



# *President's message*



Being a sign of health, youth and vitality, hair is without a doubt one of the most important aspects of our overall appearance. According to the prevalent antiage consideration, we all look forward not only to feeling but also to looking young. As a consequence, preserving hair beautiful and healthy becomes a matter of major significance.

Since **1979**, when **Bergmann Kord** was established in **Greece**, we have embraced hair-care issues with close attention and genuine concern. We continue to invest into research, knowledge acquisition and training, in order to provide effective solutions for all men and women affected by hair loss or other hair-related issues.

Our patients receive our sincere, undivided attention. What we ensure for them is not just a simple solution, but responsible, individual specialised care. Their needs are carefully assessed and contextualised while we endeavour to consult with them in a reliable and objective manner. We want them to feel safe and confident of the flawless medical and aesthetic results of our methods.

Rest assured that we at **Bergmann Kord** will continue to work with even greater dedication toward our goal, which is none other than the complete satisfaction of our patients.

Respectfully,

**Vassiliki Kordera**

*President*

BERGMA



# *Our Clinic*

**Bergmann Kord** is the first hair clinic founded in **Greece (1979)** and is part of the **Kord Group** association.

Since our establishment, hair loss treatment has been our unique area of specialisation. Over the years, we have garnered extensive experience that has allowed us to provide effective customised solutions for every hair loss problem.

Starting from thorough and reliable diagnosis, we have developed an assortment of comprehensive scientific treatments that include surgical and non surgical hair restoration options. Our clinic's services are supplemented by **Bergmann Kord's** exclusive line of hair care and hair invigorating products.

**Bergmann Kord** doctors have successfully delivered more than **60.000 hair transplant** procedures. Patients from all over the world have entrusted us with their hair to ensure effective medical diagnosis, consultation and treatment.

**Bergmann Kord's** 80 specialised personnel staff our 7 company owned scientific centres in **Greece** with branches operating in **Athens, Thessaloniki, Patras, Crete, Larissa, Rhodes**.

# Our Values

All our corporate values:

Integrity: credible information, direct communication and honest consultation, all are fundamental constituents of our contact with patients.

- **Responsibility:** reliable techniques, along with the implementation of safe methods, ascertain our respectful and discreet attitude to people dealing with hair-related issues.
- **Value creation:** ensuring the greatest possible satisfaction and benefit for our patients leads to their loyalty and trust to our services.
- **Continuous development:** being a learning organization, our clinic aims at the optimal utilization of our resources and integrates all the up-to-date medical achievements.

Our value commitments are supplemented by our unfailing orientation to dedication, ethics, team effort and high quality standards.

# *Our Philosophy*

All of our planning is imbued with our desire to offer our patients the greatest possible satisfaction and benefit. As they lie at the center of our activities, our every effort has always been oriented toward finding the best possible personalised solution.

Being committed to excellence in all our endeavours, we aim to achieve the highest degree of expertise and know-how in order to fulfil our mission:

To offer the optimum solution in hair loss treatment and therefore promote the quality of life of all people who entrust us with their hair.

**Bergmann Kord** realises its vision focusing with respect and honest care on every single patient, through our basic triptych of principles:

- **Reliable information and objective consultation:** Prior to reaching a final decision on the appropriate treatment, each patient should be thoroughly and clearly informed of all the options provided in hair restoration.
- **Individualised care and personalised treatment:** Through personalised hair transplantation planning and individualised treatment, we aim at accomplishing the optimised solution for each patient, as there is no one-size-fits-all solution.
- **Outstanding know-how and cutting-edge methods:** Our doctors are constantly kept up to date and closely monitor new developments in the field of hair transplantation; being well-versed in state-of-the-art techniques, they deliver medical and surgical hair restoration services of highest quality.



# *Our Facilities*

Our Clinic in Chalandri comprises of a 7-story building, designed to provide state-of-the-art facilities and services for patients and their family members. When you enter our facilities, you will enjoy the spacious environment, occupying 2,500 square meters.

We have 3 ultra modern operating rooms, ready to handle every specialized surgical procedure relating to hair transplant. Great emphasis has been given to ensure antiseptic conditions, with the latest sterilizing machines for our surgical instruments. The most stringent international sanitary requirements are always being implemented for the prevention and avoidance of infections, which could create complications.

It is also important to note that in our Clinic, a specialized health and beauty revitalizing center operates, **Kurland Spa**, offering spa treatments for the face and body. As a result, the person accompanying you can have a spa treatment, a massage, a facial or any type of hair treatment while waiting for you to complete your hair transplant procedure.





# *Our People*

Our corporate values and principles are genuinely expressed through our people, who share our vision and strive to make our aspirations become possible. It therefore constitutes both a commitment and a priority for us to ensure all the necessary conditions and support so that they keep on performing in excellence and producing outstanding results.

This insight lies behind all our efforts and helps them work creatively within a framework of shared values:

- Patient-oriented and with a sense of social contribution, they are empathetic to patients' needs and concerns.
- Possessing a high level of specialisation and in-depth knowledge of their subject, they are able to respond effectively to any challenges in the work environment.
- Receiving flow training, they can measure up to the high levels of quality and know-how we come to adopt each time.



# *Our Specialised Medical Teams*

**Bergmann Kord's** medical teams consist of highly qualified and extensively experienced physicians who specialise in hair loss and hair transplant issues. Their excellent credentials are corroborated by **more than 60.000 successfully performed hair transplant procedures.**

In order to deliver the best possible medical care, our doctors:

- Ensure personalised treatment and individualized care, aiming to establish a trust relationship with each patient
- Implement the latest and most advanced hair restoration techniques worldwide and constantly monitor new scientific advances so as to remain at the cutting edge of hair transplant research and development.
- In addition to performing flawless surgery, our doctors have evolved an excellent aesthetic judgment that allows them to accomplish the most natural, perfectly matching the patient's profile results.

# *Hair Loss*

The first signs of hair loss are usually accompanied by feelings of anxiety and embarrassment. As revealed by long-term studies, hair loss most often affects emotionally people who are experiencing it and has a significant impact on their quality of life.

The most common type of male hair loss is **Androgenetic Alopecia** and is responsible for 95% of alopecia cases. It occurs as a result of the long-lasting impact of androgens on people with genetic predisposition to hair loss.

The rapid advances in Medicine during the last decades have made a valuable contribution to hair loss treatment. The application of innovative techniques in the field of hair transplantation stands very promising as to the implementation of even more evolved methods of treatment.

Being at the cutting edge of hair transplant development, **Bergmann Kord** is able to provide the best possible individualized scientific solutions to hair loss, based on accurate and detailed diagnosis.



# *Free Consultation & Diagnosis*

Objective hair loss evaluation and reliable diagnosis are of primary importance, so that the particular needs of each patient are assessed and the appropriate treatment is recommended.

You can schedule a free diagnosis appointment at any of **Bergmann Kord** hair clinics. In a modern, friendly atmosphere, a private meeting is held for the necessary consultations on all aspects of the issue.

Our experts carry out a detailed **microscopic Hair & Scalp Analysis**, in order to assess the precise condition of hair and ascertain its needs.

Through the hair and scalp examination, various parameters like scalp laxity, donor area supply, miniaturisation rate, etc are measured to reveal the pathology of hair and provide an accurate prognosis for future hair loss. Additional lab tests might be performed to obtain an overall picture of hair's health.

With the evaluation of the results, you are presented with all their treatment options most appropriate for your case, so that you can make an informed choice before potentially moving ahead to a hair transplant.

By entrusting **Bergmann Kord** with your hair, you can rest assured that for any hair-related issue you are concerned with, there is the appropriate scientific solution.





# *Hair Transplantation*

**Being the first to implement hair transplantation in Greece, Bergmann Kord** doctors are highly experienced and specialised in hair loss and hair transplant issues. As a result of our commitment to provide high quality surgical services and optimal patient care, **more than 60.000** patients from Greece and abroad have entrusted **Bergmann Kord** with their hair restoration procedure.

As Follicular Unit Hair Transplantation involves the extraction of hair follicles from the back and sides of the scalp and their reimplantation to the area affected by hair loss, a series of parameters are taken into consideration - the proper angle and direction of growth, the specific growth conditions of the thinning area, the patient's facial features and style, etc.

Our doctors therefore establish a Personalized Hair Transplantation Plan for each patient in order to ensure individualised, undetectable results that are fully adapted to the patient's profile.

**FUE** and **FUT** hair transplantation techniques performed by **Bergmann Kord** doctors under the strictest hygiene and safety standards can ensure excellent permanent results.

# *Personalised Hair Transplantation Plan*

In order to attain a personalized approach to hair transplantation that is fully adapted to the patient's profile, **Bergmann Kord** doctors draw up a **Personalized Hair Transplantation Plan (PHTP)** for each patient, which makes sure that the final result fits ideally to the patient's physiognomy. With the patient's participation—always under medical guidance—our doctors establish the PHTP, which is finally incorporated in the patient's medical record, along with his photos and all the medical data concerning him.

- Hair Loss Classification
- Personal desires
- Suitable donor area
- Patient's characteristics
- Specifications of hair and scalp
- Estimation of future hair loss progress
- Attainable objectives
- Eccentric demands



*Before*



*10 Months Later*



*Before*



*8 Months Later*



*Before*



*14 Months Later*



*Before*



*12 Months Later*

# *Hair Transplantation Results*



*Before*



*12 Months Later*



*Before*



*8 Months Later*



*Before*



*12 Months Later*



*Before*



*12 Months Later*

# *Lunch Break Treatments*

## PRP hair loss treatment & hair transplant reinforcing treatment

**PRP (Platelet Rich Plasma)** is a hair loss treatment that utilizes the properties of growth factors and has to show encouraging results as a hair loss treatment for men & women or as a hair transplant reinforcing treatment.

**PRP** is a treatment that has been performed for many years with very impressive results in orthopaedics and also for the treatment of chronic traumas, burns and surgical scars.

**PRP** is performed to men & women for the treatment of hair loss (**Androgenetic Alopecia, Alopecia Areata, hair loss prevention** etc) and it is also performed as a **supportive treatment to Hair Transplants**.

**PRP** treatment is implemented to men & women who suffer from hair loss at early or advanced stages:

- For the treatment of Androgenetic Alopecia
- As a supportive treatment to Hair Transplants
- For the treatment of Alopecia Areata
- For the prevention of hair loss

## The role of Growth Factors in hair loss treatment

Blood is consisted of approximately 55% plasma, which contains red & white blood cells, platelets, proteins, other nutrients, vitamins, electrolytes and carries out their distribution in the body. Two of the most important components of **PRP** are Cytokines (proteins of growth, differentiation and immunological response) and Growth Factors.

**Growth Factors** are special proteins that are produced by certain cells in our body and activate the repair of tissues that do not operate properly or have been damaged, by developing regenerating and revitalizing action. This is achieved through the reactivation of the weak adult stem cells and the proliferation and regeneration of the cells of the concerned area.

Based on the fact that platelets contain various growth factors, through the **PRP** therapy the concentration of growth factors is increased, and thus a profound number of adult stem cells is reactivated. Then, they give the appropriate signals for the refuction of the concerned area and as a result, the self-repair of the disorders is achieved in less time and with far more effectiveness.

When implemented as a hair loss treatment, **PRP** is able to reactivate the impaired hair follicles that do not operate properly in order to provide invigorated hair. **PRP** "forces" the human organism to react in an intense but completely natural way to the impaired function of hair follicles, by supplying the concerned area with activated cells that take up the regeneration process, thus contributing to the regeneration of the hair follicles.

# *Hair Loss Treatments' Results*



*Before*



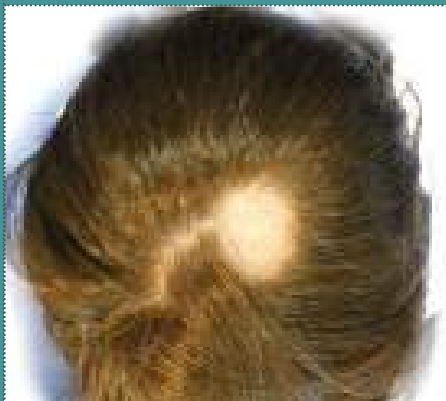
*3 Months Later*



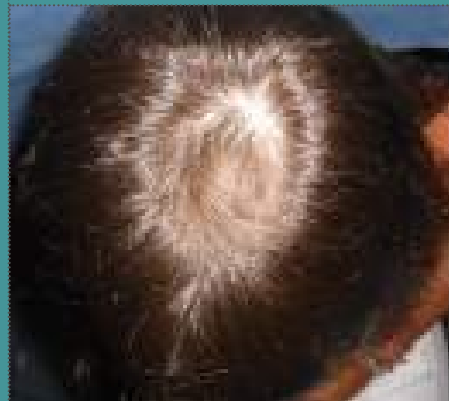
*Before*



*6 Months Later*



*Before*



*6 Months Later*

# *Hair Loss Treatments with Soft Laser*

**Bergmann Kord's** non surgical therapeutic treatments, being intended to treat hair loss as well as hair & scalp disorders, are carried out through **Volumed® Treatment** and **Soft Laser**. All the hair loss treatment options provided, aim at giving a new lease of life to hair follicles in order to delay the beginning of hair loss and strengthen weakened hair.

As the outcome of many years of intensive laboratory research, **Volumed®** topical treatments have the dynamics to remedy all hair-related issues with no side effects. It can be self-administered at home, and when supplemented by Soft Laser, **Volumed® Treatment** maximises its action and effectiveness.

**Soft Laser** utilizes infrared light to stimulate micro-circulation on the scalp and increases supply of nutrients to the hair follicles. As a result, hair loss is stabilized; hair growth is promoted and hair quality characteristics are significantly improved.

The medical hair loss treatments provided by **Bergmann Kord** are implemented in preventive treatment as well as in cases of advanced hair loss, delivering significant results.



# Consultation

You can contact any **Bergmann Kord** hair clinic in **Greece** for a **free diagnosis consultation**. Entrusting your hair to our experienced experts will be the first step in treating effectively your hair-related issue.

With discretion, you will be invited to unfold your concerns, and you will be provided with honest, reliable and responsible information. Our doctors will answer to your questions and you will be clearly informed about all the options you have in hair restoration.

Extensive information is also available on our website [www.kord.gr](http://www.kord.gr). You can email us at [info@kord.gr](mailto:info@kord.gr), submitting the issue you are concerned about.

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