

## The ARTAS™ Robotic System Opportunity

The global medical aesthetics market is booming and by 2021 it is expected to exceed \$13 Billion.<sup>1</sup> The male aesthetics market remains largely untapped, representing an extraordinary opportunity to capture both new patients and new revenue streams for physicians. The ARTAS Procedure provides a unique opportunity to:

Capitalize on a Large,  
Growing Untapped Market

1.2B

Worldwide 1.2B men suffer from hereditary baldness<sup>2,3</sup>

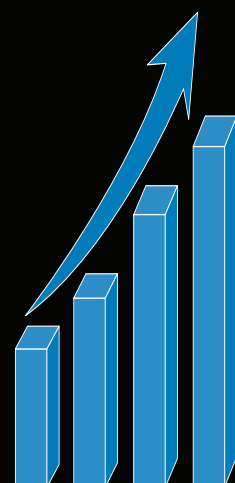
Hair restoration represents a \$2.5B market<sup>4,5</sup>

\$2.5B

39%

Follicular Unit Extraction (FUE) is growing 39% annually as Follicular Unit Transplants (FUT) become less popular<sup>4,5</sup>

## Corner the Male Aesthetic Market



325% ↑

Male aesthetic procedures have increased 325% since 1997<sup>6,7,8</sup>

10% of cosmetic surgeries were performed on males in 2015<sup>6,7,8</sup>

Hair restoration is one of the most common cosmetic surgeries<sup>6,7,8</sup>



## Drive Significant Revenue Opportunities

Low barrier for entry provides an easy integration of the ARTAS Procedure into your practice

The ARTAS System uniquely positions your practice as a leader in providing the most advanced technology in hair restoration

Patient awareness drives both ARTAS Hair Restoration and incremental aesthetic procedures

### The ARTAS Procedure Opportunity

It Starts with ARTAS Hair Procedures

- Facelift
- Botox® & Fillers
- Tattoo Removal
- Liposuction
- Body Contouring



Expand Your Male Patient Base and Increase Revenue with the ARTAS Procedure

## Unsurpassed Service & Support

We Partner with You to Help Ensure Your Success

### Practice Marketing Success Program

- Drives significant revenue opportunities with marketing and practice support
- Includes comprehensive marketing tools to help physicians position their practice as the leader in robotic hair restoration
- Extensive in-office marketing support helps ensure successful launch, implementation and helps create patient awareness

### Comprehensive Clinical Training & Support

- Hands-on product training for the entire team
- Staff efficiency and workflow training
- Clinical case support and ongoing training and education programs

### On-Site Technical Service & Support

- Responsive in-office service by highly trained service engineers
- Comprehensive ARTAS CARE Program available

Contact an ARTAS Representative to Get Started  
(888) 907-0115  
ARTAS.com



**ARTAS™**  
ROBOTIC HAIR RESTORATION



- References
1. <http://www.marketsandmarkets.com/PressReleases/medical-aesthetics.asp>
  2. [http://www.americanhairloss.org/men\\_hair\\_loss/](http://www.americanhairloss.org/men_hair_loss/)
  3. <https://www.reference.com/world-view/many-men-world-8e066f56a72027ce?qo=cdpArticles>
  4. American Academy of Dermatology. [www.aad.com](http://www.aad.com)
  5. International Society of Hair Restoration Surgeon, 2013 Practice Census. Data on file at Restoration Robotics.
  6. <http://modernaesthetics.com/2014/08/cornering-the-male-aesthetic-market#1>
  7. America Society of Aesthetic Plastic Surgery, ASAPS-Stats 2015. Data on file at Restoration Robotics.
  8. <http://www.ishrs.org/statistics-research.htm>
  9. Data on file

The ARTAS® System is indicated for harvesting hair follicles from the scalp of men diagnosed with androgenic alopecia (male pattern hair loss) who have black or brown straight hair. It is also indicated for creating recipient sites for subsequent manual implementation of harvested follicles.

**THE WORLD'S ONLY  
ROBOTIC HAIR RESTORATION PROCEDURE**

## The World's Only Robotic Hair Restoration System

Robotic technology is proven to assist surgeons with precise, difficult and repetitive movements, thus improving clinical outcomes. Building on these benefits, Restoration Robotics has brought robotic technology to a new level of sophistication and advancement - delivering safe, accurate and effective results in hair restoration.

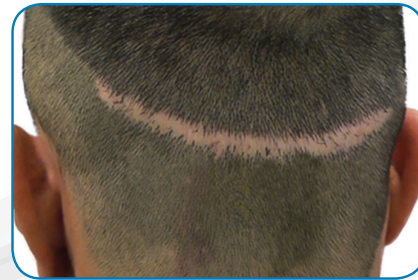
### ARTAS™ Procedure Physician Benefits

- Attracts incremental patients
- Offers a highly profitable opportunity
- Delivers highly reproducible results
- Enables consistent graft quality

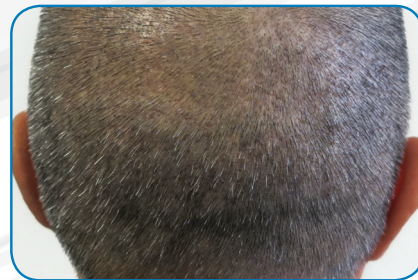
### ARTAS™ Procedure Patient Benefits

- Best in class outcomes
- Natural-looking results
- No linear scar / no plugs
- Less pain
- Minimal downtime

### No Large Painful Scars



NOT ARTAS Procedure  
Leaves Large Linear Scar



Post ARTAS Procedure  
No Large Painful Scars

## ARTAS PROCEDURE Advantages Throughout the Hair Restoration Procedure

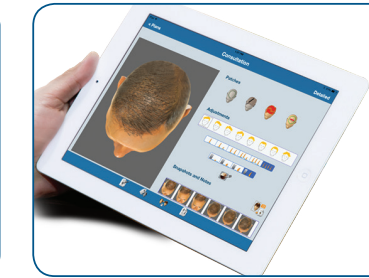
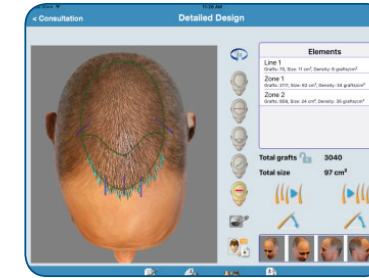
The ARTAS Procedure offers a step-by-step approach to delivering quality care and clinically proven results to your hair restoration patients.



### 01 ARTAS Hair Studio™ Interactive 3D Patient Consultation

This unique tool provides interactive, 3D patient consultation information that transforms the hair restoration experience, helping manage patient expectations.

- Designs 3D simulated hair transplant model using actual patient photographs
- Creates customized aesthetic recipient site plan



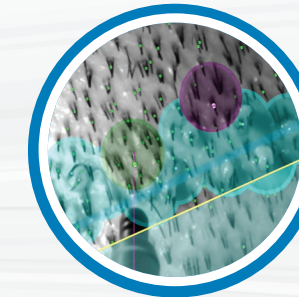
### 02 ARTAS™ Robot-Assisted Precision Harvesting

Using advanced image-guided robotics, the ARTAS Harvesting System precisely dissects follicular units thousands of times in a single session. Intuitive controls and intelligent algorithms select and harvest the most viable hair for transplant. Unique ARTAS Precision Harvesting Technologies include:



#### ARTAS™ High-Definition Stereoscopic Vision System

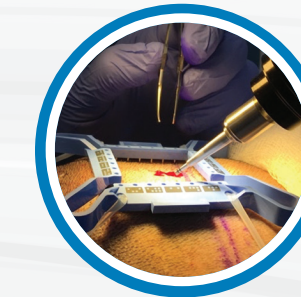
- Provides rapid, micron-level targeting accuracy to 50 microns
- Identifies optimal grafts including graft characteristics
- Conserves donor area by avoiding single follicular units
- Analyzes, monitors & tracks each hair 60x per second



- Future Harvest
- Current Harvest
- Completed Harvest

#### ARTAS™ Image-Guided Robotic Alignment Technology

- Provides digital mapping for precise and consistent graft dissection
- Approaches follicular units at appropriate angle



#### ARTAS™ Minimally Invasive Precise Dissection

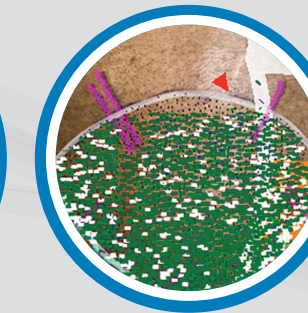
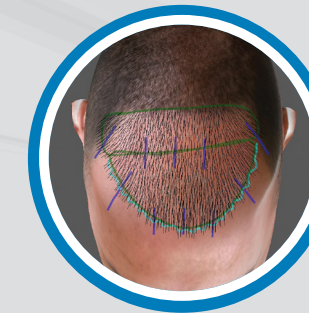
- Delivers robust intact grafts
- Preserves natural look of patient's donor area<sup>9</sup>
- Produces minimal scarring and healthy grafts by using patented dissection

### 03 Processing

### 04 ARTAS™ Robot-Assisted Site Making

ARTAS Artificial Intelligence™ algorithms represents a significant advancement in hair restoration with unique benefits:

- Identifies and protects existing permanent hair
- Creates precise recipient sites
- Facilitates an appealing result with an optimal aesthetic pattern
- Provides consistent, reproducible results



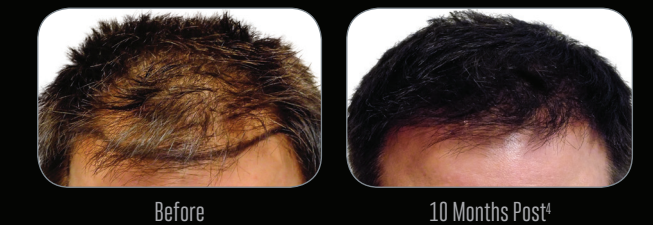
#### ARTAS Patient Treatment Report

- Norwood Scale 3 patient
- 1,500 recipient sites created
- ~5000 avoided & protected hairs

### 05 Implanting

## Clinically Proven Results\*

See outstanding patient results 9 to 18 months after their ARTAS™ procedure



\* Actual results may vary

<sup>1</sup> Photos courtesy of Hair Sciences Center of Colorado, James A. Harris, MD, FACS

<sup>2</sup> Photos courtesy of Bernstein Medical - Center for Hair Restoration, Robert M. Bernstein, MD

<sup>3</sup> Photos courtesy of New Horizons Center for Cosmetic Surgery, Gregory A. Turowski, MD

<sup>4</sup> Photos courtesy of Dr. Yates Hair Science, William D. Yates, MD