

Will the REAL F.U.E. Clinic Please Step Forward?

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Editorial

F.U.E Scam - Switch-Selling

Years ago, it was common practice for some companies to offer a product/service for sale but then to sell their customers something entirely different.

For example some companies would advertise an electric sewing machine for £10.

They would offer prospective customers a free home demonstration of a rebuilt 'Singer' or Jones' pedal operated sewing machine which had been fitted with an electric motor. All for the princely sum of £10!

However, during the course of the demonstration the rebuilt sewing machine would literally fall apart. Parts would drop off, cotton would jam and needles would snap off.

The salesman would apologise profusely, throwing up his hands in mock horror, telling his prospective customers that this was to be expected when you shoved an electric motor onto a 30 year old, pedal operated sewing machine.

However, all was not lost, he would exclaim. It just so happened that he had a brand spanking new electric sewing machine in his car and for that very same £10 deposit and 36 monthly payments they could own the very latest 'all-singing', 'all-dancing' top of the range electric sewing machine, there and then!!

This form of selling - advertising one thing and selling another was eventually legislated against and banned. However, one thing you could say in its favour, was that at least the customer ended up acquiring a 'top of the range' sewing machine for their money, rather than a heap of junk!!

Which is more than you can say about another, more insidious form of 'switch-selling' which is currently being offered by some unscrupulous Hair Transplant Clinics. Clinics who themselves are offering their clients one thing but delivering something entirely different.

I am of course referring to the practice of advertising Follicular Unit Extraction by some Hair Transplant Clinics, particularly in Turkey

that are far inferior to the recognized methods of F.U.E., offered by I.S.H.R.S (International Society of Hair Restoration Surgeon's) members across the globe.

Follicular Unit Extraction that not only gives their patients far less volume/density than the legitimate (recognized) method of F.U.E but can waste up to 40% of their patient's donor grafts and can often limit their patients from having further hair in the future. Simply because they ran out of available donor grafts.

A problem I faced myself very recently when having my final F.U.E procedure. Not from bad surgery but from having had too many hair transplant procedures over the years.

Please read my blogs 'Buyer Beware' and 'On Your Head Be It' before you fall into the trap of F.U.E., 'Switch-Selling': <http://www.highdensityhairtransplants.co.uk/blog>

Now that I have identified the differences between the legitimate method of performing F.U.E (Follicular Unit Extraction) and the 'Scam' version, I would like to make our valued clients an offer that we believe that nobody who is offering the legitimate version of F.U.E., can offer.

To anyone of our former Hair Transplant patients who are considering having further treatment to replace further lost hair OR are considering adding maximum volume to their existing transplanted hair, we will offer you a deal that we believe NOBODY in our industry can match.

So to those of our EXISTING patients who are considering further work, we urge you to contact us directly by writing to me at mal@hdht.co.uk or telephoning me directly between 10 am-10 pm on our London number: 020 7099 2139 to hear the offer we are prepared to make to you.

My regards,

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