

## **George Fettig, VP of Marketing, Bosley**

Vice President of Marketing George Fettig comes to Bosley with twenty-five years experience in senior marketing positions including 1-800 Doctors, American MedTech, American Harvest, NordicTrack, and Dial Corporation. His responsibilities with Bosley over the past five years have included consumer marketing, media management and direct response initiatives. He also oversees the Bosley website and all advertising, striving to communicate the Bosley message in a truthful, accurate and accessible manner.

Bosley is a world leader in hair loss and medical hair restoration, having performed almost 200,000 hair transplant procedures on men and women from 60 different nations who suffered from hair loss and progressive baldness. For 32 years, Bosley has been a world leader in medical hair restoration.

Bosley has vast experience in restoring hair to thousands of men and women, performing almost 200,000 procedures — more than any other group in the world. Bosley markets via direct response television, online, direct mail, radio, national print advertising and more.