

# GENTLEMEN'S NOTES™

TASTE ~ STYLE ~ GROOMING

VOLUME 1, ISSUE 1, SPRING 2004

IMPROVEMENTS FOR ANY GUY

A Joint Publication of Bosley and 18|8 Men's Hair and Grooming Centres

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## Letter from the Publisher

by Scott Griffiths

### What it takes to be a gentleman in today's world.

Is the concept of a gentleman old fashion, an anachronism, in this fast-paced world of road rage, dot-com 24/7 productivity, and 500-flavored TiVo filtered television? The answer is yes, and no.

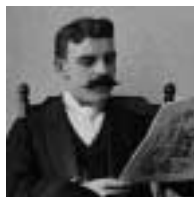
When most of us over 40 think of the quintessential gentleman, certain celebrities come to mind: Maurice Chevalier, David Niven, Cary Grant. Of course, anyone British, regardless of what generation, is automatically a gentleman. Must be the accent. In the past, a gentleman was defined as a man of style, education, and training. Affluence, family, and breeding were certainly attributes, although these criteria, while fitting in the 19th century would be questionable characteristics today. Particularly concepts such as breeding. The image of the country gentleman with his dogs chasing foxes through the heather is certainly from another era, and falls on the side of old fashion. But the words, "style, education, and training" are as relevant today as ever, and I would argue...necessary.

Gentlemen's Notes is dedicated to providing our readers, with useful and relevant information on matters of taste, style and grooming. For example, thinning hair is one of the most sensitive topics for men, yet men have few trustworthy resources to visit or refer to on these matters. 18|8 provides the best cuts, the right products, and the best advice for thinning hair. Bosley is the world experts in thinning hair and restoration. And, we offer tips for the gentlemen who seeks information on taste and style – useful websites; fail-proof recipes and cooking techniques, and what will prove to be our most popular column, "She Says: The Woman's Perspective."

Scott Griffiths is the Founder and Chief Marketing Officer of 18|8 Men's Hair and Grooming Centres. He is also the president of GO Brand Engineering, a brand strategy firm.



Let us know what you think of our newsletter. Send in your comments, advise, and questions to Scott Griffiths: [Scott@EighteenEight.com](mailto:Scott@EighteenEight.com)



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## BOSLEY

World Experts on Hair  
Loss and Restoration

**She Says:**  
**The Woman's Perspective**  
by Catherine Kamei

**Q.** What's the first thing a woman notices about a man – and please don't say the eyes, which we can't do anything about?

**A.** Two words: Contact lenses. However, sticking to the things you can do something about – your clothes, grooming and demeanor – the simple answer is everything. I know, it sounds like a cop-out – or very “high-maintenance” - so let me explain. I notice a man's shoes immediately. Hair can look sexy when it's short or long, coiffed or shagged-out; clothes can attract when they're bought at Barney's or a Venice Beach thrift store. It's all about style. But shoes, whether they're part of a grunge ensemble or an Armani suit, have to be well-cared for. It's that simple: well kept shoes say “I care about the details” (and by extension will pay attention to the little things about you). Scuffed or worn-out shoes say, “I think those slobbering guys on the Burger King commercials are cool.”

On the other hand, the man with styling hair, new Armani and slick shoes who thinks that's all women notice becomes just what his shoes are – slick. Women can spot a Don Juannabe from two city blocks away. Three if she's down wind. So, find a style that's yours and feel confident that your sincerity with show through. Remember, as far as women are concerned, the man really does make the clothes.



**Q.** Is there one cologne that “says” more than the others?

**A.** The short answer is, no. What matters more than

the brand is how you wear the cologne you choose. There's nothing worse than being able to smell a guy before you can see him. Nine times out of ten, when you do see him, he's got a shirt open to his belly button and gold chains entangled with his chest hairs. Need I say that this is a fashion turn off? The man who dazzles first with his look, then with his smile; the man who beckons you closer with his glance and who then smells ever so slightly of something indefinably masculine, this is the man who knows how to wear cologne.

Cologne application is like making a good martini. Consider the cologne to be the vermouth: less is more. Apply cologne using the principles of the in and out martini. Spray in the air and walk through it. Or dab on and then wipe lightly with a tissue. The goal is to make sure you don't see women at the other end of the room sniffing the air with their brows furrowed. Make her get up really close before she can get a whiff and you've wooed two birds with one cologne.



## The decline of the men's barbershop stranded an entire class of men, until an entirely new concept came to the rescue.

By Phil Dunn

The first Playboy Magazine I ever witnessed sat on a Formica table in an old-fashioned men's barbershop. I was eight years old, and the year was 1976. My mom took me there to get a buzz cut for the summer, and, from the outset, I realized that it was no place for a woman.

An Angels game played on a radio. The barbers sported big bushy side burns, starched smocks and spit-polished shoes. Waiting patrons tapped cigarettes into metal ashtrays built into vinyl chairs.

At some point in that weird decade, the traditional man's barbershop declined. Its concept, ethos and functional raison d'être evaporated like a puddle of Chablis on a disco dance floor. In the '70s, men were getting perms at female salons. The battle of the sexes degraded into a male surrender, with anti-heroes like Alan Alda and Phil Donahue. Joe Namath was an anachronism. Woody Allen made sublime comedy from male neurosis.

Sadly, the same barbershop I visited as a punk kid still exists today. In fact, that same magazine probably sits on the same grungy table. The problem is that the décor is the same, the place reeks and the same barbers are plying the same old techniques.

You can still pick your hairstyle from a yellow-tinged poster on the wall. It shows all the latest cuts, such as the butch, flattop, crew cut, jelly roll, Ivy League and buzz. The place smells of Tiparillo cigarettes and Dutch Masters cigars. They dust your neck with talcum powder. A TV blares Maury Povich and Jerry Springer, or worse – the local news. The staff is all gray and

haggard, and one of them even wears a toupee – perhaps the worst one since Charles Nelson Reilly. Helloooooo!

It's cheap, and you get what you pay for, which includes generous helpings of pomade, Dippity Do or butch wax. The only cool thing about the place is its red, white and blue pole.

But the shop's decline in favor doesn't mean men's needs have changed. They still want to retreat to an all-dude setting where un-PC jokes and stock tips fill the air. But they also want a good haircut from barbers who have left the Kennedy years well behind. Until recently, if you wanted a serious haircut, you had to brave the estrogen-filled rooms of the female salon -

But the shop's decline in favor doesn't mean men's needs have changed. They still want to retreat to an all-dude setting where un-PC jokes and stock tips fill the air.

complete with chai tea, the stench of perm chemicals, and incessant “relationship” chatter.

Or, there's the Super-Cuts option for the un-serious and pressed for timers. You roll the dice on the trainee-of-the-month and sweat it out beneath the communal smock, praying for a cut that won't evoke Little Rascals comments.

The other option is the local “retro” shop, which reinvents the old-style shop – with hot lather shaves, girly mags, tattooed rockabilly staff, pinball machines, and, surprise, those same old chairs with ash trays in the arms. Great for the bald guy who needs a 10-minute touch up or for skateboarder kids who want to

hear stories about punk rock lore. But where can a guy go for a non-female experience, a respectable 'do, and some pointers about how to impress the wife, or the ladies at the martini bar?

18-8 is the place. Once you walk through their doors, you sense things are different. The atmosphere is luxurious, relaxing and masculine. And because of semi-private stations, the client is saved the scrutiny of walking the center with a dripping head. The knowledgeable staff respects your time; you're not going to have to wait long. The TVs are usually tuned to ESPN and CNBC. The magazine selection features all the publications you'd expect to find in an exclusive men's sports club. They offer complimentary Starbucks Coffee and various other treats. Haircuts include head and neck massages, a hot towel finish, as well as hair and skin care recommendations. And, it should be noted,

they're not just pushing the latest trendy concoctions. They recognize the unique requirements of male skin and hair, and offer products and techniques designed specifically for men.

This is not your wife's salon or your outdated buzz shop. It's a serious men's hair care facility for those of us who appreciate the subtle advantages of a top-notch appearance and the feeling we get when something's done right. The concept is long overdue, and men deserve this kind of treatment.



## Ask A Gentleman by Terence Loose

It's not easy being a gentleman in this frenzied, "anything goes" society that loves to pose more questions than answers. Send them our way; we'll do our gentlemanly best to resolve them.

**Q:** Over the past year, I've heard a new term arise: metrosexual. What exactly is one, and how do I know if I qualify?

**A:** Here is the definition given by Wordspy.com: (met.roh.SEK.shoo.ul) n. An urban male with a strong aesthetic sense who spends a great deal of time and money on his appearance and lifestyle. Less-flattering sources add words such as narcissistic, vain or egotistical. The most famous (infamous?) metrosexual at the moment seems to be soccer great David Beckham, who sports flashy new looks as often as he scores goals. As for how you know if you qualify? Ask yourself a few key questions: Do you shine your shoes or paint your face for the game on Sunday? Do you buy hair products in bulk or in protest?

But the real bottom line is this: true gentleman shun trendy terms used simply to highlight what has always been in style – looking your best. Especially terms that suggest an uncomfortable middle ground between hetero- and homosexual. Just dress the part, and lose the label.

**Q:** I play a lot of "business golf," taking clients out for a round. Is it more gentlemanly to play down to their level, or even lose?

**A:** Never. As the saying goes, it's not whether you win or lose, it's how you play the game. Most

golfers decent enough to play for business will immediately spot a sand-bagger and take it as a sign of disrespect, not a compliment. At its worst, it can be seen as not playing fair – the absolute worst image to project in business. The important thing



is that you remain courteous, even-tempered and decidedly un-patronizing. Compliment your partner's good shots, stay silent when he duffs one. You can learn a lot about a man on the golf course: Does he cheat? Can he keep his cool? How does he handle pressure? Take advantage of this, not only to show your dedication to being a gentleman, but to decide whether or not you want to do business with him.

**Q:** I'm approaching 50 and have noticed my skin is looking dryer. What can I do?

**A:** As you approach mid-life, the oil glands that worked overtime in your youth reach retirement. This results in dryer skin. The solution is to use a quality moisturizer containing lanolin or the oils of wheat germ, safflower or coconut. Apply it immediately after a shower or wet shave, when your pores are open. Also, drink plenty of water.



**Q:** I have dandruff, and no amount of dandruff shampoo seems to help. In fact, it's getting worse!

**A:** Not surprising. The misuse, or overuse, of dandruff shampoos can actually dry your scalp and cause more flakes. But there are several solutions: Try diluting your dandruff shampoo with baby shampoo and only using it a few times per week. Another treatment: Dip a cotton ball in castor oil and rub it into your scalp to dissolve the flakes. Wait five minutes and wash your hair. Yet another approach is to shake one tablespoon of salt into dry hair, massage, then shampoo. Finally, you could try the sweet approach and pre-shampoo with honey, a natural antifungal.

**Q:** I consider myself a direct person, but also a gentleman. Is there a proper way to complain?

**A:** Yes, and it's also more effective in achieving your ultimate goal of getting a problem corrected. A good diplomatic technique is to suggest the failure is yours. Everybody will know it isn't, and it keeps a complaint from becoming an insult. Example: If the wine is off, suggest it may be the fact that you just got over a cold. Remember, when a person gets angry, people stop hearing the words and only register the rage.

Send your questions to: "Ask a Gentleman," c/o Gentlemen's Notes, 30821 Seminole Place, Laguna Niguel, CA 92677. Or Email: info@gentlemennotes.com.

## Surf Session

These days, everyone surfs, even a proper gentleman. So here are a few Web sites you may want to add to your favorites.



**Vertu.com** – Frank Nuovo, Chief Product Designer/Worldwide for Nokia has created a new brand of the finest cell phones in the world – akin to the finest watches, positioned as "fine personal instruments." Crystal clear fidelity and stereophonic sound, these phones even come with your own personal concierge that will take care of all your details, from tickets to reservations. Phones range in price from \$2,750 for their sports edition to \$20,000 for their platinum/sapphire edition.

**IowaMeatFarms.com** – Stanley Glenn is a Master Meat Cutter, and the go to guy for the best prime dry aged steaks, anywhere. Located in San Diego, Iowa Meat Farms has the best quality steaks, by far.

**ePuff.com** – If you believe that a fine Cuban cigar is the natural birthright of every gentlemen, then this is a site to seek out for your contraband. ePuff is a Canadian Company and will ship your cigars anywhere.

**HOB.com** – Even gentlemen need to let down their guard. And House of Blues is the place to do it. HOB clubs are simply the best and coolest venues for up close live music in whatever genre you enjoy. Plus you can sign up for their newsletter by zip code, so you will receive a regular listing of HOB concerts in your area.



Could the answer to male pattern baldness be found in a Petri dish?

# BALD SCIENCE

Sure, it looks cool on Michael Jordan and Bruce Willis, but for most men, hair loss is seen – and feared – more as a commentary on their manhood and aging.

Or lack thereof. Never mind the leading theory that says male pattern baldness likely evolved as an indicator to the fairer sex of a man's maturity and ability to provide. The modern man is going for youth and virility, not age and stability. Why else would an estimated 35 million balding American men spend \$1.5 billion a year fighting male pattern baldness with potions, hair systems, drugs and surgeries?

Now, thanks to visionaries and breakthrough scientific research, that fight is being taken to the next level, with some medical researchers boasting that by the time today's balding dad's infant sons reach receding hairline age, a shiny tope will be purely a thing of choice.

One such man is Dr. Ken Washenik, Bosley's own Medical Director and the former head of New York University's Dermatopharmacology Unit. Currently, Dr. Washenik is leading the research and development at Bosley. Traditionally, doctors surgically remove hair follicles from the non-bald regions of a man's head

(hair multiplication or the creation of new hair follicles) these cells mature into hair follicles. Once perfected, there will be no limit to the amount of hair that can be grown. But don't throw out the Rogaine just yet. Scientists are a long way from what Washenik likes to refer to as the holy grail of hair rejuvenation.

Still, the "dark ages" seem to be behind us, if not that distant. It was only in the 1960's, seven years after cosmetic surgeon Norman Orentreich pioneered hair transplantation, that the process became widely accepted. Even then, the stigma of "hair plugs" plagued patients due to the fact that clusters of up to 20 hairs were used, resulting in a bristle-brush appearance. (Now, as few as one or two hairs are used and transplants appear much more natural.)

The first move toward solving the problem was taken by English research Colin Jahoda in the late 1990s. He implanted a section of his own follicle cells into his wife's fair-haired arm. When a thick, dark male DNA-carrying hair grew, he proved that hair follicles have the ability to regenerate.

The big hurdle, of course is duplicating them, as opposed to harvesting them. Scientists have found that cells isolated from the follicle, and cultured, will multiply, but the crucial genetic code that directs them to become hair follicles is lost in the process, resulting in a Petri dish full of cells with the hair growing potential of Kojak.

But there has been progress. In 2001, a Bosley researcher successfully grew hair cells and, after implanting them into eight different patients, grew two hairs. Yes, that was two; but there is a lot of optimism. Consider the fact that the world's largest manufacturer of wigs, Aderans, bought Bosley in 2001, most say because they see the research of Dr. Washenik and others as the ideal adjunct to their business. For an estimated \$10,000-\$20,000 a head, former toe-headed men (now cue ball-headed) could reemerge as dark and thickly-endowed as George Clooney.

And the payoffs may not be limited to hair-



challenged men who want more confidence. The fact is, the molecules that instruct hair to grow are from the same family of molecules that trigger limbs, kidneys and livers to grow – they are part of the field of organ morphogenesis or tissue engineering. Today a bald spot; tomorrow an arm.

But again, today may be a while off. The estimates range from five years to more than ten years for a reliable and FDA-approved method for culturing and implanting healthy hair follicles ("seeds" or progenitors) into the smooth heads of America's balding. Furthermore, hair multiplication is really an extension of hair transplantation. A balding man, for example, will likely need a combination of a conventional follicle-based transplant to recreate the hairline zone and the cell-based follicular neogenesis to augment the density of the transplant.

**Dr. Ken Washenik**  
Leads R&D at  
Bosley International  
Beverly Hills, CA



(the back and sides) and implant them on the top and front. But, as Washenik explains, this method presents a supply and demand problem for those who have limited "donor hair." (the hair in the back and sides that is normally resistant to loss).

But Washenik, and other hair growth visionaries around the globe, are not giving in. Instead, they are moving their research from the heads to the labs. The solution, they say, will be found in the petri dish. Here's how: Doctors remove single hair cells from the back of a patient's head, replicate them in a lab, then inject those cells into the balding areas. Through follicular neogenesis

## Quality Hairbrush by Professor Applegate



**A quality hairbrush:** Smooths and untangles hair gently thanks to wild boar bristles. Unlike plastic and metal bristles, wild boar bristles do not damage human hair because they themselves

are hair. The grade of brush matches the hair type, from soft to hard, depending on the density and fineness of hair.



A little more shine and a little less coif staring back at you each morning in the mirror? We understand. Fortunately, we also have answers. So before you panic and call Bosley, read below. Then panic and call Bosley. We can help.

**What causes male pattern baldness?**

Over 95% of hair loss in men is genetic; the remaining five percent is attributed to environment, diet and behavior – smoking, drinking, stress, you get the idea. But the bottom line is, if you're predestined to lose your mane, the best you can do short of surgery is cleanout the brush drawer.

**Why do some men avoid hair loss.**

The main reason is testosterone. No, not how much or how little, but how your scalp deals with it. The skin on the head changes testosterone to dihydrotestosterone (DHT). Some men are genetically programmed to deal with DHT; for others, it causes hair follicles to shrink. As they shrink, hair gets thinner. And if they shrink enough, it's hello Kojak time.

**Is there anything a man can do to change that?**

No, next question.

**What are the leading treatments?**

There are three main choices: drugs, hair systems and hair transplantation.

**Drugs:**



**Propecia**

This is one milligram dose of finasteride in pill form which is taken once a day. It inhibits production of a hair loss-contributing hormone. Pros: Slows hair loss; possibly promotes some growth. Cons: Results are slow and pill must

be taken daily for life at a cost of around \$50 per month.



**Rogaine**

This two-to-five percent solution (the former for women) of minoxidil is applied to the scalp up to twice a day.

Pros: slows hair loss. Cons: A bit slimy, slow, with possible itching and scaling. Cost: under \$20 a month.



**Hair Systems:**

This group includes hair pieces and hair additions/extensions such as the top quality custom wigs by Aderans.

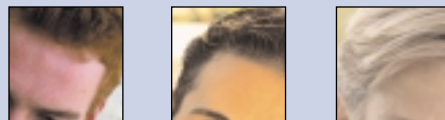
Pros: Today's hair replacement options are a secure and convenient solution for those who are not candidates for surgical hair restoration. Cons: many maintenance issues and the risk that you get caught in a big wind in front of the office hottie. Cost: Initially, \$800 to over \$2,000. Then, just keep adding for maintenance, with the total possibly as high as \$1,000 per year.

**Hair Transplantation:**

With surgical hair restoration, hair follicles are taken from the DHT-tolerant back and sides of the scalp and implanted into the balding areas and hairline zone where it grows anew. Done correctly, by a skilled physician. The results are natural-looking and virtually undetectable. Pros: Looks like natural hair because it is natural hair. Permanent and wind can't steal it! Cost: Around \$4,000 to \$10,000.

**Just the Facts:**

A typical male scalp has from 90,000 to 140,000 hairs – redheads have the least, followed by brunettes and finally blonds.



Whether balding or not, men typically lose 50 to 100 hairs a day.

A healthy hair's lifespan is from three to five years, after which it sheds.



Crash dieting or an abundance of stress can trigger a shedding.

**50 Million** Number of men in the U.S. with hereditary hair loss.

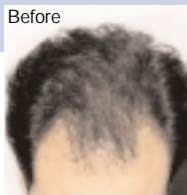
Don't blame mom. Contrary to common belief, a single dominant gene inherited from your mother's side of the family does not cause hair loss. Male pattern baldness is a result of a combination of genes, with first-degree relatives having the most impact – the more shiny male heads in your family, the more likely you are to follow.



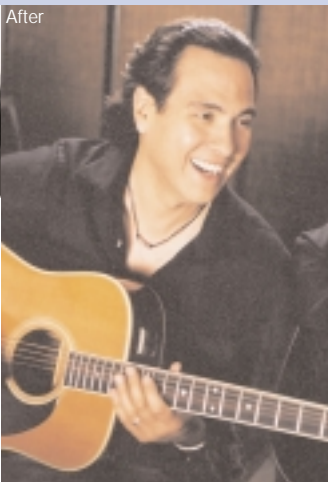
**TESTIMONIAL**

"I first started noticing my hair loss in my early forties but was in denial about it as the years went by. I tried different hairstyles, sprays that color the scalp, etc. My self-esteem was sinking lower and lower. Every time I looked in the mirror, I saw someone that was a lot older than I felt. I am a musician in Las Vegas and spend most of my time on stage under lights. The scalp shows through and shines! I shopped around, and after careful consideration, I felt that Bosley was in a league of its own in professionalism and experience. I wanted the best and I was right -- the job was meticulous. I now look the way I feel, and this has given me the confidence I need in my business. Going to Bosley was the greatest investment I ever made." ~ Jerry Lopez

Before



After





Easy to say, harder than holding your temper at a Rush Limbaugh rally to do. Especially in today's crazy world of equality between the sexes and PC overload. But don't let all the hype fool you, women still want to be treated as the fairer, and more privileged, sex. And men never want to deal with a pompous jerk. So take the test and discover whether you're a modern-day James Bond, or destined to live your life drinking canned beer – and liking it. And remember, answer

# ARE YOU A GENTLEMAN?

truthfully and don't peek at the answers – a gentleman never cheats, even when he's the only one playing. Turn to page eight to find out how you measure up.



## 1- The proper martini is ...

- a) Shaken, not stirred
- b) Stirred is the new shaken
- c) Slammed back like a shot

## 2- If a waiter hands you a wine cork to inspect, you should ...

- a) Do just that, observe it for signs of dryness
- b) Sniff the cork, of course
- c) Let him know he's at the wrong table and ask for the beer list

## 3- You are running extremely late for a meeting, but notice a woman driver on the side of the road with a flat tire. You ...

- a) Stop to offer her your phone to call AAA
- b) Offer your phone and to change the tire
- c) Stop only if she is smoking hot and offer her a lift to your home phone

## 4- In the modern world, opening a car door for your wife of twenty years is considered ...

- a) Male-chauvinistic and an insult to the equality her generation fought so hard for
- b) A kind gesture that never goes out of style
- c) As a sign you are still so whipped, dude

## 5- Which of the following is true?

- a) It's okay to wear a hat inside a public building
- b) It's still considered rude to wear a hat inside a public building.
- c) Hats are so '90s; look for bandanas to return!

## 6- On a first date, you should ...

- a) Turn your cell phone off
- b) Keep your cell phone on, but don't answer it
- c) Have your buddy call you a dozen times and pretend it's other women who want your body.



## 7- Given the choice, you'd read...

- a) Esquire
- b) Penthouse
- c) Read?

## 8) At a fundraiser, you are seated next to Hale Barry (Okay, so it's a long shot, but just go with it). You introduce yourself and ...

- a) Ask what she is working on now
- b) Tell her that you're her biggest fan
- c) Ask her if you can look forward to any nude scenes in Cat Woman



## 9- How many ties do you own?

- a) Less than 10
- b) More than 10
- c) Do bolos count?

## 10- You notice your date has a piece of spinach stuck between her teeth...

- a) You grimace and point
- b) You comment on her lack of dignity
- c) You politely and quietly let her know there is something on her teeth

## 11- You choose socks that ...

- a) Match your pant color
- b) Match your shoe color
- c) Resemble tubes and are sold by the dozen



## 12- You choose belts by ...

- a) Matching them with shoes
- b) Price
- c) The size of the buckle – bigger is better, bro!

## 13- Ties and jeans ...

- a) Can be worn together west of the 405
- b) Never go well together
- c) Are to be reserved for dressy nights out

## 14- A gentleman has the following virtues:

- a) Camaraderie, honesty, dependability, and great wealth
- b) Camaraderie, honesty, dependability, unswerving loyalty
- c) A flashy cell phone, pimped-out car and serious bling-bling

## 15- The term metrosexual is ...

- a) confusing, irrelevant and kind of silly
- b) a marketing scheme to sell more hair gel
- c) a and b

## 16- When leaving the table to visit the men's room, a gentleman ...

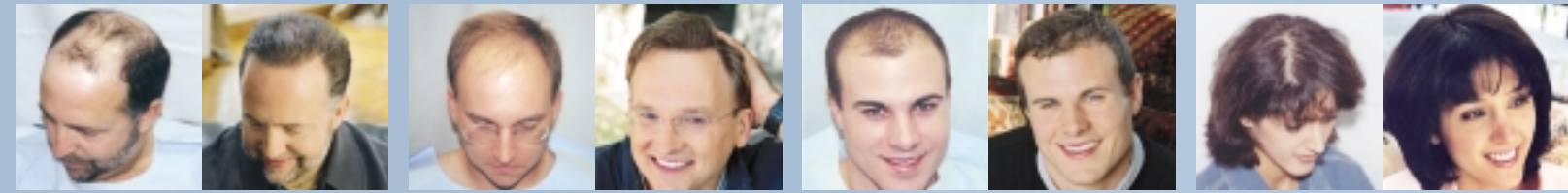
- a) Excuses himself without saying where he's off to
- b) Excuses himself and informs his guest he must visit the "Gentlemen's Room"
- c) Announces it's time to "drain the dragon"



## TRIVIA TIP

**Why is the classic tuxedo black?** The classic tuxedo that still defines the term "black tie" came into fashion during the height of the industrial revolution, which was of course America's sootiest age. Soot rained down and caked trees, buildings, streets, and clothes. Black was the practical choice.



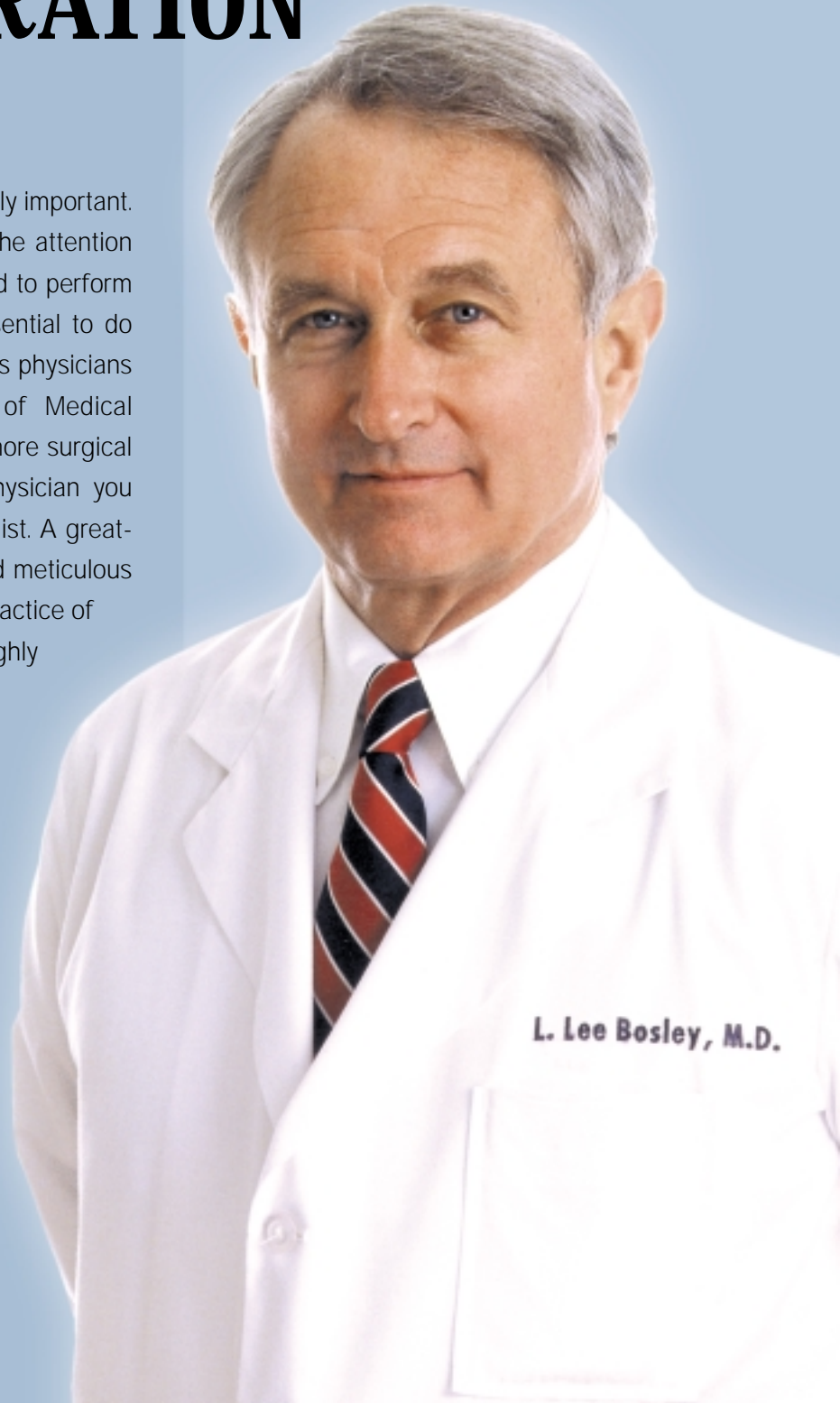


Bosley patients before and after hair restoration. Individual results may vary.

Ask Dr. Bosley...

# HOW DO I SELECT THE RIGHT HAIR RESTORATION SURGEON?

Choosing the right hair restoration physician is critically important. Following a careful selection process is well worth the attention you give it. Because any physician is legally permitted to perform minor surgery such as hair transplantation, it is essential to do your homework. Most highly qualified hair restorations physicians are board-certified within the American Board of Medical Specialties or have equivalent credentials in one or more surgical or dermatologic specialties. Make sure that the physician you select performs hair restoration as a full-time specialist. A great-looking finished result demands an artistic sense and meticulous skills that come from a commitment to the full-time practice of this medical specialty. Your doctor must have a highly developed aesthetic sense of what is right for you, what the design of the hairline should be for the most natural appearance, the angle and direction of each individual hair, the location, shape and density of the "part," and the overall design that complements your best facial features. Ask to see photographs of actual hair restoration patients – right after the procedure and after the hair has fully grown in. If you don't like what you see, move on! At Bosley, we have performed more than 180,000 procedures over the last thirty years. We know how important the doctor-patient relationship should be. Once you've covered all of these basics, go ahead and rely on your instincts while interviewing a prospective surgeon. If the empathy is there, trust it.



L. Lee Bosley, M.D.

## The Gentleman in the Kitchen

by Scott Griffiths

### The Perfect Steak

Most men do not know how to make a great steak, which is a shame, since it only requires a few basic techniques. I got my education back in high school and college when I was a chef (I use that word liberally) at Newport Beach's Reuben E. Lee steak and seafood restaurant. It was not uncommon to have 50 to 70 prime steaks cooking at once. And we had to make sure there was a perfect diamond mark on the steaks before serving. So I quickly learned the secret to a well prepared steak: quality meat, a super hot grill, and flip only once.



1. Make sure the grill is wired clean.
2. Get the grill as hot as possible. Over 500 degrees Fahrenheit.
3. For a diamond mark, put the steaks on at a 45 degree angle to the grill slats.
4. Cook 1 \_ to 2 \_ minutes on one side. No more. This will sear the meat and lock in the juices. Apply salt and fresh ground pepper.
5. Flip the steak. You have now seared the other side, so the juices can't seep out all over the grill (which causes the flames to go wild and the meat to dry out).
6. Do not flip back and forth. Tough for fidgety guys.
7. Depending on thickness and how well done you want the steak (although anything more than medium, you might as well buy beef jerky), cook another 2 to 4 minutes for a rare to medium-rare steak. You'll know it's right if, when you touch it, the meat still has plenty of spring.
8. Apply salt and fresh ground pepper.
9. If you want the diamond marks, sign of a pro, turn the steak, not flip, 60 to 90 degrees counter clockwise. But only leave for about 30 seconds.
10. Also, remember, it will continue to cook after you take it off the grill. So the length of time to when the steak is consumed needs to be factored in.



## Book Review

by Samuel Clemons

### The Millionaire Next Door: The Surprising Secrets of America's Wealthy

Wondering how to become the next Donald Trump? Then the first thing to do is not do what he does. In the bestseller *The Millionaire Next Door*, author Thomas J. Stanley, Ph.D. destroys the idea that when they have it, millionaires flaunt it. Quite the opposite according to Stanley, who has spent over 20 years studying the affluent. In fact, most millionaires blend right in, except for the number of zeros on their bank statements.

Here, in his third bestseller, Stanley reveals becoming a millionaire is more akin to joining a monastery than partying with P-Diddy. For instance, did you know that most millionaires actually bargain shop for used cars, reject big-spending lifestyles and live well below their means?

Want a few more encouraging pointers? Most millionaire:

- Attended public school – but send their kids to the fancy private ones.
- Are working stiffs – they work for themselves, but log 45 to 55 hours weekly.
- Are compulsive savers – as opposed to avid consumers.
- Live humbly – don't look for them in estates, their average home value is \$320,000.
- Dress as they live – 400 bucks for a suit and \$235 for a watch is their limit.
- And finally, they know where every one of their pennies goes, from taxes to take-out.

The book is fun but sobering. By illustrating the common denominators that show up again and again in these men of money, Stanley proposes a path to riches and suggests that if you want to find the nearest millionaire, look not to the manse on the hill, but to the cottage next door.

Bottom line: if you want the cash, give up the flash.

GN RATE: J J J J



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Answers: 1)A 2)A 3)B 4)B  
5)B 6)A 7)A 8)A  
9)B 10)A 11)A 12)A  
13)B 14)B 15)C 16)A

#### Just in case, what comes after Billionaire?

Millionaire	Sextillionaire
Billionaire	Septillionaire
Trillionaire	Octillionaire
Quadrillionaire	Novillionaire
Quintillionaire	Decaillionaire

[EighteenEight.com](http://EighteenEight.com) [Bosley.com](http://Bosley.com)

#### GENTLEMEN'S NOTES

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