



MARKETWIRE

Beyond Words

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Apira Science Introduces the First Hands-Free, Laser Hair Rejuvenation System for Home-Use -- The iGrow

New Hair Care System Uses Clinically Proven Low Level Light Therapy to Rejuvenate and Revitalize Thinning Hair

NEWPORT BEACH, CA--(Marketwire - February 22, 2011) - As the saying goes, you never get a second chance to make a first impression. First impressions are everything -- and hair is one of the first features that people notice on others. Looking your best can help you make a strong impact, and a full head of thick, lustrous hair can go a long way in helping to achieve that. Unfortunately, many people are not naturally blessed with enviable tresses -- genetics and environmental factors play a role, and, until now, the options available for remedying this situation were either less than effective or prohibitively expensive.

From Apira Science, one of the most respected clinical based laser hair restoration companies and maker of the highly successful Revage670™, comes the only hands-free, home-use hair rejuvenation device that is as powerful as clinical solutions. Available now, [iGrow](#) leverages a patent-pending combination of built-in laser and LED lights to enable both men and women concerned with hair loss or thinning hair to experience dramatic [results](#). Within 12 weeks of using iGrow as directed, most consumers report that they experience the cessation of excess hair loss. The appearance of thicker, fuller, healthier hair is typical within 24 weeks.



The iGrow has 51 powerful light sources for complete scalp coverage. The low level lasers stimulate the hair using proven and long-established technology that delivers strong results without any side effects.

In stark contrast to currently available solutions such as laser hair combs, iGrow addresses the limitations and inconsistencies of these products by incorporating the same scientifically proven, Harvard Medical School-documented [low level laser therapy technology](#) that is found in the Revage670. The Revage670 has been used by more than 500 doctors in over 25 countries worldwide to effectively rejuvenate shedding and thinning hair. With the new iGrow, consumers have access to the very same technology relied upon in so many doctor's offices and clinical settings -- now in the comfort of their own homes -- and at a fraction of the cost. Simple and convenient to use, the iGrow comfortably sits atop the user's head, providing continuous overall coverage and leaving them completely mobile and free to do other things while receiving treatment. The iGrow even allows for users to listen to music while their hair rejuvenates -- it features iPod/MP3 compatibility.

The [iGrow features](#) 51 light sources that include 21 laser diodes and 30 LED lights to provide full scalp coverage, while combs and other hand held devices only have 9-15 laser lights. The output from iGrow is equivalent to most in-office clinical hair lasers. Hundreds of clinical studies have shown the effectiveness of [low level laser therapy \(LLLT\)](#) on various conditions including hair loss, carpal tunnel syndrome and acne. "LLLT is an amazing, proven technology that can rejuvenate hair and even delay the onset of thinning hair," noted Nicholas Brox, CEO for Apira. "We have seen first-hand just how effective it is with our Revage670, and we are excited to make this same technology available to the home consumer."

The iGrow is the only at-home hands-free hair rejuvenation system of its kind - just 20-25 minutes, three to four times per week, can rejuvenate and revitalize thinning hair. There's even an option of connecting an iPod to the iGrow's built in headphones so that you can listen to music as

the iGrow goes to work. It is not only easy to use, but also convenient, affordable and with a six month money back guarantee.



The iGrow is ideal for women who experience hair loss or thinning hair. In fact, over 40 percent of middle age women suffer from female pattern hair loss.

Results from using iGrow can be rapid and substantial. According to Lorrie Klein, MD, "The average patient using iGrow will first begin to see decreased hair loss in about six to eight weeks. Then, within a few short months, their hair should begin looking thicker, fuller and healthier. At about the nine month mark, they'll see the maximum result and then, with continued use of the iGrow, should be able to maintain those results."

About Apira Science

Apira Science is an established leader and pioneer in low level laser therapy for hair loss and thinning hair. Its Revage670™ system has earned numerous accolades from doctors and patients alike for its ability to stop the appearance of hair loss and promote thicker, fuller hair. Now, Apira is launching a consumer solution that leverages the Revage670 technology in a compact, hands-free system that will enable hair rejuvenation in the comfort of one's own home. The new iGrow at home laser is also iPod/MP3 compatible, further enhancing the appeal of this easy-to-use device. For additional information please visit www.apirascience.co.uk.