

## The web 2.0 solution to hair loss

### Genealogy site itsourtree.com can help to avoid baldness

Researchers found out which of your ancestors is responsible for men's genetic probability of losing hair early. Building the family tree on itsourtree.com can help men determine their personal risk of losing their hair and improve therapeutic results by starting treatment earlier.

*October 20, 2008 (Hamburg)* – Scientific estimations showed that about 80 % of cases of male baldness are inherited. Until now, researchers have assumed that male baldness is passed down to men from their mother's father. Recent findings have added another possibility: the inherited baldness is closely linked with genetic variations on two regions of chromosome 20. Thus, male baldness can be passed down from the female line of the family as well.

Building the family tree and uploading the relatives' photos on social family website itsourtree.com can help men determine their probability of losing their hair. The free site offers a clear overview of male ancestors from both the female and the male line of the family in combination with the exact familial relationship. Early prediction and therapy may lead to better results and stronger hair.

Itsourtree.com, the fastest-growing family network worldwide, is a strong complementary to other genealogical resources. So far, more than 5 million families use the platform to combine genealogy with family health issues.

### About itsourtree.com

Apart from the English site, the services are available in Germany ([www.verwandt.de](http://www.verwandt.de)), in Poland ([www.moikrewni.pl](http://www.moikrewni.pl)), Spain and South America ([www.miparentela.com](http://www.miparentela.com)), Portugal ([www.meusparentes.com.pt](http://www.meusparentes.com.pt)), Brazil ([www.meusparentes.com.br](http://www.meusparentes.com.br)), the Netherlands ([www.verwant.nl](http://www.verwant.nl)), Italy ([www.parentistretti.it](http://www.parentistretti.it)) and France ([www.familleunie.fr](http://www.familleunie.fr)). The platform will continue expanding to other European countries as well as worldwide. Itsourtree.com is supported by leading Business Angels, Hasso Plattner Ventures and Neuhaus Partners, a well-known venture capitalist.

### Press contact

Christian Richtscheid, Press Relations Officer  
OSN Online Social Networking GmbH  
Heimhuder Straße 72  
20148 Hamburg  
Germany  
Tel.: +49 (0) 40 238 491 40  
Fax: +49 (0) 40 415 457 14  
Email: [Christian.Richtscheid@itsourtree.com](mailto:Christian.Richtscheid@itsourtree.com)  
URL: <http://www.itsourtree.com/press>  
Blog: <http://www.itsourtree.com/blog>

