



Hair Direct Uses Online Video to Revolutionize the Hair Care Industry Once Again

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PR9.NET April 08, 2008 - Bainbridge, PA - Hair Direct, Inc. is changing the way people look at hair replacement systems by utilizing the power of online video to educate and inspire current and potential clients. They have built and launched a new online video gallery on their website, www.hairdirect.com (<http://www.hairdirect.com>). This video gallery features client testimonials, how-to videos, and also detailed product videos. In the past 3 months they have published 8 new videos.

"The hair replacement industry is ripe for education and instructional content targeted to the end user, our new collection of videos will open up the eyes of many hair loss sufferers who have been stuck in the dark far too long," says Bill Biesecker, Co-Founder of Hair Direct.

The video content is free for everyone on the website, but DVD versions are also sold on some of the content to make it more convenient to their clients. The videos can also be found online at YouTube. Another unique aspect of this video program is that Hair Direct is enabling their clients to submit user created videos which are published on the website. So far they have 4 live videos that were 100% client-created.

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"We've understood the power of video online for quite awhile now, especially within the hair replacement industry and have dedicated a significant portion of our resources over the next 2-3 years to producing high-quality, rich media content. This includes not only video but also podcasts, Flash applications and community initiatives," added Biesecker.

"Video is the next big thing online for delivering content to your audience and we're excited to introduce a new medium for communicating and educating men and women who suffer from hair loss," says Brandon Andrews, Director of Marketing

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About www.hairdirect.com

Hair Direct provides affordable, mail order hair replacement systems to men and women worldwide. The company is headquartered in Bainbridge, Pennsylvania and operates a manufacturing facility in China. Hair Direct stands by every new custom hair system with a 30-day, unconditional money-back guarantee.

For more information about Hair Direct or to request an interview with Hair Direct management, contact Brandon Andrews at (717) 426-4333 ext. 209. Visit the company's website at www.hairdirect.com.

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