



## GoodRx Launches New Hair Loss Subscription for Men to Simplify Access to Affordable Treatment

October 15, 2025

*The all-in-one solution includes a virtual consultation, clinically proven prescription medication, and discreet home delivery, starting as low as \$16/month*

SANTA MONICA, Calif.--(BUSINESS WIRE)--Oct. 15, 2025-- [GoodRx](#) (Nasdaq: GDRX), the leading platform for medication savings in the U.S., today announced the launch of a [new subscription for hair loss treatment](#). Built for simplicity and transparency, GoodRx for Hair Loss helps men access affordable treatments that are clinically proven to slow hair loss and support regrowth.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20251014655126/en/>



GoodRx for Hair Loss

clinically proven to help, especially when started early. Yet many men find it difficult to pursue treatment due to high costs, complicated routines, or uncertainty about what works.

GoodRx for Hair Loss starts as low as \$16/month, with final pricing dependent on the prescribed medication and delivery cadence. The subscription combines three key benefits:

- **Connect with a licensed healthcare professional:** Customers can chat directly with a healthcare professional online, often within the hour – no in-person visit required. Like other [subscriptions from GoodRx](#), customers will have ongoing access to these licensed professionals if questions arise during their treatment.
- **Access clinically-proven treatments:** If appropriate, customers receive a prescription for [oral finasteride](#) or [oral minoxidil](#).
- **Discreet delivery:** Medication is delivered directly to the customer's door, for no additional fee, in GoodRx's standard packaging.

While competitors often bundle products into multi-step kits with upsells that can be expensive and confusing, GoodRx offers a straightforward alternative: providing a clear pathway to clinically-proven medications, with transparent pricing and convenient delivery.

"Hair loss is common, and treatment shouldn't be complicated," said Nitin Shingate, Chief Technology Officer at GoodRx. "Our subscription gives men a simple, one-stop solution for transparent pricing, proven treatment options, and quick access to licensed healthcare professionals, all from a brand trusted by millions of Americans to get the care they deserve each year."

GoodRx for Hair Loss ensures a simple, user-friendly experience that helps men save time and money when filling the treatments they need. With transparent pricing and no hidden fees, men can feel confident they're getting effective treatment.

Starting today, individuals can sign up for the GoodRx for Hair Loss at: <https://www.goodrx.com/care/services/hair-loss>

### **About GoodRx**

GoodRx is the leading platform for medication savings in the U.S., used by nearly 30 million consumers and over one million healthcare professionals annually. Uniquely situated at the center of the healthcare ecosystem, GoodRx connects consumers, healthcare professionals, payers, PBMs, pharma manufacturers, and retail pharmacies to make saving on medications easier. By reducing friction and inefficiencies, GoodRx helps consumers save time and money when filling prescriptions so they can get the care they deserve. Since 2011, GoodRx has helped Americans save over \$85 billion on the cost of their medications.

*GoodRx periodically posts information that may be important to investors on its investor relations website at <https://investors.goodrx.com>. We intend to use our website as a means of disclosing material nonpublic information and for complying with our disclosure obligations under Regulation FD. Accordingly, investors and potential investors are encouraged to consult GoodRx's website regularly for important information, in addition to following GoodRx's press releases, filings with the Securities and Exchange Commission (the "SEC") and public conference calls and webcasts. The information contained on, or that may be accessed through, GoodRx's website is not incorporated by reference into, and is not a part of, this press release.*

### **GoodRx Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including, without limitation, statements regarding anticipated consumer savings, convenience and accessibility; the expected benefits and value of GoodRx for Hair Loss; and our plans, expectations and objectives. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including, but not limited to, risks relating to our ability to achieve broad market education and change consumer purchasing habits; changes in medication pricing and pricing structures; our reliance on a limited number of industry participants; and the important factors discussed under the caption "Risk Factors" in our Annual Report on Form 10-K for

the year ended December 31, 2024, and our other filings with the SEC. Any such forward-looking statements are based on current expectations, projections and estimates as of the date of this press release. While we may elect to update such forward-looking statements at some point in the future, we disclaim any obligation to do so, even if subsequent events cause our views to change.

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