

"The Midwest's Trusted Name
in Hair Restoration"

2830 Dryden Drive
Madison, WI 53704
(608) 241-8848

201 N. Mayfair Road
Milwaukee, WI 53226
(414) 258-8847

Nationally renowned surgical techniques
with competitive pricing.

Financing Available
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1-800-322-6482

www.midwesttreathair.com



Madison Hair Transplant Clinic has specialized in the surgical restoration and medical treatment of hair loss since 1981. Dr. Christopher A. Gencheff blends more than 25 years of experience with the latest technologies to tailor the surgical and medical treatments to each individual patient. He is the most experienced hair restoration surgeon in Wisconsin.

"A successful surgical hair restoration specialist has to have considerable foresight, aesthetic judgment, and the ability and confidence to convey to his/her patient the realistic expectations regarding their specific cosmetic goals."

Dr. Christopher A. Gencheff
Board Certified

American Board of Hair Restoration Surgery

Member:

- AMA
- American Academy of Cosmetic Surgery
- International Society of Hair Restoration Surgery
- Hair Transplant Network
- Medical and surgical treatments available for hair restoration
- Customized surgical restoration to fit your pattern of hair loss
- Dr. Gencheff takes a one-on-one approach with each of his patients - "Personalized care - there is no substitute"
- View untouched original before and after photographs of Dr. Gencheff's patients
- Arrange to meet Dr. Gencheff's patients to discuss their experience with MHTC
- Propecia®
- Affordable - Financing Available - It's easier than you think
- FREE DVD
- FREE consultation to learn the facts

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Madison
Hair Transplant
Clinic



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MHTC**Madison Hair Transplant Clinic**

1-800-322-MHTC

www.midwestrealhair.com

Surgical hair restoration surgery is achieved from either a single technique or by a blend of multiple techniques. **Hair restoration surgery has boomed in the last seven years** and each year there are more methods, instruments and philosophies in this growing field.

Dr. Christopher Gencheff and MADISON HAIR TRANSPLANT CLINIC are at the **forefront of these new and upcoming innovations** utilizing more than 20 years of experience, multiple techniques, and clinical trial studies. MHTC is in a unique position to customize hair restoration procedures for its male and female patients.

The field of hair restoration has become **extremely refined** and, yet, quite complicated. MHTC not only utilizes the latest techniques, but has been involved in various innovations and continues to provide one-on-one doctor/patient care. **Combining medical and surgical techniques** affords the patient the most up-to-date treatment for their hair loss, both in **preventing hair loss and restoring it.**

Experience, board certification and consistent results are all "musts" on your check list as you choose your surgical hair restoration facility. MHTC wants you to be comfortable and your satisfaction is our highest priority.

Follicular unit is the state-of-the-art grafting technique for surgical hair restoration.

Remember: All hair grafting at MHTC is done with the follicular unit method creating the most natural look - the way hair is meant to look.

Another technique of surgical hair restoration utilizes **coronal slits**. These slits are being used with different placements of grafts along the mid-scalp area which provide more coverage. **Follicular unit extraction** is an additional technique whereby follicles are removed from the back of the scalp with a punch method so there is no line scar. These techniques are only beneficial for patients who have a very limited amount of hair loss and are willing to have the back of their heads shaved for the procedure.



New - Laser Comb.
Low-level light therapy (LLLT) produces a "photobiological" effect on **hair follicles**. Studies with LLLT proved hair counts, hair strength and appearance of hair were affected very **beneficially in both men and women** in the temporal and vertex regions. The laser comb has **FDA approval for safety** and may become the first FDA approved device for hair loss. MHTC feels this is another **positive** tool in controlling your hair loss destiny and can make available the **HairMax LaserComb for purchase.**



Propecia® and Rogaine® continue to be a definite compliment to surgical hair restoration: Surgery will fill in/thicken areas of loss while Propecia® and/or Rogaine® stabilize further loss.

If you wish to consult with Dr. Gencheff or if it has been some time since you have had a review of your surgical status, do not hesitate to contact MHTC. If you are a patient who has never had surgery and are **stabilized on Propecia®** you may want to **consider filling in those thin or bald areas** Propecia® has not addressed.

Take time to evaluate the excellence of MHTC via DVD/pamphlet, the website at www.midwestrealhair.com, and MHTC patients you can talk with. The hair restoration experience at MHTC gives the patient the most detailed, aesthetic and competitive value in the marketplace. **"Experience and surgical artistry will always provide the most natural look."**

If you have questions on medical/surgical hair restoration, wish to receive our patient information DVD or schedule an appointment, please call MHTC at (800) 322-6482.

**It's easier than you think.
(800) 322-MHTC**