

## Hairline International launches hair DNA testing

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**In this simple cheek swab test, genetic markers for hair follicular stress, inflammation and growth factors are analysed.**



Ms. Mansi Belani, Fitness Nutritionist, Dr. Premalatha, Dermatologist and Dr. Bani Anand, Founder and Managing Director of Hairline International Hair and Skin Clinic at the Press Conference on the launch of Hair DNA testing at Hotel Hyatt, Ulsoor

Our hair can tell us a lot about our bodies and our predisposition to ailments. With a focus on offering assessment as well as customized treatment options for hair fall, hair loss and predictive capabilities as well, Hairline International Hair and Skin Clinic launches Hair DNA testing which takes an in-depth look at genetic markers for hair loss, assesses a predisposition to the development of hypertension and cardiovascular conditions, and aids in the creation of tailor-made treatment and diet plans. In this simple cheek swab test, genetic markers for hair follicular stress, inflammation and growth factors are analysed.

Speaking on the launch of Hair DNA testing, Dr. Bani Anand, Founder and Managing Director, Hairline International Hair and Skin Clinic says, "At Hairline International, we have always worked towards holistic approaches to hair and skin ailments. Hair DNA testing, besides being complementary to the Skin DNA testing we offer, helps determine one's propensity for lifestyle based ailments and this can go a long way in helping a patient make the right changes".

Explaining in detail on the working of Hair DNA testing at Hairline, Dr. Premalatha V, Dermatologist, Hairline International Hair and Skin Clinic said, "At Hairline, we offer 5 different Hair DNA Testing panels. Each of these panels has a specific outcome that works towards assessing:

1. Genetic tendencies towards balding
2. As Predictor of baldness

3. Customization of treatment for hair fall
4. Drug responsiveness to commonly used medication like Finasteride and Minoxidil
5. Health markers to determine tendency towards cardiovascular ailments, hypertension, obesity and diabetes. This panel is a part of Nutrigenomics – a science that can help customize and alter lifestyle and nutrition patterns based on an individual's genetic make-up”.

Explaining Nutrigenomics, Ms Mansi Belani, Fitness Nutritionist, Hairline International Hair and Skin Clinic says, “Nutrigenetic test is a genetic analysis that aims to understand an individual’s genetic makeup can influence the way his body responds to food and the nutrients he gets from it. It looks into how these genetic differences can affect health. Nutrigenomics goes down to the DNA level of individual to better understand what nutrition the body specifically needs and what may be lacking. It also predicts what metabolic diseases and allergies one may prone to. The in-depth research that is being conducted in the field will now make way for gene-specific diets, ensuring that your diet too can be DNA-based”.

Elaborating on the benefits of Hair DNA testing, Dr Premalatha further explains that the test helps an individual in two primary ways

1. Customization of treatment for hairfall
2. Nutrition based treatment that is specific to an individual

“Hair DNA panels are ideal for those looking to take preventive care, especially if they find they are predisposed to hair loss, hair fall and even cardiovascular diseases and hypertension. Besides that, two of the most important drugs used in the treatment of hair loss are Minoxidil and Finasteride, both of which are FDA approved. There are however possibilities of patients being resistant to the drugs and this test helps determine that, allowing for the medical professional to utilize adjuvant therapies rather than have unnecessary exposure to these medicines” adds Dr Premalatha.