

ADMARK: BEAUTY THERAPY FOR MEN

Martin Crowe makes a pitch for the bare truth

By NICK SMITH

Make no mistake – balding men are big business.

Which is why Australian-owned global company Advanced Hair Studio is pulling out all stops to “grow” its business in New Zealand.

To that end, it has enlisted the help of cricket legend Martin Crowe to front an expensive television campaign starting on Sunday as the company endeavours to expand its presence in the market.

Advanced Hair Studio had always employed sports stars to flog its “strand by strand” hair growth business, chief executive Michael Beuermann said.

There have been cricketers Greg Matthews and Graham Gooch in Australia and England, Aussie Rules legend Tony Lockett and soccer star John Hurtson.

Hair loss affects about 40% of men and is a sensitive subject among the follically challenged, Mr Beuermann said.

Which is why aspirational marketing works well with the studio’s target audience.

“People grow up following their sporting idols,” he said. “It’s someone they relate to because the check of fallibility is that person has hair loss.

“It validates their own loss. Martin is right in that demographic.”

Mr Beuermann said “the fact that a guy like Martin [suffered baldness] and did something about it ... is a tremen-

What hair does for a balding cricket legend ...



FOLLICALLY CHALLENGED: After his hair-raising experiences of unsubstantiated allegations of corruption followed by an international inquiry into match-fixing, Martin Crowe was a great deal happier – because of the hair-raising

dous marketing coup.”

Mr Crowe, a 38-year-old former New Zealand captain who set innumerable batting records for his country, was as troubled as any man by his premature baldness.

It was also interfering with his present work as a Sky Television cricket commentator: “In the television industry there’s a lot of pressure to have guys with a full head of hair.”

“It’s a lot easier on the eye to present with a full head of hair rather than a shiny one.

“Over the past few years I felt like doing something about it because I didn’t like what I saw,” Mr Crowe said. “In 1995 I tried shaving my head and it just didn’t suit me at all. I couldn’t get my head around it.

“[Hairloss] is important to me and I don’t think that I’m that different from

the next Kiwi.”

So 14 months ago, he underwent the Advanced Hair Studio’s strand by strand procedure, costing \$4000-\$6000.

The strand by strand procedure involves the integration of a second skin membrane with hair that is integrated and blended with a patient’s existing hair and scalp.

The company promises cosmeti-

cally acceptable regrowth for 72% of men within four months.

Now with a full head of hair, Mr Crowe is prepared to promote the procedure, along with old sporting rival Greg Matthews.

Co-incidentally, his new public marketing comes a mere month after he was cleared of unsubstantiated allegations of corruption following an international inquiry into match-fixing.

It is his first promotion since he retired from the game. While captain of the New Zealand cricket side, Mr Crowe endorsed a range of products as diverse as Lane Walker Rudkin, Independent News Ltd and Crown Movers.

He deliberately stayed out of the public eye following retirement: “It was nice to really just get back into reality. This decision [to promote strand by strand] is a personal one rather than ... ‘I’m a celebrity’.”

Mr Beuermann said that the first Crowe commercials air on Sunday, the start of an intensive campaign.

Advanced Hair already had 90% of the men’s loss market, he said, but the campaign was to build the market.

With offices in Auckland, Wellington and Christchurch, Mr Beuermann said there was room to open up to 15 more outlets around the country.

Now Martin Crowe is proselytising the benefits of hair growth, what chances his older brother Jeff Crowe will soon follow suit?

“He likes to think he’s different from me.”