

# H A I R L I N E S

DHI NEWSLETTER 2025

*Happy New Year*

In this Newsletter, we share the key developments of 2024! Worldwide, competition continues to grow as the industry continues to be on fire.

DHI Medical Group remarkably continues to stand tall as the Global Leader in the industry, with huge upgrades in every aspect of our business to achieve higher customer satisfaction and successes.

In this issue, we share some important topics, which I am sure you will find useful. I wish you a very Happy New Year 2025 as we continue to scale new heights in the coming year!



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## GLOBAL EXPANSION



Most markets, especially India, Philippines, Sri Lanka, Colombia, Indonesia, Bangladesh and Egypt have registered very impressive growth in sales and made the brand stronger because of the terrific work of our teams. In India alone, we saw spectacular growth of **more than 50%** in last year, despite severe competition mushrooming in India. Our clients are getting fabulous results, generating more referral business. We are focusing on bigger sessions, with full scalp procedures, denser hairlines and temporal triangles. Despite cheap competition, our average price per procedure has gone **up by 15%**.

We started operations in new exciting markets of Brazil, Thailand, Honduras and Egypt. Our franchisees continued deeper penetration with more clinics in countries like Mexico, Colombia and Indonesia. In a large city like New Delhi in India, the brand has become so strong that we opened third clinic in Delhi, to cater to the rising demand. We expect similar growth pattern in other large cities across the world.



**SUPER TEAM BRASIL**

Under the leadership of Mrs. Raquel Sanchez Santiago, DHI has taken the first steps towards dominance in the exciting Brazilian market with 2 clinics, in Brasilia & Palmas.



**DHI BRASÍLIA**

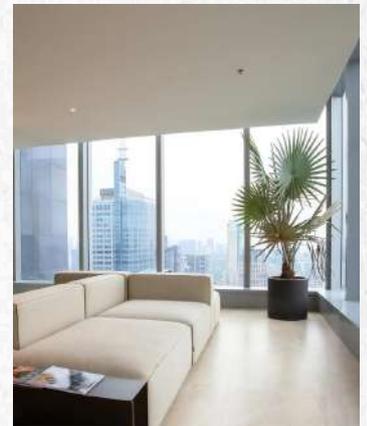


**DHI PALMAS**



**DHI TEAM PHILIPPINES**

It's been 10 years of a highly professional team running DHI business super successfully in Manila under the leadership of Dr. Raf (a certified triathlon athlete too!) and Mr. Ludo. What better way to celebrate than to move into a most luxurious new clinic in a super chic location!



**DHI TEAM COLOMBIA**

## VIVA TEAM COLOMBIA!

Mr. Michel Cavard & Dr. Jenny Correa have built a fantastic DHI business in Colombia with a total of 14 clinics! The latest clinic in Barranquilla is another feather in their cap.

HAIR RESTORATION CLINIC COLOMBIA  
WWW.DHICOLOMBIA.COM.CO

**DHI**

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DIAGNÓSTICO  
ANTE

EXTRACTO DE PLACENTA  
CAPILAR

EXTRACTO DE PLACENTA  
PARBA

EXTRACTO DE PLACENTA  
CEJAS

+54 AÑOS DE EXPERIENCIA

+320 PACIENTES SATISFECHOS

+100 CLÍNICAS FLEETWORK

ANTES

DESPUÉS

**DHI BARRANQUILLA**



**DHI HYDERABAD, INDIA**

## DHI HYDERABAD, INDIA

A swanky new clinic came up in the IT city of Hyderabad and started rocking from the first month itself!



**DHI NOIDA, DELHI**

## 3RD CLINIC IN DELHI

In New Delhi, we opened our 3<sup>rd</sup> clinic in Noida suburbs to cater to the ever-growing demand.



**DHI BANGKOK, THAILAND**

## DHI BANGKOK, THAILAND

DHI opened the first Joint Venture clinic in Bangkok at the plush Ruamjairak Hospital in partnership with Dr. Top, a leading hair restoration doctor.



**DHI EGYPT**

## DHI EGYPT

DHI was also relaunched in Egypt under the leadership of Dr. Hossam Tahseen who is the leading plastic surgeon in the Arab world with a very successful medical practice.

# BUILDING A STRONG ORGANIZATION

We continued to build our organization to manage exponential growth. In the process, we crossed the landmark of **200+ employees** in India. Here are **some of the new faces!**



**DR NITHIN M**  
DHI Specialist, Bangalore



**DR AMIT SARKAR**  
DHI Specialist, Delhi



**DR. LAVANYAA M**  
DHI Specialist, Bangalore



**DR. SANDEEP RANA**  
DHI Specialist, Delhi



**TUNEER CHAKRABORTY**  
Tech & Data Guru, Delhi



**ARCHANA RAM**  
Brand Manager, Delhi



**PEGGY STAVRIANOU**  
International Operations, Athens



## DHI SCIENTIFIC MEETING

Our annual scientific meeting was a great example of teamwork, superb culture and the highest level of scientific advancement at which DHI is working. Everything focused on latest techniques, tools and products to give our customers the best result and safety that they deserve. Two days of learning, development, team building, awards, and celebrations left everyone enriched.

### 75 CASE STUDIES



### FULL SCALP RESULTS



### DENSE HAIRLINE & TEMPORAL ANGLES

### CELEB HAIRLINES!



## LONG HAIR TRANSPLANT

Some clinics, especially in Asia are promoting it as a procedure where the patients do not have to shave and it preserves natural look with long hair in donor and recipient area.

We have closely studied this and here certain aspects of Long Hair Transplant are briefly discussed in comparison to Zone/Line shaven cases in DHI.

In long hair transplant, hairs are extracted and implanted in long form. Special punches are used with a slit till the end. Long hairs can tangle and knot, making extraction much harder as the strands tend to get stuck together. This is compounded by blood from the punch holes which quickly clots. This significantly reduces the speed and most experienced long hair surgeons can do only 500-1000 grafts in a day. One cannot wash the implanted area for a few days and cannot brush the implanted area for a couple of weeks to avoid displacement of implanted hair. Further, the shedding and regrowth happen naturally. These factors practically defy the purpose of long hair transplant. Shock loss and transection rates tend to be higher, compromising the results. Long transplanted hairs are at greater risk of tangling and being dislodged. More anesthesia may be required leading to swelling. The risks-reward equation does not weigh in favor of Long Hair Transplant. On the other hand, the zone shave/line shave cases done in DHI preserve the natural look with great results. See pics below for reference.

**In conclusion, we will continue to focus on bigger sessions, higher density and coverage for excellent long-lasting results.**



6120 hairs implanted in hair line over 2 days



Donor area is trimmed to preserve the natural look



Perfectly natural hair line preserved after implantation

## SYNTHETIC HAIR TRANSPLANT

Some clinics have been promoting Synthetic Hair Transplant as a procedure for patients with advanced hair loss and weak/no donor area. In this, artificial hair fibers procured from vendors are implanted in the scalp.

The primary advantage of synthetic hair transplant is the instant transformation, as it provides a fuller look without the waiting period associated with natural hair growth. It is considered as a choice for those with weak/no donor area. However, there are significant drawbacks.

Synthetic hair does not grow, requiring periodic top up to replace shed fibers. The procedure carries serious risks of infection, allergic reactions, and scalp irritation due to the artificial materials. Long-term use may also cause scalp sensitivity. It is also a very costly affair as hair fibers are expensive. This concept has not really taken off due to the risks and complications associated with it. Even the clinics promoting it try to convert the patients to natural hair transplant during counselling. They essentially use advertising of synthetic hair transplant as a marketing hook only.

## POWER PACKED NEW RANGE OF HAIR CARE PRODUCTS



With over five decades of pioneering research in hair restoration, DHI is a global leader in innovative, science-backed solutions. Our formulations combine clinically proven active ingredients with the finest traceable natural extracts, promoting hair growth and reducing hair fall while maintaining the highest standards of quality. Our products will be available worldwide and present an excellent business opportunity for all our partners.

Please contact us for the E-com Launch strategy for your market.

### Hair Growth Serum 30 ml

Capixyl (5%), PROCAPIL® (3%), Redensyl® (3%), AnaGain™ (3%), Baicapil (4%), Caffeine (1%)

Most potent hair growth serum in the world with 19% clinical actives. **Visible results in 30 days.**

### Hair Mask 200 gm

Saw Palmetto Oil, Hibiscus Extract, Moringa Extract

Enriched with Vitamin A, B-Complex and E which prevents hair breakage and inhibits 5α-reductase.

### Hair Growth Oil 200 ml

Rosemary Oil, Hibiscus Oil, Moringa Oil, Argan Oil, Bhringraj, Black Seed oil

Powerful blend of 21 natural ayurvedic herbs. Strengthens hair by nourishing the scalp & adds natural shine.

### Hair Vitamin 60 capsules

Biotin, Seabuckthorn, Vitamin E, Vitamin B6, Vitamin C, Bhringraj

Powerful & comprehensive blend of essential nutrients and vitamins to support overall scalp health.

### Dandruff Control Shampoo 200 ml

Piroctone Olamine, Salicylic Acid, Hydrolyzed Keratin, Neem & Lemon Extract

Anti-bacterial and anti-fungal properties. Zero dryness. Result in first wash itself.

### Hair Fall Control Shampoo 200 ml

Biotin, Rosemary Extract, Plant-Based Keratin, Moringa and Hibiscus Extract

Powerful blend of plant based ingredients which are know to promote to hair growth and reduces hair fall. Nourishes scalp without removing essential moisture.

### Daily Nourishing Shampoo 200 ml

Green Coffee Beans Extracts, PCA Glyceryl oleate, Vitamin B5

Extra mild shampoo - bestseller since it's launch. It has antioxidant properties and can be use for daily cleansing.

### DHT Blocker 200 ml

Pumpkin Seed Powder, Stinging Nettle Root Powder

It targets the underlying causes of hair loss by inhibiting the production of dihydrotestosterone (DHT). 100% Vegan.

### Frizz Control Spray 100 ml

Argan Oil, Jojoba Oil, Saw palmetto Oil, Sweet Almond Oil

Helps tame frizzy hair & flyways.

### Hair Styling Serum 100 ml

Argan Oil, Jojoba Oil, Saw palmetto Oil, Sweet Almond Oil

Protects against UVA & UVB sun rays. Gives shine & smoothness to hair.

### Coming Soon...

- Minoxidil
- Anti Hair Greying Serum
- MinoxiBoost
- Anti Greying Shampoo & Mask
- Eyebrow Serum
- Keraboost Supplement

## NEW SOP'S



In Q1, 2025 we will circulate a completely refreshed set of SOPs (Standard Operating Protocols) which will cover the latest developments and updates. More particularly, you will see new content in the following sections: Medical SOPs, Clinic Operations, Client Forms and Marketing & Brand Guidelines. Stay tuned for more...

## ADOPTION OF TECHNOLOGY

We are strongly embracing the power of technology and data analytics to drive our business and it has made significant contributions to our business growth of more than 50%.

**HUBSPOT CRM**

Manage leads from all channels on a single platform. Connect with Google, Meta and all major online channels for precise source tracking entire customer lifecycle tracking. Strong integration capabilities to link existing and new systems.

**GUPSHUP**

Reach customers on preferred communication platforms like WhatsApp. Automate alerts & communications based on customer's journey. Target offers based on past interactions for personalized experiences. Build natural conversational flows, enhanced with AI, to drive customer satisfaction.

**SEMRUSH**

Helps boost SEO & social media management capabilities. Smart keyword recommendations to attract more visitors. Optimize website & Google listing content to stay ahead of competitors. Tracking competition on marketing parameters.

**ZOHO BOOKS & INVENTORY**

Manage billing & live Inventory. Track invoices, collections, consumption & stocks in real time.

**SLACK (PLANNED FOR 2025)**

Leading team communication tool that automates tasks & streamlines workflows with bots for maximum efficiency. Integrates seamlessly with leading online tools like HubSpot, Google resources. Efficient resource management and sharing, for keeping team members aligned and up to speed. Full control over user permissions & data security for worry-free collaboration.

**GREYTHR**

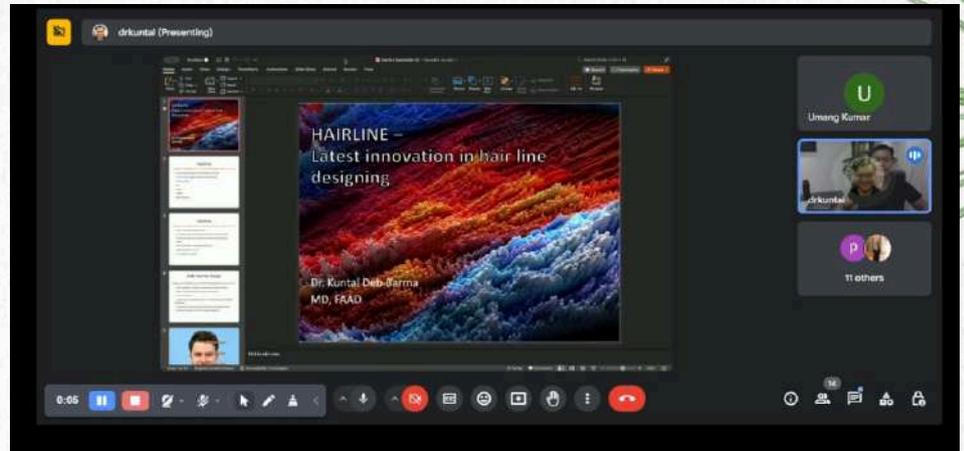
GreytHR simplifies HR with cloud-based solutions for payroll, attendance, onboarding, and compliance.

We will be happy to help you integrate some of these best practices in your business.

## TRAINING

Training and continuous improvement is the core of our business excellence.

We regularly organize training sessions covering various finer aspects of hair transplant including medical aspects as well as sales, marketing competition etc.



In 2025, we will further intensify our training efforts with a packed calendar and include a wider range of topics and more speakers who are experts in different fields, not just from India but also from other clinics around the world. **Please do attend these training programs to fully benefit from them.**

## GLOBAL MEDICAL TOURISM AWARD

### DHI International Shines at the 2024 European Medical Tourism & Wellness Awards

Murcia, Spain – DHI International Medical Group, was recognized with two prestigious accolades at the 2024 European Medical Tourism & Wellness Awards. The awards ceremony, held at the Gaviotas Conference Center in La Manga, saw DHI International honored with the Excellence in International Patient Service Award and the Best Specialized Clinics for International Patients Award, solidifying its reputation as the leader in hair restoration and medical tourism.

The event was organized by World Fine Selections (WFS) in collaboration with the Italian Association for the Promotion of Medical and Thermal Tourism (AIPMT), BookingsMed, and DoctorGeo, brought together a distinguished jury of 18 professionals from over 18 countries and three continents. These experts, including facilitators, travel agencies, and doctors, rewarded the most outstanding clinics, hospitals, thermal centers, and medical spas.

DHI's recognition was influenced by its exceptional performance in India, Philippines, Bahrain, Thailand and Malaysia who all collaborated to present a strong case for this recognition.



Global leader  
in  
Hair restoration