

# Old Colony Memorial

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## BUSINESS

### Turning loss into gain

Hair Club, with office on Water Street, celebrates 30th anniversary with essay contest

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PLYMOUTH – Write a 500-word essay to describe how hair loss has impacted your life.

That's the challenge to men and women who are willing to share their personal stories for the chance to win a complimentary hair restoration treatment from the Hair Club of New England.

"I think it gives people an opportunity to express themselves on a deeper level how hair loss has impacted them," franchise owner Steven Barth said.

The contest is open to men and women across New England. It's all about helping two people in need of hair replacement get the treatment they deserve, according to Barth.

Barth's mentor, Sy Sperling, is an iconic businessman who founded the Hair Club For Men, now known as the Hair Club serving clients of both genders.

The two contest winners, one man and one woman, will be chosen at the end of September based on their stage of hair loss, appropriateness of the solution and personal preferences. For additional contest details, send a blank e-mail to 30@hairclub-newengland.com by Aug. 31.

Sperling's trademark phrase was, "I'm not only the Hair Club president, I'm also a client."

At 22 Barth was one of Sperling's clients, and it changed his life. Literally. Sperling provided Barth with the support he needed to start the Hair Club of New England 30 years ago.

Barth decided to run a contest

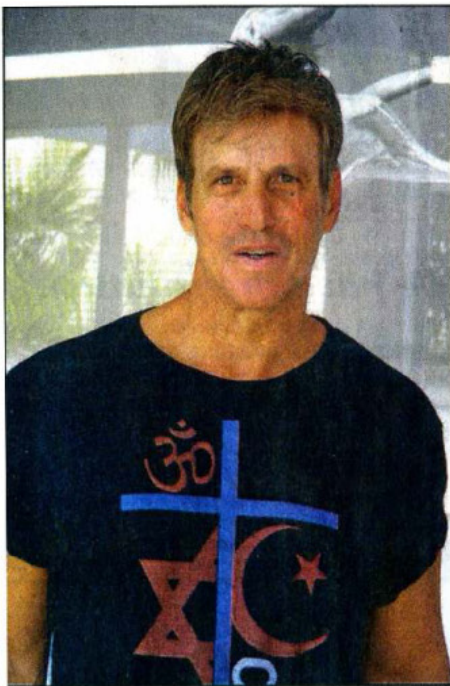
to celebrate his 30 years in business. He has eight offices in New England, including the office he opened in April 2004 at 225 Water St. in Plymouth. The four stylists on staff in Plymouth have a combined 37 years in the business.

"It's a way of giving back," he said. "We've had enormous success in the New England region."

Originally a "one-solution" provider for men only, Hair Club has evolved into a multiple-solution provider for men and women experiencing hair loss. Following the initial consultation, Hair Club consultants offer new clients a personalized and individual treatment plan. Hair Club offers multiple solutions to meet the various stages of hair loss as well as their personal preferences.

Barth said the options available through Hair Club are the Extreme Hair Therapy treatment plan and a Bio-Matrix non-surgical solution. The Bio-Matrix solution takes the place of the traditional strand-by-strand non-surgical approach. Barth was genetically disposed to hair loss; it was passed down to him through both of his parents' families. So, he knows how upset one can get. That's why, he said, most people don't wait to the point that the need is obvious.

"Men and women are still quite impacted by the notion of hair loss," he said. "What we try to do at Hair Club is almost make it appear that someone has had a hair cut or added a body wave."



Steve Barth