

ABHRS
Truth in Representation and Advertising

The ABHRS endorsement is a highly recognized, significant academic benchmark which represents hard work, dedication, academic excellence, and, most importantly, personal and professional integrity. As a diplomate, you deserve to protect your high achievement by actively controlling the appropriate use of the logo in association with your surgical practice.

In order to avoid ambiguity, when the logo is used in conjunction with the website or marketing materials of a medical practice, hospital, or clinic that also employs hair transplant surgeons who are not ABHRS diplomates, the following guidelines should be adhered to when displaying your ABHRS status via the logo:

1. If the ABHRS Logo is used in a general sense across all pages of the website, then on the "Parent" or "Main" page, the following **MUST** be stated:
"Dr. X (or Drs. X and Y) is/are the only hair transplant surgeon(s) in our practice who is/are diplomates of the ABHRS." --OR-- "Our practice proudly recognizes Dr. X (or Drs. X and Y) as a Diplomate(s) of the American Board of Hair Restoration Surgery (ABHRS)"
2. If the ABHRS Logo is used *only* in conjunction with the "Bio" or "About" page specifically pertaining to the Diplomate himself/herself, it does not need to be clarified in general as above in #1.

Our goal at the ABHRS is to promote the practice of high quality, state of the art hair transplantation surgery, conducted within the strictest ethical guidelines, as a standard of care represented in our diplomates for the sole benefit of our patients. To that end, we strive for transparency in representation for the benefit of our patients, so that they may make solid, informed choices when selecting their surgeon for this very personal elective procedure.

I acknowledge the importance of the issues presented above, and, in addition, understand that the ABHRS logo is a Federally and Internationally protected trademark, and agree to protect my rights to use this logo by agreeing to abide by these standards.

Name _____

Signature _____

Date _____