



HOW TO MAKE YOUR
HAIR RESTORATION
PRACTICE AN
ENGINE OF GROWTH



Thanks to treatment innovations, the global market for hair restoration has seen rapid expansion. The global market is forecast to experience 25 percent compound annual growth through 2025 for a market value of more than \$31 billion.¹

By setting the right foundation, your hair transplantation practice can capture this growth and delight an increasing number of patients suffering hair loss with natural-looking results.

In this guide, Venus Concept, which represents the industry leading NeoGraft® and ARTAS® systems, offers action strategies for hair restoration clinics to make sure your practice is positioned for growth.



¹ <https://www.gminsights.com/industry-analysis/hair-transplant-market>



REVIEW OF HAIR RESTORATION PROGRESS

First, though, let's review why hair restoration has been experiencing a strong increase in demand over the past few decades. Advances in hair transplantation technology and techniques have led to a new era of attractive and successful results. Consumers are enthusiastic about the potential for good outcomes.

The biggest breakthrough for men and women experiencing hair loss has been the use of a person's own hair follicles for transplantation. While forms of this treatment have been around since the 1950s, the results were not natural looking, and donor sites suffered ill effects and scarring.



FOLLICULAR UNIT TRANSPLANTATION (FUT)

In the 1990s, follicular unit transplantation (FUT) became the standard. In this procedure, a strip of the patient's scalp is excised from the back of the head. The grafts are then dissected into follicular units, which on average consist of one to four hair follicles. The doctor then inserts the hair follicles into the recipient area. The result appears very natural looking, and the transplanted areas blend seamlessly with native hair.

However, FUT leaves a linear scar that many prospective patients dislike, especially those who want to wear short hair styles. Because it is surgery, the technique requires stitches or staples with a risk of extensive bleeding and nerve damage.²

² Dua, Aman and Kapil Dua. "Follicular unit extraction hair transplant" Journal of cutaneous and aesthetic surgery vol. 3,2 (2010): 76-81.

FOLLICULAR UNIT EXTRACTION (FUE)

A more significant advance is follicular unit extraction (FUE), a minimally invasive procedure that many practitioners now consider the gold standard. This modality has been found to give natural and aesthetic results even in advanced baldness.³

Rather than removing a strip of the patient's skin as with FUT, FUE extracts individual follicular units directly from the scalp using a very small circular punch of less than 1.25 millimeters. Because hair follicles are not removed in a strip, any loss of hair density in the donor area is usually unnoticeable. Unlike with the scalpel of FUT, the resulting hole is small, does not require a suture, and the scar is virtually undetectable.⁴

FUE devices remove the hair grafts with a single mechanical action by rotating the punch and simultaneously suctioning the graft into a collection canister. These are then inserted manually or using an implantation hand piece. Patients experience little to no discomfort with FUE, and recovery and healing time are rapid. Both FUT and FUE techniques are currently in use, but FUE is growing more quickly.⁵



PATIENTS EXPERIENCE LITTLE TO NO
DISCOMFORT WITH FUE, AND RECOVERY
AND HEALING TIME ARE RAPID.

³ Chouhan K, Roga G, Kumar A, Gupta J. Approach to Hair Transplantation in Advanced Grade Baldness by Follicular Unit Extraction: A Retrospective Analysis of 820 Cases. J Cutan Aesthet Surg. 2019;12(4):215–222. doi:10.4103/JCAS.JCAS_173_18.

⁴ Ibid.

⁵ Ibid.

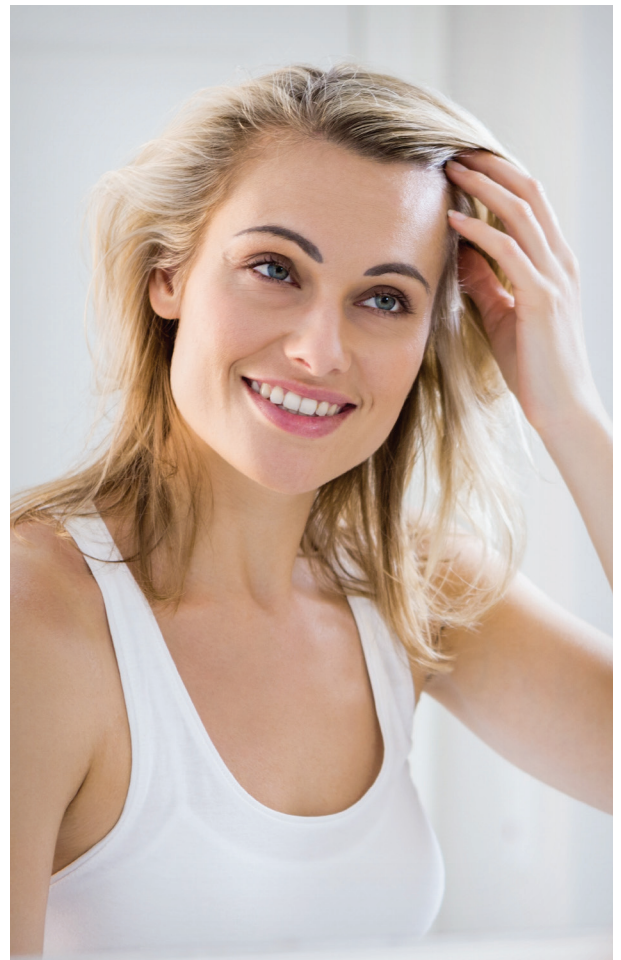


UNDERSTANDING THE PSYCHOLOGY OF HAIR TRANSPLANT CONSUMERS

The superiority of FUE has stoked consumer demand, and patients have higher awareness of the procedure than previous options. But to capture this demand fully, you need to understand your audience's mindset and help them move past any concerns.

First, people are staying in the workforce longer than ever. Most Baby Boomers are still in the labor force, and the oldest boomers are working at the highest rate for people their age in more than five decades.⁶ To stay relevant in the professional environment, most people, especially those of middle age, want to project self-confidence and energy.

A full head of hair is an asset both in terms of the patient's own confidence and in terms of how he or she is perceived by peers and employers. So, your marketing and consultations should emphasize these benefits to help the prospective client realize that hair restoration is a time-sensitive priority not an indulgence.



⁶ <https://www.pewresearch.org/fact-tank/2019/07/24/baby-boomers-us-labor-force/>

Secondly, patients need to know they are in the hands of a trustworthy and experienced provider. The American Hair Loss Association recommends consumers ask for the names and contact information of six prior patients whom they can consult about their experience with you along with at least 10 before-and-after photo series similar to their presentation.⁷

Put extra effort into building a list of patients who are willing to serve as references and ask for a testimonial from every patient. You can encourage their cooperation with incentives such as free products or rewards based on the number of references they provide.

Similarly, make sure your photography shows your results to the best advantage. If you do not have a good set-up in terms of lighting, equipment, and background, fix that now. Make sure your staff is trained to take before-after photos that are directly comparable and include a variety of angles.

Lastly, many people feel embarrassed about hair loss and hair restoration procedures, so promote the comfort and privacy that your office or other freestanding treatment facility provides. Make sure your website and marketing collateral emphasize your discretion.



PATIENTS NEED TO KNOW
THEY ARE IN THE HANDS
OF A TRUSTWORTHY AND
EXPERIENCED PROVIDER.

⁷ https://www.americanhairloss.org/surgical_hair_restoration/what_to_look_for.html



EMBRACE INNOVATION AND STAY AT THE FOREFRONT

As you lay the foundation for long-term growth, make sure you are at the forefront of the field by employing the most advanced techniques and staying abreast of innovation. There are many FUE devices available, and your selection plays a big part in determining how you stack up against other providers.


You'll want to consider ergonomics, ease of use, noise, and advanced features. These all influence patient experience, efficacy, practice economics, and provider efficiency.

Exclusive to Venus Concept Inc. is **VERO Hair™** — the world's most comprehensive hair restoration solution. It includes the robotic **ARTAS®**, the intelligent hair transplant technology, and the automated **NeoGraft®**, the trusted hair restoration solution in addition to a full range of post-sale support programs, tools and services that will help you to sustainably grow your business.

The ARTAS® is a robotic device that uses artificial intelligence to improve results with an advanced three-camera stereo vision system, high resolution, and automation for high accuracy. Assisted site preparation allows for safe and accurate implantation to protect terminal hair and yield natural-looking results. 3D pre-operative planning enables physicians to tailor the treatment plan to each individual.

NeoGraft®, approved for both men and women, offers an articulated workstation, a site-creation handpiece, and efficient pneumatic motor. These achieve greater consistency in implant sites, and the device counts grafts and implants automatically to reduce paperwork. The tools are within easy reach, and consistent pressure and noise reduction provide a comfortable patient experience.

The stellar results of these systems are reassuring to prospective clients, as evidenced by their 95-plus percent "worth it" ratings on review site RealSelf.com.



95% **"Worth It"**
average patient rating
on RealSelf.com

A photograph of a young Black couple smiling and embracing each other outdoors. The man is wearing a light blue button-down shirt, and the woman has curly hair and is wearing a blue top. They are standing in front of a blurred background of green trees.

COMMIT TO EXCELLENCE FOR THE LONG TERM

Achieving sustained growth demands a commitment to continuous learning and communicating your expertise to your clientele. To do this, engage in a long-term education effort and execute a highly strategic marketing plan.

There are many opportunities for continuing education, but some programs are better than others. So, an important consideration in device selection is the quality of the training programs offered by the manufacturer.

For example, Venus Concept offers a two-day VERO Hair™ Clinical and Business Preceptorship exclusively to physicians who purchase an ARTAS® or NeoGraft® device. Led by an expert plastic surgeon, this program, suitable for professionals of all skill levels, covers clinical procedures and other topics including creating treatment plans, designing a hairline, and growing your practice.

ARTAS® and NeoGraft® providers can also improve efficiency and patient experience by using on-demand certified and insured technicians known as VeroGrafters™ who are highly skilled on the devices and hair restoration procedures.



Similarly, seek out a manufacturer that provides meaningful practice marketing support. This should go beyond simple practice-finder listings. Venus Concept delivers practice enhancement and marketing programs targeted to hair restoration.

These include dedicated account management, step-by-step practice development, ongoing marketing and clinical support. You will have the advantage of done-for-you marketing assets such as explainer videos, website content, and radio ads, as well as time-saving in-service documents and ongoing education resources. Whether you are new to hair restoration or looking to take your practice to the next level, the comprehensive tools provided with a VERO Hair™ partnership can help you sustainably grow your business.



Roll-Up Banner

Poster

Patient Brochure

Casebook

VENUS CONCEPT DELIVERS PRACTICE
ENHANCEMENT AND MARKETING PROGRAMS
TARGETED TO HAIR RESTORATION





CONCLUSION

Smart practitioners are positioning themselves for the long term, to be able to capture the growth projected for hair restoration procedures. They understand that consumers will seek out providers who understand their needs and are committed to staying at the forefront of innovation.

Be among these leaders by taking action now. If you'd like advice on implementing the best practices we have outlined here, feel free to contact us at 1-888-907-0115 today.

TO LEARN MORE,
CONTACT US AT

888.907.0115

