

The Internet Revolutionizes the Look and Pricetag for Jewelry

(FSN) The appearance of jewelry is changing because of the power of the Internet – and so is its pricetag. Thanks to the “direct to public” flexibility of online marketers such as JEWELZ.COM, consumers are now able to design the jewelry “from the gem up”, and avoid exorbitant mark-ups in the process.

Previously, only jewelers had access to “loose gemstones,” and customers were

forced to pay markups estimated between 100 to 1,000-fold.

“With the Internet, you can pick from among thousands of loose gems, then design your jewelry around your selection,” said Dr. Richard Shimkets of the JEWELZ.COM Corporation, a leading direct-to-consumer provider of loose gemstones and fine jewelry.

While JEWELZ.COM also

sells to jewelers and manufacturers, they use the Web to provide flexibility for consumers. “Some will prefer the expertise of a jeweler or a manufacturer,” Dr. Shimkets added.

“This is for consumers who want to design their own jewelry and also save a tremendous amount of money.”

To learn more about JEWELZ.COM, visit <http://www.jewelz.com>. ■

Baldness Formula Actually Works, Says New Research

(FSN) Approximately one quarter of men in their twenties experience hair loss, half of men in their fifties are bald, and one-in-three women suffer from some form of hair loss. Baldness treatment has been the subject of as much hype as science, leaving consumers with sour tastes in their mouths. Now, there is a formula that provides the only medical treatment to successfully regrow hair. Developed by Adam Lewenberg, MD, Dr. Lewenberg's Formulas are stable and non-irritating mixtures of tretinoin and minoxidil.

Recent clinical studies have shed light on how Dr. Lewenberg's Formulas work to reverse hair loss. In two recently published studies—one, at the University of Pennsylvania, released in the February 24, 2005, issue of *Nature*, and a second, which appeared in the April 2004 edition of *Nature Biotechnology*—scientists used tretinoin to stimulate stem cells, helping encourage them to replace hair follicles.

Results of the studies confirmed Dr. Lewenberg's long-standing belief that using tretinoin in a formula provides many advantages and actually works to regrow hair. The studies' results also explain why treatments, which only use minoxidil and/or anti-DHT components, are not effective in counteracting hair loss: without tretinoin, the stem cells

remain inactive and the damage is not reversed.

Dr. Lewenberg was one of the first physicians to use minoxidil to treat hair loss. He explains, “I was not satisfied with the quality of hair growth with minoxidil alone and searched for a way to improve the formula so that my patients would be able to regrow strong, natural hair that would not fall out. I found that this new treatment could regrow the healthy hair that is desired, while still being easy to apply.

Dr. Lewenberg cautions, however, that all minoxidil/tretinoin formulas are not equal. “Increasing the percentage of minoxidil, when tretinoin triples its absorption, is irresponsible and increases the risk of affecting the cardiovas-

cular system. I made sure that my product and its application would be safe,” explained Dr. Lewenberg.

These newer findings support an earlier study, published in the September/October 1996 issue of the medical journal *Advances in Therapy*. In the two-year clinical trial, 90% of over 2,200 patients, who used Dr. Lewenberg's Formula as prescribed, started to regrow their lost hair in three months.

“These studies seem to confirm the effectiveness of Dr. Lewenberg's Formulas. We will continue to refine our formulas and look forward to further research in the area of reversing hair loss,” Dr. Lewenberg said. More information on the formulas can be found at <http://www.hairformula.com>. ■

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