



Making alopecia a problem of the past





1 in 3 patients
develop
anxiety or
depression





Choosing the lesser of two evils





A device to
democratize
alopecia
treatments





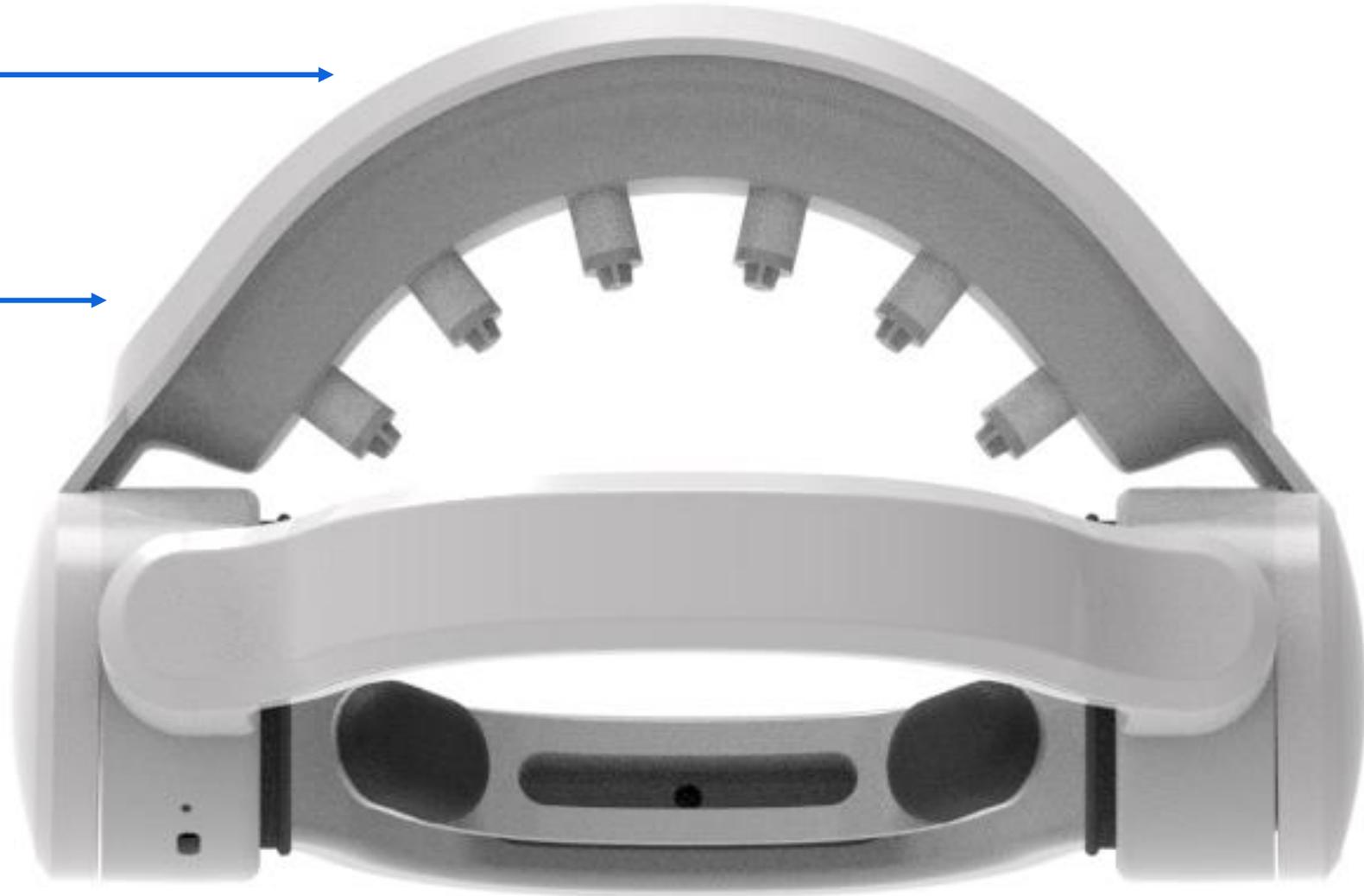
Based on **LLLT**



Unlocking
**underexplored
variables**



Direct contact
with the scalp





MAIN ADVANTAGES



- **Pilot study: A minimum increase of 8% in hair density**
- **Not permeating under the skin**

- **PVP of 1,330€**
- **Margin of 48%**



MAIN ADVANTAGES



TREATED AREA (Before)

- Hair density: 80.8 hairs/cm²
- Follicular units: 59 units



TREATED AREA (After)

- Hair density: **126.2 hairs/cm²**
- Follicular units: **73 units**

**+50% in
hair density
with the
minimum
dose**



THE ALOPECIA TREATMENT MARKET, SET TO DOUBLE IN SIZE

194 M

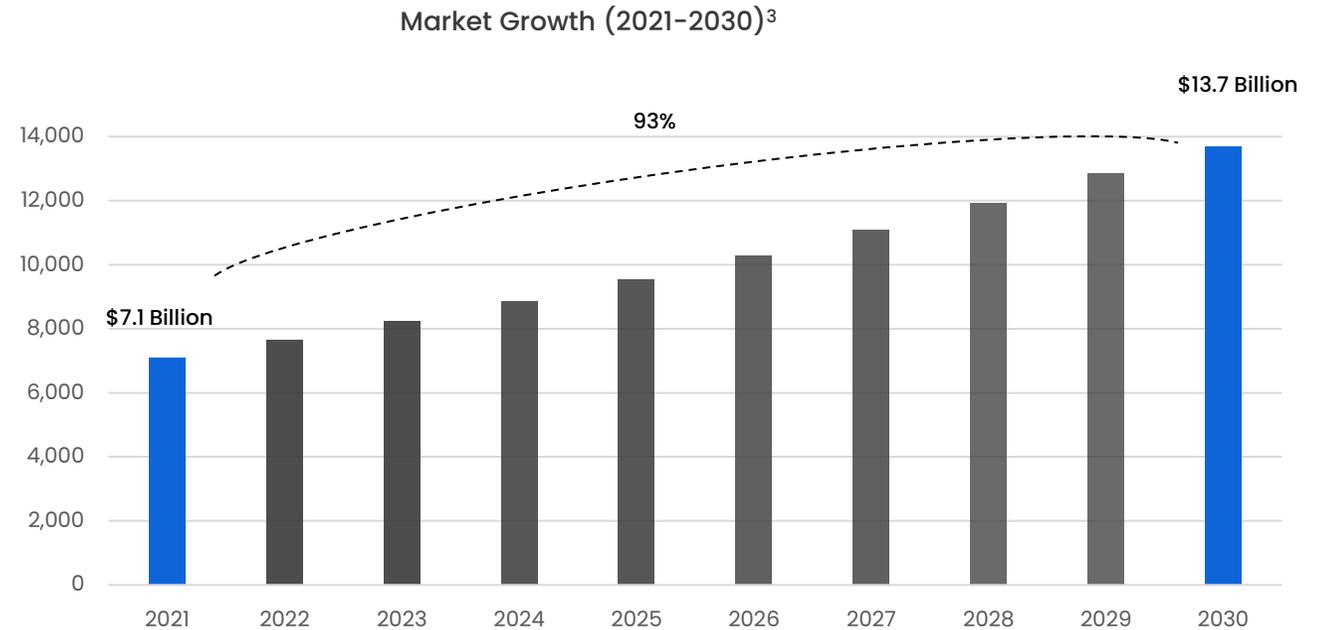
people in 7 major economies **suffer from alopecia**¹

2.2 M

patients seek treatment for AGA annually²

8%

CAGR³



¹ 'Androgenetic Alopecia - Epidemiology Forecast - 2032'. DelveInsight. February 2023.

² 2022 Practice Census Results. International Society of Hair Restoration Surgery. April 2022.

³ Global Alopecia Market Size, Analysis and Forecast 2021 - 2030. Spherical Insights. February 2022.



“COMPETITORS” OF HOME-USE LASER DEVICES



Freedom Laser Therapy (iRestore)



Curallux



Lexington Int (Hairmax)



Theradome

Main market	USA	USA	USA	USA
Income (2022)	\$18.2 M	\$5.99 M	\$5.07 M	\$1.99 M
Product features	<ul style="list-style-type: none">• Conventional parameters• No patent	<ul style="list-style-type: none">• Conventional parameters• No patent	<ul style="list-style-type: none">• Conventional parameters• No patent	<ul style="list-style-type: none">• Conventional parameters
Product cost	\$699 – 2,499	\$799–2,499	\$1,299 – 1,899	\$695–995



A model blending **B2C and B2B** strategies

CRAASH
BARCELONA

END-USERS



16-18,000 patients
in 3 years

DERMATOLOGISTS &
TRICHOLOGISTS



1,000 professionals
in 3 years



THE TEAM

GA & MARKETING



Esther Caballero
CEO

20+ years' experience
in BD and Marketing
Full time

CLINICAL AND REGULATORY



Dr. Juanjo Andrés
Medical Director

15 years' experience
in Dermatology &
Research
Part time



Laura Gómez
RRAA Manager

3 years' experience in
Product Development
Full time

TECHNICAL OPERATIONS



José Manuel Rueda
Technical Director

30+ years' experience
in Product
Development
Full time

Advisory Board

Dr. Ramón Grimalt  
Renowned dermatologist and
UiC professor

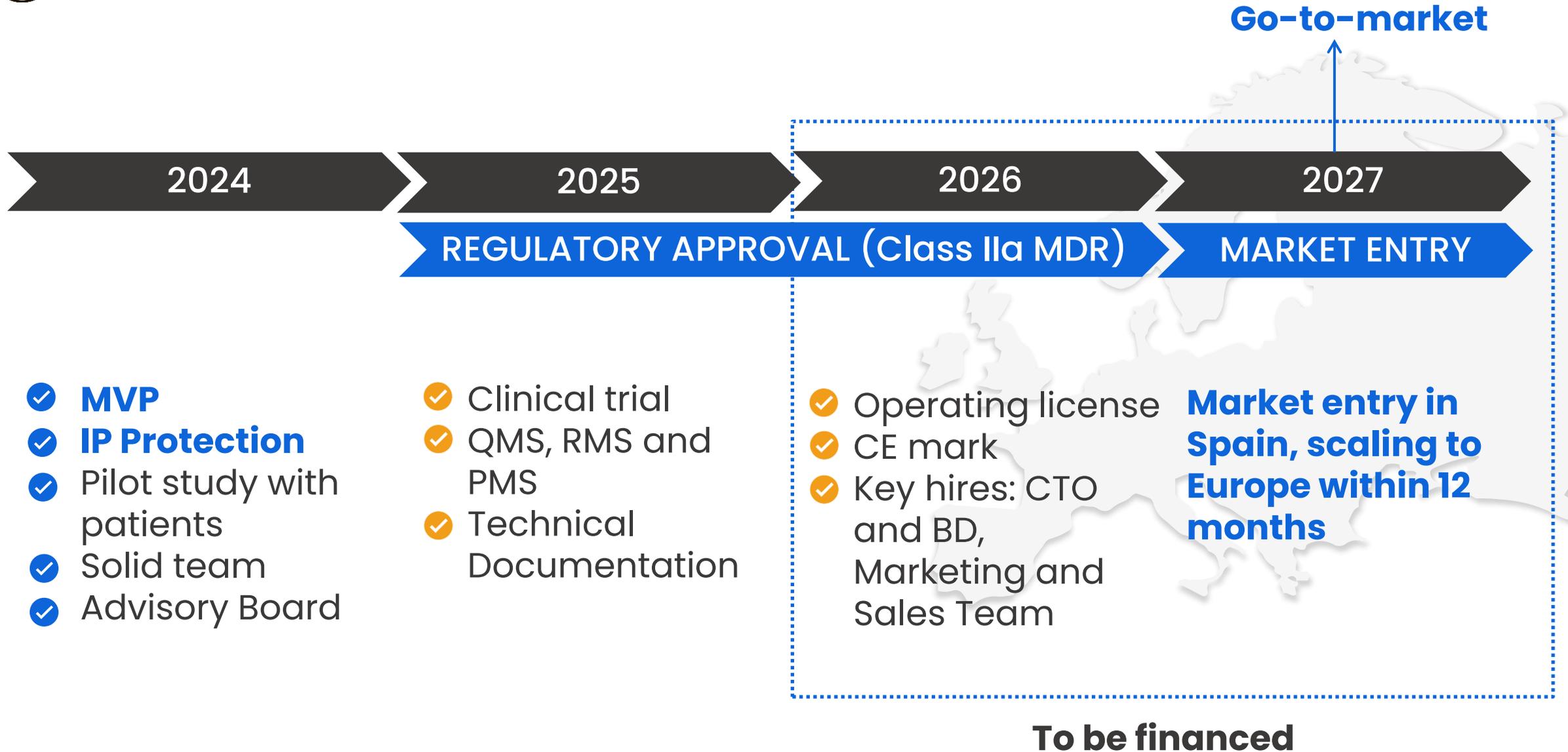
Tim Juergens 
Partner at CRB HealthTech, 25+ years
healthtech leader, business angel

Jaime Pérez Cuchet 
Strategic advisor and Director of
Digital Health at GoHub Ventures

Ignacio Rodés 
Founder of Rocket Digital



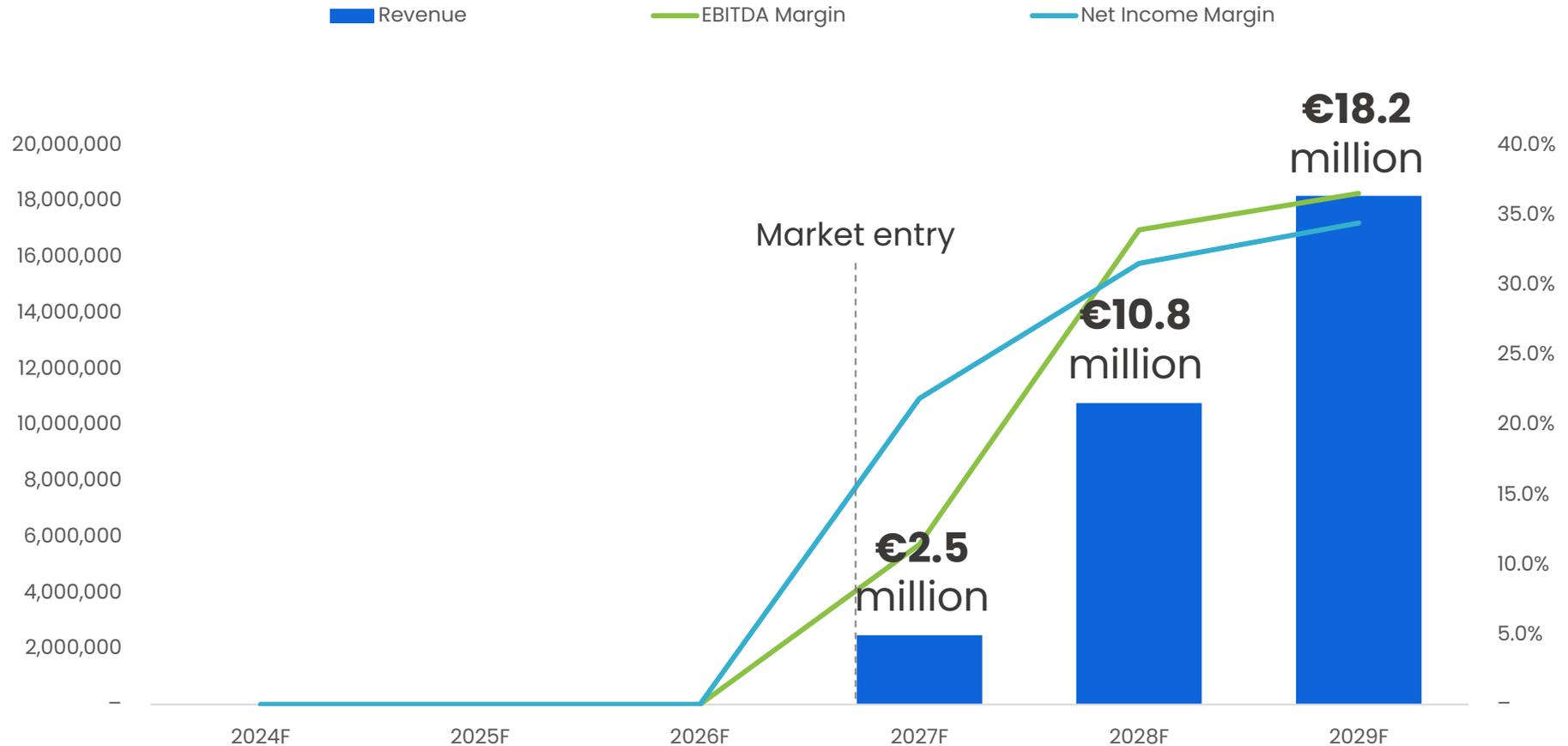
OUR ROAD TO MARKET





THINK BIG, START SMALL AND SCALE FAST

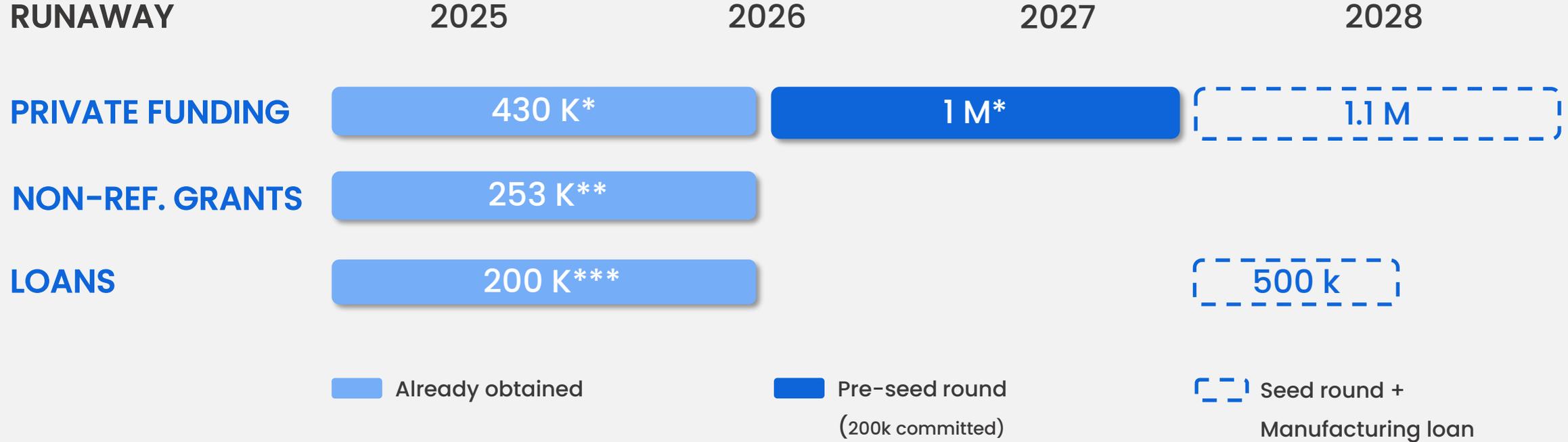
	2027F	2028F	2029F
UNITS SOLD	2,500	10,000	17,000





Funding requirement to bring our technology to market

€1.1M already obtained



* Angel Round closed in July 2025 – Investments from First Driop VC, Pinama Capital and several business angels from Spain and Germany.

** Granted by the Spanish Ministry of Science (NEOTEC Program)

*** Granted by the Spanish Public Entity ENISA



WHY WE ARE AN OPPORTUNITY

1. **Proven, science-backed technology with IP protection**
2. Attacking Europe gives us **a 3-year competitive advantage**
3. We seek to generate significant returns to **leave a legacy**



Let's talk!
ecaballero@hairuplaser.com

