

Tottenham Hotspur Announces Partnership with Elithair

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EINPresswire.com/ -- Tottenham Hotspur is delighted to announce Elithair as its [Official Hair Treatment Partner](#), working together on a mission to inspire self-confidence and promote world-class medical expertise to fans.

Elithair is the largest hair transplant clinic in the world and works to the highest global standards of clinical outcome, patient comfort, and comprehensive aftercare.

Elithair is committed to providing a superior patient experience – using state-of-the-art techniques backed by one of the largest and most experienced teams of specialists globally. Elithair uses technologies exclusive to its brand, like the NEO FUE Set, which achieves superior density and a natural result, and the renowned six-step Pre-Test System, which combines clinical diagnostics with advanced imaging.

To announce the partnership, the Club has released a feel-good film based on the story of a father with newfound self-confidence following hair-loss treatment – confidence that has been passed onto his young son as they attend Spurs matches together.

Through our partnership, Elithair branding will feature prominently inside Tottenham Hotspur Stadium during home fixtures.

Ryan Norys, Chief Revenue Officer, Tottenham Hotspur, said: “We are proud to partner with Elithair, a brand that has demonstrated undisputed global leadership in its field. As the world’s



Elithair's Dr Balwi holds a Tottenham Hotspur football shirt

largest hair transplant clinic, we could not have chosen a better partner than Elithair to engage our fanbase through a mission to inspire self-confidence and offer globally recognised clinical treatment practices.”

Dr. Abdulaziz Balwi, Co-Founder and Medical Director of Elithair, said: “Partnering with an iconic Premier League club like Tottenham Hotspur is a monumental step for Elithair. It demonstrates the trust and authority we have built through our world-class expertise and international facilities in Istanbul, the United Kingdom, Germany and Dubai. This collaboration allows us to bring the same level of commitment and excellence seen at a Premier League level to every patient in the UK.”

Watch the launch video here:

<https://www.tottenhamhotspur.com/news/2025/november/tottenham-hotspur-announces-partnership-with-elithair/>

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