

FOR IMMEDIATE RELEASE

## Unveiling a Transformative Era in Hair and Scalp Care: Association of Professional Trichologists Inaugural Unity Summit

CHICAGO — OCTOBER 16, 2023 - The Association of Professional Trichologists (APT) is thrilled to announce its official launch as a non-profit organization, marked by an Inaugural Unity Summit from Saturday, October 21st to Monday, October 23rd. The Summit will be held at the Embassy Suites Chicago/Lombard.

The APT's mission is to unite the brightest minds in the trichology, dermatology, cosmetology, nutrition, and hair science fields, all with a shared commitment to elevating the study of hair and scalp ailments, particularly hair loss. This Summit will serve as the cornerstone of a lasting commitment to research, education, and collaboration among industry professionals.

The APT understands the silent struggle that millions face daily with hair loss and scalp issues. "We aim to change this narrative. Through our professional organization, we are creating a community of trichologists dedicated to providing tailored, holistic, and scientifically research-based solutions," said Demetria Hayden, APT Board President and seasoned Trichologist. "Our goal is to emphasize the importance of healthy hair care while connecting the public with the qualified professionals they need."

### Key Summit Information

Here's what you can expect at the Summit:

- Leading-Edge Information:** APT is committed to providing trusted, science-backed information through extensive research and cross-industry collaborations. Learn from experts and expand your understanding of hair and scalp maladies.
- Collaboration Opportunities:** Discover the potential of joining forces with like-minded professionals who seek to revolutionize the trichology landscape through integrative care and cutting-edge research.
- Founding Membership:** Limited opportunities are available for those who wish to become a part of the organization's history. Samaria Grandberry, APT Board Member, and owner of Feeding the Root, is excited about the organization, stating, "This is the organization I've been seeking. As a practicing trichologist and nutritionist, I am thrilled to collaborate with others in the industry who share our vision."
- Distinguished Sponsors:** The APT Inaugural Unity Summit is privileged to be sponsored by esteemed organizations, including L'Oréal USA Research & Innovation, Bauman Medical, Trichologists on a Mission, United States Trichology Institute, and the Lotus Concept. These sponsors further endorse the APT's mission to transform the hair and scalp care industry.

Don't miss out on this unparalleled opportunity to connect, learn, and shape the future of the industry. Register today to secure your spot at the APT Inaugural Unity Summit, and together, let's revolutionize the world of trichology.

For press inquiries and additional information, please contact:

**Dr. Crystal Porter, Executive Director**  
**Association of Professional Trichologist**  
**Phone: 312.460.2404**  
**Email: [info@trichologyassociation.org](mailto:info@trichologyassociation.org)**

## **About APT**

*The Association of Professional Trichologists (APT) is a non-profit organization committed to advancing the study of hair and scalp ailments, with a particular focus on hair loss. By uniting professionals in trichology, dermatology, cosmetology, nutrition, and hair science, APT aims to establish resources, standards, and credentialing to elevate the field of hair and scalp care. Through research, education, and industry cooperation, APT is working to create a future where everyone can access the care and information they need to maintain healthy hair and scalp. More information can be found on the website <https://trichologyassociation.org/>.*

###