with world-renowned hair replacement specialists in New York City. He shared all his expertise with Hoffman, who began working for him in 1993.

The dedication to purpose embraced by Guarino continues under Hoffman, who bought the business in 2001. Every stylist and technician at Hair Clinic Inc. travels throughout the country for education in modern advancements in hair replacements. Dr. Paul Weiss, professor of surgery at Ohio University, serves as general surgeon for the clinic's hair transplantation. He has changed life for more than 20,000 patients since he first started specializing in hair transplants 16 years ago.

"Our staff is the best," said Hoffman, who recently returned from making a professional presentation in Miami.



Patricia and Rob Hoffman

Progress continues

During the company's 42 years in business, there have been major advances in hair restoration and replacement. The options available to today's clients include cutting edge solutions such as Virtual Reality, a nonsurgical hair replacement technique that cannot be detected even by a high-definition camera, said Hoffman. That quality of undetectability has made it the procedure of choice for clients of Linda Arnold, vice president of the Styling Guild in Hollywood. Clients of Virtual Reality solutions include such well-known celebrities as Burt Reynolds, Ben Afflack, Jack Nicholson and Robert DeNiro.

Visit the Web site

Hoffman encourages any interested person to visit the company's Web site (www.hairline.com). "Here is where we showcase our services and talents. But more importantly, we will provide you with real information regarding hair loss," said Hoffman. "Here is where we can help you separate truth from fiction and help you to decide what the best course of action is for you.

"People spend hours of time on the Internet and reading articles about hair loss. They spend thousands on products that won't work for them. I can save a person thousands of dollars and a lot of time with just one half-hour consultation. And it's free."

Grateful and generous

Grateful for the way treatment has changed his life, Hoffman gives back generously. Among other worthwhile causes he supports, he provides free chemotherapy wigs to children undergoing treatment, within 48 hours of any request. He also donates to the Salvation Army and to St. Jude's Research Hospital. And he's always ready to lend a hand to his alma mater, Mathew's High School in Vienna, Ohio. His classmates still gather every year, with formal reunions every five years. Now 54, Hoffman wins "Most Improved Hair" each time.

Hairline Clinic Inc.
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www.hairline.com

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