



ARTAS

THE FIRST STAND-ALONE ROBOTIC HAIR TRANSPLANT SYSTEM THAT WILL TRANSFORM YOUR PRACTICE

THE ARTAS SYSTEM DELIVERS ROBOTIC SPEED, PRECISION AND ACCURACY TO REVOLUTIONISE HAIR TRANSPLANT SURGERY

Cryomed, the leading provider in Australia and New Zealand of aesthetic healthcare devices, is continuing to lead the way by becoming the distributor of ARTAS, the first and only hair transplant robot.

The cutting -edge technology and scientific breakthroughs in hair transplant surgery over recent decades will revolutionise the whole hair transplant industry. ARTAS is the first hair transplant robot, which brings a new level of efficiency, effectiveness and innovation. The revolutionary ARTAS approach to hair transplant surgery is an exciting addition to this rapidly developing industry.

THE ARTAS SYSTEM

With its scientific breakthroughs and state-of-the-art robotic technology, combined with its remarkable efficiency and proven effectiveness, the ARTAS System will transform hair transplant surgery. The system uses sophisticated digital mapping from restoration robots and new ARTAS-3 precision robotics to harvest thousands of healthy individual hair follicles from the scalp, which are then transplanted into the areas of thinning hair. Statistics show 30% of men experience some degree of hair loss by their mid-30s, and 50% will see significant loss in hair thickness by the time they turn 50. In Australia,

hair transplant procedures have doubled to almost 4,000 in the last decade and hair transplant surgery is increasing its foothold in the cosmetic surgery market. The revolutionary ARTAS system will contribute to the continuing growth of the hair transplant industry.

TRADITIONAL METHODS FOR HAIR TRANSPLANT SURGERY

Traditionally, hair transplant surgery has been performed using either the Strip technique or Follicular Unit Extraction (FUE) to harvest the hair follicles. The Strip technique takes an ellipse of skin from the back of the head, which is then dissected under microscope magnification; the grafts are made from this. The excised strip is then closed with sutures, however, patients are left with a fine line of scarring at the back of the head.

The FUE technique uses a small cylindrical punch – one millimetre in diameter – to drill out follicular units one by one, using a punch excision. This method involves the use of a specialised drill, which can be operated manually or with the assistance of engine rotation. In general, the surgeon uses high definition microscopy to extract each follicular unit so as not to damage the live hair follicle.

The drawbacks of the FUE technique are that it is tiring and demanding, whether performed manually or when using an engine assisted drill. Also, it is more technically demanding than the strip technique and the grafts are easily damaged, lowering the growth potential after transplantation. However, many patients, particularly those with short or military style shaved heads, prefer the FUE technique, as they do not want the linear scar caused by the strip technique at the back of the head.

The two techniques, Strip and

FUE relate only to the harvest of the donor hairs. After extraction, the next stage is the preparation and transplantation of the grafts to the balding sites. These processes must be done relatively quickly as the extracted follicles have no blood supply; the sooner they are transplanted into the scalp, the more chance of a good prognosis for future growth.

ARTAS ROBOTICS: AN FUE GAME CHANGER

The revolutionary approach of ARTAS is that a robot is used for the extraction process. It can remove up to 1,200 hair follicles per hour, minimising procedure times and reducing the time of transition to preparation and transplantation. Slower than Strip, the FUE technique requires

a significant amount of time by an experienced surgeon to manually perform an FUE; add the inherent risks of fatigue and the accompanying potential inconsistency. The use of the robot protects against such inconsistencies, and it maintains a comparable speed to the best surgeons worldwide.

THE PRECISE PROCEDURE

The ARTAS system uses digital mapping and precision robotics to allow the extraction of healthy hairs without damaging the follicle. This helps ensure long-term growth after replanting the follicles. The accompanying proprietary software maps out the new hair line and directs the robot to punches holes in the recipient area to a precise percentage. After the extracted hairs are transplanted to the balding sites, the hair roots develop their own blood supply and start growing. Just a few months after the procedure, new hairs appear. The surgeon will usually dress the micro holes left in the donor area and apply

an antibiotic cream directly the procedure is completed. The patient is left with barely noticeable minute, white-coloured scars.

THE REVOLUTIONARY DIFFERENCE

The general concept of FUE hair transplant surgery remains largely the same with ARTAS, but the new technology represents the first stage of a revolution in the FUE method. The advantage is that by using image-guided robotics and an intuitive touchscreen interface, the ARTAS-3 technology precisely dissects follicular units, thousands of times in a single session, setting new standards in the efficiency, consistency and reliability of FUE hair transplants.

The ARTAS system eliminates the surgeon's lack of precision and fatigue associated with manual methods. It also limits the scarring, possible complications and decreases the downtime associated with older transplant methods.

BENEFICIAL TO PATIENTS

There are enormous benefits for patients. The stable speed, the increased accuracy of extraction and the shorter procedure time means the patients require less anaesthetic and less downtime, and the results are more reliable.

OPENING UP THE HAIR TRANSPLANT MARKET

The ARTAS System is helping to re-invent traditional hair transplant services, as practices outside the field may now offer hair restoration procedures to an increasingly interested market. Its success is evidenced in the fact that there are now more than 200 systems in use worldwide since 2011. **AMP**

For more information, call 1300 346 448 or visit www.cryomed.com.au