



THE COMPREHENSIVE HAIR RESTORATION SOLUTION



Venus Concept Inc. presents VERO Hair™. Succeed with automated NeoGraft®— the trusted hair restoration solution— and our broad suite of services including preceptorships and clinical training, marketing tools, business development support, and VeroGrafters™ program. Deliver exclusive, customized hair restoration solutions to your patients that will sustainably grow your business.

ADVANCED TECHNOLOGY

THE TRUSTED HAIR RESTORATION SOLUTION

NeoGraft®'s revolutionary automated Follicular Unit Extraction (FUE) and implantation technology leaves no linear scar and is minimally invasive with fast patient recovery. It eliminates the inefficiencies of common manual tools and procedures while enabling physicians to offer hair transplants with consistent clinical outcomes. NeoGraft® delivers superior clinical efficacy and high patient satisfaction, as evidenced by a 95% "Worth It" rating on RealSelf.com.

FDA, HEALTH CANADA & CE APPROVED

The NeoGraft® is intended for suction-assisted follicular extraction and re-implantation. The NeoGraft is an auto-graft system and can be used on both male and female patients.



INTUITIVE TOUCHSCREEN WITH GRAPHICAL USER INTERFACE (GUI)

- Automatic, real-time extraction and implantation of graft counts eliminate manual counting and paperwork
- GUI delivers a user-friendly, intuitive, and interactive experience
- Treatment screens allow users to easily switch between two modes—extraction and implantation
- User management tools help track and improve performance of treatment providers



OPTIMIZED WORKFLOW

- Double-jointed arm and enhanced ergonomics ensure faster and more comfortable procedures for both patients and physicians
- New contra-angle eliminates loss of fluid and protects grafts through vacuum seal
- Recipient site creation handpiece delivers more standardized implants
- No-touch implanter offers the least amount of bulb trauma
- Autoclavable handpieces offer sterilizable and cost-effective tools



PNEUMATIC MOTOR AND SMART DRIVE TORQUE TECHNOLOGY

- Piston-driven motor delivers precise pressure control for both extraction and implantation
- Smart Drive Torque Technology delivers 100% torque to the contra-angle/punch, for continuous rotation and the smoothest entry
- Consistent suction and spin lead to standardized extractions, high-quality grafts, and superior patient outcomes



OPERATIONAL EFFICIENCY WITH INTERNET OF THINGS (IOT) TECHNOLOGY AND DEVICE MOBILITY

- Advanced IoT technology capabilities enhance business operations by optimizing treatment protocols, improving patient results and satisfaction, and maximizing operational efficiency and ROI
- Quiet operation and energy-efficient usage
- Device occupies less than 5 sq. ft. and weighs 36 Kg with storable pedals and 360-degree turning wheels

PROCEDURE BENEFITS

PHYSICIAN BENEFITS

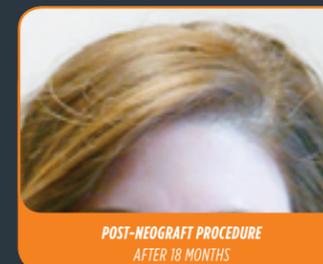
- Brand recognition and proven performance of NeoGraft®
- Low barrier to entry with turnkey solution
- Target both male and female patients
- Minimal consumable cost
- High-quality grafts with a low transaction rate

PATIENT BENEFITS

- Flexible procedure
- Natural-looking hairline
- No linear scarring/plugs
- Minimal pain and discomfort
- Less downtime and fast recovery
- Approved for both men and women



PRE-NEOGRAFT PROCEDURE
(FPHL) FEMALE CANDIDATE



POST-NEOGRAFT PROCEDURE
AFTER 18 MONTHS



UNIQUE ADVANTAGES

1. HARVESTING

AUTOMATED TECHNOLOGY ENHANCES OPERATOR CONTROL AND DELIVERS HIGH-QUALITY GRAFTS

2. SITE-MAKING

ERGONOMIC HANDPIECE ENABLES FLEXIBLE SITE CREATION FOR AN OPTIMIZED HAIRLINE DESIGN

3. IMPLANTATION

PRESSURIZED IMPLANTER GENTLY PLACES THE HAIR FOLLICLE INTO THE RECIPIENT SITES

PHYSICIAN TESTIMONIALS



“NeoGraft is a technological leap for hair transplant surgery. After purchasing the original device, my practice’s patients and profit jumped 40%. This new device builds all the back-office work into the device: graft counting, supply ordering, and maintenance. It’s all virtually automatic, this is a technological breakthrough for the business of hair transplant surgery.”

DR. STEPHEN RONAN
MD, FACS
San Francisco, California



“NeoGraft completely changes the dynamics of introducing hair restoration into your aesthetic practice by providing new advanced technology with the systems and support necessary to create a successful outcome for both the doctor and the patient.”

DR. JACK FISHER
MD, Board Certified Plastic Surgeon
Nashville, Tennessee



“We have been using NeoGraft for over 10 years in our practice with great outcomes. The support that the company offers and the willingness to help build your business is also top rate.”

DR. PAUL GLAT
MD, FACS
Philadelphia, Pennsylvania

“Our practice has been working with NeoGraft for over 2 years now. The volume of cases that we’ve been doing has been steadily increasing, It has added significant breadth and depth to our practices specifically in hair restoration and it complimentary to our overall aesthetics base.”

DR. GAURAV BHARTI
MD, FACS
Charlotte, North Carolina

“The NeoGraft support system and business partnership is second to none. We partnered with NeoGraft and they bring in the technicians and they make it so user friendly for us so that we can concentrate on building the business. Again their training and support has been unbelievable.”

DR. VINCE BUBOLO
DC, CEO/Founder
Acworth, Georgia

“Once you purchase the [NeoGraft] device, you have entered into their family. Their success is your success. During the preceptorship, I was so impressed. I’m super excited to get started. NeoGraft, thank you for giving me something that I truly love to do in medicine.”

DR. DAVID ROSNER
DO, Medical Director
Grand Rapids, Michigan

PATIENT RESULTS^A



BEFORE NEOGRAFT



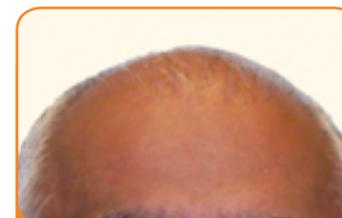
AFTER NEOGRAFT (2,600 GRAFTS)^B



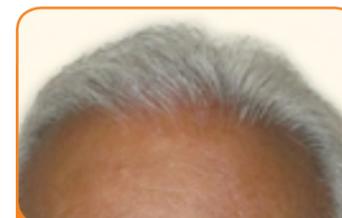
BEFORE NEOGRAFT



AFTER NEOGRAFT (800 GRAFTS)^C



BEFORE NEOGRAFT



AFTER NEOGRAFT^D



BEFORE NEOGRAFT



AFTER NEOGRAFT (1,200 GRAFTS)^E

- A. ACTUAL RESULTS MAY VARY
- B. PHOTOS COURTESY OF KEITH JEFFORDS, MD
- C. PHOTOS COURTESY OF SUMIT BAPNA, MD
- D. PHOTOS COURTESY OF BALDEV SANDHU
- E. PHOTOS COURTESY OF KEVIN DEPLeCHAIN, MD, FACS

EXPERIENCE WHAT PATIENTS SAY ABOUT NEOGRAFT

“The coverage map of my head has been resembling a donut for quite some time. With the Dermatology Center of Indiana and NeoGraft, I now have a chance to do something about it. All it costs me in terms of time is missing one day of work and one night of basketball games. I’d say that’s quite the return on investment of my time.”

Greg Rakestraw, Sportscaster
Dermatology Center of Indiana patient

“Everything the doctor told me to expect in my recovery happened including hair growth in just 6 month. It was amazing. I’m super happy with the result. When I tell people about my NeoGraft transplant procedure, the question I get a lot is “What about the scar?” then I turn around and I show them, there is no linear scar.”

Steve Maney
H/K/B Cosmetic Surgery

“Within 2 weeks depending how fast your hair grows the “Harvest” area has healed and well on its way to growing back.”

NeoGraft Patient
Paramount Plastic Surgery



OUR COMPREHENSIVE HAIR RESTORATION SOLUTION



INNOVATION.
PARTNERSHIP.
SUCCESS.

ADVANCED PROVEN TECHNOLOGIES

ARTAS® Robotic Hair Restoration
NeoGraft® Automated FUE Hair Transplant
Innovation and advancement through continuous R&D

PRECEPTORSHIP & CLINICAL TRAINING

World-class clinical and business education
Peer-to-peer training by top hair surgeons
On-site, hands-on training and remote support

MARKETING TOOLS & PATIENT LEADS

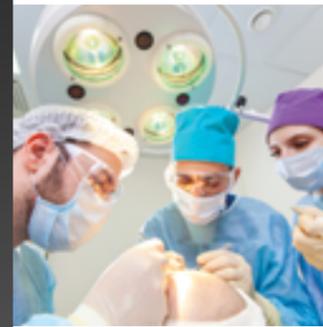
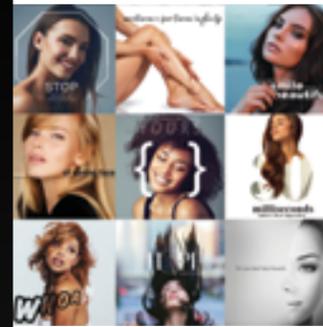
Complimentary marketing assets for your practice
Business listing in our Clinic Finder
Elective services from 2two5™ marketing agency

BUSINESS DEVELOPMENT TRAINING & SUPPORT

Step-by-step business development program
Ongoing mentorship
Reward Programs

VEROGRAFTERS™ PROGRAM

Certified, insured, reliable technicians
Extension of your staff
Easy booking via VeroGrafters™ app



PRECEPTORSHIP & CLINICAL TRAINING

We offer in-depth, clinical preceptorships by [top hair restoration surgeons](#) from around the world—including our Chief Medical Officer, Dr. Jack Fisher—combined with a [continuing mentorship](#) program. The preceptorship will include the perfect balance of clinical education with regards to managing the hair loss patient as well as marketing and sales integration. At the end of the preceptorship, you'll be able to walk away with a complete kit of knowledge, tools, and resources to successfully launch your new treatments into one of the fastest-growing medical aesthetics markets. Our clinical training team will help facilitate Quick Starts and/or In-Service with [on-site](#) and [remote case support](#) to ensure clinical proficiency.

MARKETING TOOLS & PATIENT LEADS

Alongside proven hair loss solutions, Venus Concept also offers a [comprehensive marketing program](#) that provides your practice with the ongoing support you need for continuous business growth. We offer complimentary marketing assets including advertising campaigns for your ARTAS® and/or NeoGraft® devices, in-clinic and online patient education tools, as well as business listing on our [Clinic Finder](#). Should you want to invest in additional dedicated practice marketing, Venus Concept offers the services of [2two5™](#), a marketing agency for our customers. They provide digital services that will increase your patient reviews, maximize SEO, continuously generate patient leads, and offer creative, impactful ads for exclusive regional use.

BUSINESS DEVELOPMENT TRAINING & SUPPORT

We will help you ensure [financial success](#) in your hair restoration business with a dedicated Practice Development Manager, Practice Enhancement Manager or an Account Manager. We also offer a one-year mentorship on business development that includes a proven [step-by-step program](#). Whether you're just starting a new clinic or adding hair restoration to an already established aesthetics business, we want to ensure that your business is positioned to grow and succeed from day one. We will help with getting your system up and running, offer reward programs, as well as provide [expert business consultation](#) to attract and engage new leads, drive traffic to your door, and accelerate your clinic's growth.

VEROGRAFTERS™ PROGRAM

We provide VeroGrafters™, on-demand [certified hair transplant professionals](#), who support and work under the direct supervision of the physician performing the ARTAS® and/or NeoGraft® hair transplantation procedure. The VeroGrafters™ help ensure the best patient care and optimal [clinical efficacy](#) during the procedure. The VeroGrafters™ app allows you to pick the hair transplant professionals you want and when you want them. Physicians can quickly and [easily create a booking request](#), choose their preferred technicians based on availability, and review all estimated charges.

HAIR RESTORATION

CAPITALIZE ON A LARGE, GROWING, AND UNTAPPED MARKET

1.2B

men worldwide suffer from hereditary baldness^{1&2}

\$24.8B

the global hair transplant market share is expected to surpass USD \$24.8 billion by 2024³

2ND

most researched treatment by male patients on RealSelf.com⁴

39%

annual growth seen by Follicular Unit Excision (FUE) as Follicular Unit Transplantation (FUT) becomes less popular^{5&6}

45%

of women suffering from alopecia are diagnosed with Female Pattern Hair Loss (FPHL)⁸

85.7%

of patients are male with growing demand from female patients⁷

YOUR COMPREHENSIVE SOLUTION TO HAIR RESTORATION

ARTAS ^{iX}
ROBOTIC HAIR RESTORATION

The Intelligent Hair Transplant Technology
The Future of Medical Aesthetic Innovation



NeoGraft[®]

The Trusted Hair Restoration Solution
The First Automated FUE System

1. American Hair Loss Association. Men's Hair Loss. www.americanhairloss.org/men_hair_loss/
2. Reference. How Many Men Are in the World? www.reference.com/world-view/many-men-world-8e066f56a72027ce?qo-cdpArticles
3. Global Market Insights, Inc. 2018. Hair Transplant Market worth over \$24.8 billion by 2024. www.globenewswire.com/news-release/2018/08/14/1551331/0/en/Hair-Transplant-Market-worth-over-24-8-billion-by-2024-Global-Market-Insights-Inc.html
4. RealSelf 2018 Trends in Medical Aesthetics. assets.brandfolder.com/pja91g-e04dtk-7h4zn7/original/RealSelf_YearInReview_OneSheet.pdf
5. American Academy of Dermatology. www.aad.org
6. International Society of Hair Restoration Surgeon. 2013. Practice Census. Data on file at Restoration Robotics.
7. International Society of Hair Restoration Surgery. 2017. Practice Census Results. ishrs.org/wp-content/uploads/2017/12/report_2017_ishrs_practice_census-08-21-17.pdf
8. US National Library of Medicine National Institutes of Health. 2016. Female Pattern Hair Loss: A Retrospective Study in a Tertiary Referral Center. www.ncbi.nlm.nih.gov/pmc/articles/PMC4989388/

GET STARTED TODAY WITH VERO HAIR

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