

HAIR REJUVENATION AND TRANSPLANT EXPERT

BY JACOB PUCK

It's important to be an informed consumer. If you've been a loyal reader of *Social Life* this summer, you now know a lot about Keith R. Durante, M.D., and his medical and surgical treatment for managing hair loss, including eyebrows, eyelashes, and even beards. You've learned about his passion for philanthropy and the tragic circumstances that steered Dr. Durante to a life led with greater purpose. His soon-to-be-published memoir is about his life-changing experiences and the power of forgiveness. Dr. Durante has been featured in each of our summer issues, which are online at sociallifemagazine.com.

Dr. Durante is a highly experienced, fellowship-trained micro-vascular surgeon who decided to parlay his experience into another medical discipline that requires micro-surgery: hair transplants. He wanted to help people live their lives to their fullest in a new way: hair loss management and hair transplants for both men and women—a field that also requires aesthetic vision.

What are some common treatments for hair-loss management?

It could be as simple as lifestyle changes, specific hair vitamin therapy, or topical medications. Among the more common procedures are injections of PRP (platelet rich plasma) in conjunction with LLLT (low-level laser therapy), both of which stimulate hair follicles and improve blood circulation in the treated area, encouraging hair growth. Hair restoration can often be done with no IV's, no scars, no pain or bleeding, allowing you to get back to your routine in a matter of days. Results depend on the cause, site, and severity of hair loss. I can often help patients to the point where their situation is tolerable for them. And for others I can achieve results that don't indicate there was ever any hair loss.

Is it true the average person waits five to seven years before getting a transplant because of misinformation and anxiety, which can actually lead to psychological depression?

Yes, and men and women need to know this is a treatable problem that can be corrected in a doctor's office and may not even require surgery, but only medical management. A lot of patients don't know this and suffer the same type of depression they might experience from a much more serious medical diagnosis.

What's on the horizon for hair-loss management?

The treatment of hair loss has really been revolutionized and is constantly evolving. We already can avoid scars and bloody procedures, but we also better understand the causes of hair loss. There is a lot of biology involved in hair management and the treatment protocol is



different for each patient. Procedures are always getting better, and it's a bright future. Personally, I continue to evolve, too. If you want to treat patients differently, you need to think differently. That's what I do—treat the cause before addressing the effect, and how I will always make sure that I am ahead of the curve when it comes to hair loss management.

Hair transplantation has evolved into a minimally invasive, one and done procedure with a beautiful, natural look and a change that will last a lifetime. It will be my privilege to evaluate you at my new state-of-the-art facility on Fifth Avenue. Thank you, readers and *Social Life's* great staff for a signature summer!

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