



**For Immediate Release**

**Contact:** Lorie Wolf

(949) 241-4650

lwolf@cognify.com

www.appliedbiology.com

## **Applied Biology to Enter into a License Agreement with Hairmore for its Novel Treatment for Traction Alopecia**

### **APPLIED BIOLOGY'S NOVEL TAAR RECEPTOR AGONIST TO HELP MILLIONS OF CHINESE WOMEN SUFFERING FROM PONYTAIL INDUCED ALOPECIA**

**Irvine, California, February 12, 2019** — Applied Biology, Inc. (“Applied Biology”) announced today it has entered into a license agreement for the Chinese market for its novel TAAR receptor agonist for the treatment of ponytail induced alopecia.

A recent study conducted by Dr. Goren et al. demonstrated, that approximately 79% of women wearing a ponytail hair style four or more times per week for a period of at least ten years are at high risk for developing ponytail induced alopecia (also known as traction alopecia). No treatment exists for this condition. While cessation of styling the hair in a ponytail avoids the development of this condition, a large majority of Chinese women continue to wear a ponytail hair style; thus, a prophylactic treatment that prevents the development of ponytail induced alopecia is of great clinical importance. Recently, Applied Biology scientists discovered a novel TAAR receptor agonist that when applied to scalp reduces the force exerted by the ponytail on hair follicles; thus, reduces the likelihood of development of ponytail alopecia. According to Dr. Goren, Chief Medical Officer of Applied Biology: “China is the world’s second largest hair market. We are excited to team with the Hairmore Group, China’s premier hair surgery and treatment centers, to provide this groundbreaking therapy to women”

#### **ABOUT APPLIED BIOLOGY**

Founded in 2003, Applied Biology is a biotechnology company located in Irvine, CA focused on the development of novel innovations for the treatment of hair disorders. Our focused team of scientists and physicians, have made breakthroughs in genetics, molecular biology mechanisms and clinical dermatology that are poised to improve millions of patients’ lives.

#### **ABOUT HAIRMORE**

Hairmore Group operating 17 surgical centers and over 100 clinics is the leader in hair surgery and hair treatment in China. With focus on quality of care through innovation, Hairmore is expanding its clinical excellence center throughout China and the world.