

HAIRCLUB | RX™

BACKGROUNDER



Market Overview

The global hair growth supplement and treatment market was valued at US\$8.8 billion in 2025 according to the latest report published by Global Market Insights Inc. The report predicts growth globally from US\$9.2 billion in 2026 to US\$15.7 billion in 2035, a CAGR of 6.1% during the forecast period¹. For North America, Grand View Research² estimates the market size reached US\$1.73 billion in 2025, rising from US\$1.65 billion in 2024.

By the age of 50, approximately half of men experience noticeable hair loss³. For women, about 40% will experience hair loss⁴, primarily occurring after menopause resulting in not only physical changes but also meaningful emotional and psychological impacts, many of which go unspoken and unaddressed.

Key Business Drivers

The hair growth supplement and treatment market is being driven by a combination of medical need, consumer behavior, and innovation. The increasing prevalence of hair loss and conditions like alopecia is expanding the market, while rising consumer awareness and a broader shift toward self-care are encouraging more people to seek proactive solutions. At the same time, the rapid expansion of e-commerce and direct-to-consumer channels has made these products more accessible than ever, enabling brands to reach consumers earlier in their hair health journey. Complementing these trends, ongoing advancements in treatment technologies and clinical research are improving efficacy and personalization, further accelerating market growth.

¹<https://www.gminsights.com/industry-analysis/hair-growth-supplement-and-treatment-market>

²<https://www.grandviewresearch.com/industry-analysis/hair-growth-supplements-treatment-market-report>

³<https://www.ncbi.nlm.nih.gov/books/NBK278957/>

⁴<https://pmc.ncbi.nlm.nih.gov/articles/PMC4573453/>

Current Hair Loss Solutions

Over the past decade, the hair loss treatment landscape has been crowded with solutions – from over-the-counter supplements and topical formulas to prescription medications – yet many have delivered inconsistent or underwhelming results for a large portion of users. Despite the prevalence of hair loss, many consumers still turn to online providers that offer a single, standardized solution, most commonly minoxidil. And there lies the problem: hair loss is not one-size-fits-all. It is influenced by a complex mix of genetics, hormones, scalp health, environmental, and lifestyle factors, meaning treatments that work for some individuals may be ineffective for others.

The limitations of this approach are reflected in the data. The overall response rate for topical minoxidil hovers around 30–40% for most users, and for women, a 5% minoxidil foam is only effective at re-growing hair in about 40% of cases⁵. As a result, a significant percentage of consumers experience limited or no visible improvement, often cycling through products without achieving meaningful results. This has contributed to growing frustration and increasing demand for more personalized, effective solutions.

The Evolution of DNA-Based Testing

In response, a new category of DNA-based hair loss treatments has emerged, shifting the model from trial-and-error to precision care. Science-based hair loss solutions available today rely on DNA testing to determine which supplement, topical, or prescription pharmaceutical – or combination – will make up a personalized treatment plan most likely to produce the best results for an individual client. As a result, DNA-driven programs are likely to be more effective than generic hair loss solutions provided by companies like Hims, Hers, Ro and Keeps. HairClub RX is HairClub's first entry into the DNA-based hair loss solution marketplace.

⁵ <https://pubmed.ncbi.nlm.nih.gov/28078868/>

HairClub RX DNA Testing

A HairClub RX client receives a DNA collection kit and provides a sample via a simple cheek swab at their nearest HairClub location⁶. The sample is then sent to a lab for analysis.

Antiandrogenic		Prostaglandins	
Dutasteride	100%	Latanoprost	89%
Finasteride	99%	Minoxidil	86%
Spironolactone	100%	Cetirizine Hcl	25%
Saw Palmetto	53%		
Melatonin	50%		

Anti-inflammatory		Immunomodulator	
Clobetasol propionate		Tacrolimus	
Triamcinolone acetonide			
Hydrocortisone			
Betamethasone dipropionate			
Desonide			
Fluocinonide acetonide			

The genetic test uses an automated qualitative pharmacogenetic algorithm that analyzes the patient's genetic data and combines this information with relevant patient history to recommend the most suitable active ingredients.

The report shows, on a color scale, which compounds the algorithm recommends the most. The transition from white to dark green indicates drugs from least recommended to most recommended. Medications blocked due to intolerances or contraindications are shown in red.

The DNA test was developed and its performance characteristics determined by GX Sciences. It has not been FDA-cleared or approved.

After the DNA test results are given to the client (typically within 14 days), a licensed telehealth provider will review medical history with the client and the lab's recommended compound tailored to the individual's genetic profile. If approved by the provider, it will be sent to HairClub's third-party compound pharmacy to be filled. This data-driven approach represents a significant evolution in the category, aiming to improve outcomes where traditional, one-size-fits-all treatments have often fallen short.

The HairClub RX Program

HairClub RX is a personalized hair loss prevention and regrowth system that combines the science of DNA testing⁷ with telehealth and expert in-person support⁸ into one synchronized, comprehensive program comprised of (1) compounded prescription medication, (2) topical hair care products, and (3) dietary supplements.

How It Works

-  1. **Schedule** your free consult
-  2. Visit your nearest HairClub Center, sign up, & provide DNA sample⁶
-  3. Receive your DNA results in about 14 business days and attend your telehealth consult⁹
-  4. Receive your compounded medications, supplements, and optional laser cap^{7,8}
-  5. Come in for your baseline measurement and therapeutic treatment
-  6. Return to HairClub for quarterly progress tracking and on-going support

⁶Available at participating HairClub locations

⁷DNA test was developed and its performance characteristics determined by GX Sciences. It has not been cleared or approved by the FDA. The laboratory is regulated under CLIA and qualified to perform high-complexity testing. This test is used for clinical purposes.

⁸The HAIRCLUB RX™ program involves a licensed Telehealth provider who will review an individual's specific case and, if appropriate, prescribe a compounded medication to meet the specific needs of that individual.

While each pharmaceutical ingredient, individually, may be approved by the Food and Drug Administration, the combination may not. A compounded treatment is not FDA-approved, and FDA does not evaluate the safety or effectiveness of compounded drugs.

Closing the Service Gap in Online-Only Solutions

A lack of hands-on service from a hair loss specialist is a key reason many online solutions fall short of delivering lasting results – even if they rely on DNA testing. While telehealth and chat support offer convenience, most people still prefer face-to-face support, especially for something as personal and nuanced as hair loss.

Unlike other DNA-driven programs which are online only, HairClub RX combines the science of DNA testing and telehealth care with expert in-person client support. HairClub RX was developed to close the in-person service gap in science-based hair loss plans.

HairClub specialists guide clients through every step of the process in person, helping them understand which shampoos, conditioners, supplements, and optional therapies are right for their specific hair and scalp needs, as well as how to use them together effectively as a complete system. Instead of piecing together separate products and guessing what works best, clients receive a personalized plan built around their DNA insights, hair characteristics, scalp condition, and progress over time. Whether hair is oily, dry, thinning, or showing signs of advanced loss, HairClub and the telehealth provider customizes recommendations accordingly.

HairClub experts also provide guidance on complementary technologies like laser therapy^{11,12}, ensuring clients understand which options may be appropriate for them and how to use them properly. Through ongoing in-center visits, HairClub professionals track baseline measurements, monitor progress, adjust services when needed, and provide the clarity, accountability, and human support that online-only solutions simply cannot offer.

HairClub's approach to a DNA-based hair loss solution stands apart from self-service, online-only solutions in the following ways:

- Establishing a Baseline Hair Health Measurement – Online-only solutions lack clear ways to measure results. HairClub RX starts with an in-person evaluation and high-tech analysis to establish a baseline for hair density, follicle condition, and scalp appearance.
- Monthly In-Person Measurements by HairClub RX Specialists – Clients receive monthly in-person check-ins to track progress and adjust their plan for better results. Ongoing access to specialists ensures continuous support and accountability.
- Telehealth Assessments – Clients meet with a licensed medical provider every six (6) months to review progress and refine treatment plans. This ensures medical oversight alongside in-person tracking.
- Premium Service and Support – HairClub RX offers a premium, high-touch experience compared to generic online options. The focus is on expert guidance and better results.
- Proprietary Selection of HairClub RX Care Products – The program includes proprietary shampoos, conditioners, and treatments specially formulated to work in sync to help support scalp and hair health and designed to complement the HairClub RX Program.
- Part of a Broader Solutions Portfolio – HairClub RX may enhance results from other HairClub solutions like hair transplant surgery¹³. It can support overall hair health to optimize outcomes across different hair loss solutions.

For more information on HairClub RX, visit hairclub.com/lp/rx-understand-you/

¹¹HairClub Laser Caps are indicated to promote hair growth in males with Androgenetic alopecia who have Norwood-Hamilton Classifications of IIa - V, and in females with Androgenetic alopecia who have Ludwig (Savin) Classifications I - II or frontal patterns of hair loss and who both have Fitzpatrick Skin Types I - IV.

¹²Laser cap sold separately. Laser cap is not included in the price of the Prevention & Regrowth solutions, and is available for an additional charge, if selected.

¹³Professional hair transplantation services provided by the affiliated physicians of Bosley Medical Group, P.C. ("BMG"). Please note that no procedures are performed at BMG until the patient has been examined, diagnosed and accepted for treatment by a BMG physician. Results may vary.

Appendix

Compounded Prescription Ingredients

HairClub RX compounded medications blend prescription ingredients to help regrow hair with other active ingredients.

DRUG	WHAT IT IS	WHAT IT DOES
Minoxidil ⁹ (min-ox-uh-dill)	Topical vasodilator	Expands scalp vessels, boosts oxygen/nutrient delivery
Finasteride ¹⁰ (fin-AS-ter-ide)	5-alpha-reductase inhibitor	Inhibits Type II 5-alpha-reductase, reducing DHT levels
Dutasteride (doo-TAS-tuh-ride)	Dual 5-alpha-reductase inhibitor	Inhibits both Type I and Type II 5-alpha-reductase enzymes, for greater DHT suppression
Spironolactone (spy-ROW-no-lak-tone)	Anti-androgen	Blocks androgen receptors
Progesterone (pro-JESS-ter-own)	Natural hormone	May influence balance of estrogen and androgens, including effects on conversion of testosterone to DHT
Latanoprost (luh-TAN-oh-prost)	Prostaglandin analog	May help extend the hair growth phase and stimulate follicles
Tretinoin (TRET-in-oin)	Vitamin A derivative	Increases cell turnover; unclogs follicles, and may help improve absorption of other topicals
Vitamin E (VY-ta-min E)	Antioxidant, skin conditioner	Helps protect the scalp from oxidative stress and supports moisture retention
Hydrocortisone (HYE-droe-KOR-ti-sone)	Mild corticosteroid	Reduces inflammation, redness, and itching
Caffeine (KAF-een)	Stimulant	May improve local blood circulation and stimulate hair follicles
Melatonin (Meh-luh-tow-nuhn)	Antioxidant, hormone	May help regulate the hair growth cycle and protect against oxidative stress

⁹Minoxidil is the only FDA-approved topical ingredient clinically proven to regrow hair and slow further loss.

¹⁰Finasteride is FDA-approved in oral tablet form for the treatment of male pattern hair loss (androgenetic alopecia) in men.

* HairClubRX available at participating locations only.

Appendix

Topicals

HairClub RX utilizes a curated portfolio of premium products with key active and botanical ingredients including:

Nourishing Shampoo

Sulfate-free, paraben-free, and color-safe formula cleanses the scalp while strengthening hair. Powered by ingredients including revitalizing botanicals, panthenol (provitamin B5), and hydrolyzed vegetable protein, it helps reinforce strands and improve resilience. Menthol invigorates the scalp, while citric acid tames frizz and enhances natural shine.

Nourishing Conditioner

Infused with ingredients that include Panthenol (vitamin B5), this formula delivers lasting moisture while helping strengthen and protect. Sunflower seed oil enhances shine and smoothness, while Babassu Oil (Orbignya Speciosa Kernel Oil), and Murumuru Seed Butter - rich, nutrient-dense ingredients sourced from Brazilian palms - work to restore softness and improve overall hair resilience.

Dietary Supplements

HairClub RX includes specific formulations for men and women that include clinically relevant ingredients selected to support hair growth and follicle health. Supplements are vegan, gluten free, sugar free, dairy free, soy free, nut free, and formulated without preservatives. Common to both are Biotin and Horsetail to support strength and structure.

Men's Dietary Supplement

Expertly formulated to help fuel hair from within and powered by key ingredients, including Pumpkin Seed extract (supports hair density and may help reduce DHT activity), L-lysine can help strength hair at its core) and Saw Palmetto (helps balance DHT levels, a key contributor to hair thinning).

Women's Dietary Supplement

Thoughtfully formulated to nourish hair and powered by key ingredients, including L-cysteine (helps strengthens hair structure and resilience), Copper Gluconate (helps promotes growth and maintain hair color), and Citrus Bioflavonoids (may provide antioxidant protection and can improve scalp circulation).

About HairClub

HairClub is the leading full-service provider of hair restoration solutions for men, women and children. Since 1976, HairClub has combined innovative technology, personalized care and compassionate service to help clients restore their hair and regain confidence.

The company operates more than 100 locations across the United States, Canada and Puerto Rico and is a wholly owned subsidiary of Aderans Co., Ltd., the global leader in hair-related products and services headquartered in Tokyo, Japan.