

Award-Winning Hair Transplant Clinic IdealofMeD Names Ex-Finnish National Team Footballer Paulus Arajuuri as Ambassador

National Team Footballer Paulus Arajuuri Joins the Celebrity Hair Transplant Trend With a Hair Transplant at IdealofMeD's Award-Winning Istanbul Clinic

LONDON, UNITED KINGDOM, July 9, 2026 /EINPresswire.com/ -- [IdealofMeD](#), the Swedish-owned, award-winning hair transplant clinic in Turkey recognized internationally for its celebrity patients and physician-led approach to hair restoration and patient care, proudly announces the appointment of former Finnish National Team footballer Paulus Arajuuri as its official Brand Ambassador for Finland. The appointment follows Arajuuri's own hair restoration journey with IdealofMeD and reflects the growing confidence that professional athletes, public figures, and international patients place in the Istanbul clinic's commitment to medical excellence, personalized treatment planning, and natural-looking hair transplant results.

The announcement arrives during a landmark year for the organization. In 2026, IdealofMeD was named among The World's Best Hair Transplant Clinics by the Finnish hair transplant



"One of my best decisions ever" /Paulus Arajuuri



Inside IdealofMeD's award-winning clinic in Istanbul

authority hiustensiirto.net for its exceptionally high level of patient satisfaction. The recognition did not come alone. Germany's haartransplantationen.com honored IdealofMeD as the Best Hair Transplant Clinic in Turkey 2026 for achieving an excellent balance between medical expertise, technology, affordability, and patient care. Norway's hartransplantasjon.com awarded IdealofMeD Best Hair Transplant Clinic 2026 for the strongest combination of medical expertise, advanced restoration methods, physician involvement, and consistent patient-focused treatment, and Sweden's [hårtransplantation.nu](https://hartransplantation.nu) named it the Best Hair Transplant Clinic globally for patient satisfaction. Taken together, these recognitions from some of Europe's most research-active patient platforms confirm IdealofMeD's position as the best hair transplant clinic in Turkey for international patients, and the appointment of a former National Team

footballer as Brand Ambassador adds a very personal dimension to that record. Throughout his distinguished football career, Arajuuri established himself as one of Finland's most respected

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Cem Arel / Founding Co-Partner

defenders, representing the Finnish National Team in international competition while playing for clubs including HIFK, Kalmar FF, Lech Poznań, Brøndby IF, Pafos FC, and Anorthosis Famagusta. Like many athletes and public figures whose appearance remains part of their professional identity, he sought a hair restoration solution that prioritized quality, discretion, physician

expertise, and long-term planning, the same reasons a growing number of high-profile individuals now choose a hair transplant in Istanbul over treatment at home. His relationship with IdealofMeD began as a patient. Following a comprehensive medical consultation and detailed hair analysis, Arajuuri underwent a fully personalized hair transplant procedure at IdealofMeD's medical center in Istanbul. The procedure brought together the latest generation of Sapphire FUE and DHI in a single session - a combination surgery- with approximately 4,500 grafts, each placed according to a plan designed specifically for him. Exosome therapy

supported growth; hyperbaric oxygen sessions eased and accelerated his recovery. Every element of the plan, from hairline design and graft distribution to donor area management and



Former National Team Footballer Paulus Arajuuri following hair transplant with IdealofMeD

future restoration needs, was mapped with simulations to his hair loss pattern, donor capacity, and facial proportions, with the objective of creating natural density and a balanced, age-appropriate hairline. After experiencing every stage of the journey firsthand, including consultation, surgery, recovery, and structured postoperative follow-up, Arajuuri chose to continue his relationship with IdealofMeD by becoming the organization's official Brand Ambassador for Finland.

"We are honored to welcome Paulus Arajuuri as our Brand Ambassador for Finland," said an IdealofMeD spokesperson. "What makes this partnership particularly meaningful is that it began with trust in our medical team. Paulus first came to us as a patient seeking a high-quality hair transplant in Turkey. His decision to later represent IdealofMeD reflects the confidence he developed throughout his experience. We are proud that athletes, public figures, celebrities, business professionals, and patients with the most demanding cases from around the world continue to choose IdealofMeD for their hair restoration journey."

The medical department at IdealofMeD is led by Dr. Devrim Demirel and Dr. Muzaffer Akkaya, two of the leading Turkish ISHRS surgeons in the field. Both physicians are certified by the Turkish Ministry of Health and are members of the International Society of Hair Restoration Surgery (ISHRS), the globally recognized professional body that defines education, ethical standards, and scientific practice in hair restoration medicine. Today, Dr. Demirel and Dr. Akkaya manage the boutique clinic's medical team and continue to perform advanced Sapphire FUE and DHI hair transplant surgeries at the Istanbul facility, ensuring that every procedure, from a 2,000-graft hairline restoration to a 4,500-graft combination case like Arajuuri's, meets internationally recognized standards for ethical, evidence-based, physician-led hair restoration.

The appointment also highlights a defining trend in the industry: the celebrity hair transplant is no longer a secret. Increasing numbers of footballers, athletes, entertainers, entrepreneurs, executives, and public figures are openly pursuing hair transplant procedures and openly choosing Turkey, the world's leading destination for hair transplant tourism. For high-profile individuals, an athlete hair transplant is not simply about restoring hair. It is about choosing a medical partner that understands aesthetics, donor preservation, long-term planning, and the natural-looking outcomes that public life demands, both professionally and personally.

IdealofMeD has become a top destination for international patients, with North American patients in particular choosing the clinic for its exclusive hair transplant procedures. The organization combines Scandinavian management principles with modern Turkish medical excellence and focuses on providing every patient with a customized treatment plan rather than a standardized package. Each patient undergoes an extensive consultation process that evaluates medical condition, donor area quality, hair characteristics, facial structure, age, expectations, and long-term restoration goals before a treatment strategy is developed. The clinic specializes in advanced Sapphire FUE and DHI hair transplantation procedures designed to address varying stages of hair loss while preserving donor resources and supporting natural growth patterns, and it emphasizes comprehensive patient support before, during, and after

treatment, helping international patients navigate every stage of their medical journey from the first remote consultation through recovery at home. This patient-centered approach is reflected in a verified patient satisfaction rating above 98.5% on various rating portals, where thousands of authentic hair transplant reviews document real before-and-after results.

For IdealofMeD, the appointment of Paulus Arajuri represents more than a brand partnership. It reflects the trust that can develop when a patient experiences quality care firsthand. His journey began with a personal decision to undergo hair restoration and evolved into a long-term relationship based on confidence in the organization, its Turkish ISHRS surgeons, and its patient-centered philosophy. His willingness to publicly share his experience offers prospective patients valuable insight into the standards of care that IdealofMeD strives to provide every day. As Brand Ambassador for Finland, Arajuri will participate in educational initiatives, interviews, digital campaigns, and public awareness activities designed to help prospective patients better understand modern hair transplantation, realistic treatment expectations, hair transplant costs in Turkey compared with Western Europe, and the importance of choosing qualified, ISHRS-affiliated medical professionals. Through his own experience, he hopes to help others make informed decisions when considering hair restoration treatment.

IdealofMeD continues to segment its international presence while remaining focused on its core mission of delivering physician-led hair restoration supported by personalized treatment planning, advanced surgical techniques, ethical medical standards, and long-term patient satisfaction. The organization is proud that internationally recognized athletes and public figures continue to place their confidence in its medical team, reinforcing its position the most trusted destination for individuals seeking an exclusive hair transplant in Turkey.

Background to IdealofMeD

Swedish-owned and managed, IdealofMeD is a medical organization founded to integrate high-quality healthcare, patient safety, and long-term well-being, with a strong focus on longevity medicine and individualized care. It has grown into an internationally recognized brand in hair transplantation, aesthetic medicine, and longevity-focused treatments designed for natural and durable outcomes. IdealofMeD is ultimately backed, owned, and managed by Swedish investors, including Age Back CO., with Martin Lorentzon (the Spotify Co-Founder) and Cem Arel as the principal stakeholders. While maintaining a presence in Stockholm, all surgical hair restoration procedures are performed in its dedicated Istanbul medical center, ensuring a controlled clinical environment aligned with international medical standards. Its clinic is certified and authorized by the Turkish Ministry of Health as a medical clinic with a hair transplantation department, and holds approval for international medical tourism as well as official authorization as an educational training center for hair restoration techniques. IdealofMeD operates as a quality-driven boutique institution emphasizing individualized planning, advanced technology, and controlled patient flow. This approach prioritizes precision, safety, and long-term outcomes over procedural quantity and supports its role in physician training and clinical education. Its medical philosophy has been shaped by experienced physicians such as Dr. Devrim Demirel and Dr. Muzaffer Akkaya, whose expertise in surgery, aesthetics, and longevity medicine helped establish

a reputation associated with Scandinavian healthcare principles, discretion, and natural results. All physicians involved in procedures in its Istanbul clinic are certified by the Turkish Ministry of Health, hold licensed authorization for hair restoration, and are members of the International Society of Hair Restoration Surgery (ISHRS).

Communication Department

IdealofMeD

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