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 **Peter "Souleo" Wright, Contributor**
Cultural curator, lifestyle expert, media content producer + renaissance man

3D Printing Hair Loss Solution Gets to the Root of the Issue

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CESARE RAGAZZI LABORATORIES

With the advent of 3D printing few could have imagined one of its uses being the treatment of hair loss. But for Stefano Ospitali, CEO of [Cesare Ragazzi Laboratories](#), the leap in imagination was not that far. For the past 50 years, Cesare Ragazzi has been researching hair and scalp disorders and developing treatments. Now the historic Italian company uses 3D printing to create what is called a CNC. The prosthetic hairpiece is a replica of an individual's scalp and hair that can be worn as a permanent attachment.

Measurements and molds are done at over 30 centers in 18 states and sent to Cesare Ragazzi's lab in Bologna, Italy where a 3D printer produces the base. Then a team hand injects the base to reproduce the color, texture, and hair pattern of the client's scalp.

We spoke with Ospitali to address the state of the hair treatment industry, find out why and how his product has a legion of dedicated clients (with over 100 global centers), and the emotional reason he is committed to helping hair loss sufferers everywhere.

Millions of people suffering from hair loss spend a lot of money on various products. Many of these products have poor reputations for not being effective. Thus you have consumers who are very wary of hair treatment products. How does your company cut through such skepticism from consumers?

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Stefano Ospitali: Our company is different for two reasons. We have developed the product internally. We have a network of over 30 centers in the U.S. and five of them are direct centers. This means we are able to get direct feedback from the client to make sure this product is something people love. Secondly, we do a lot of training. We have people that travel around the states to do technical support, training, and instruction because we have a method of work that is very important in order to satisfy our clients.

One of the things you strongly emphasize is the customized approach of your system. What about this approach has attracted so many clients?



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Stefano Ospitali: The idea is to reproduce a scalp through a custom-made process. Our product is handmade in Italy in 39 steps. The client feels that the product is a second skin. It doesn't change temperature whether you're in a sauna or swimming. In Italy we have athletes who play football or ride motorbikes with our system. People can finally enjoy life without compromise. People feel as if they have their own hair back since it's not like a wig. Sometimes they say our system is better than their own hair. This solution gives people total freedom and that is our goal.

Within your industry there is a lot of talk around developing processes to get hair follicles to regenerate. Is this a realistic possibility for a future hair loss treatment?

Stefano Ospitali: From a medical point of view there are a lot of studies but these things are not close to becoming reality. I think there is long road before arriving with something on the market like what you mentioned. Our goal is to always give the best product to our clients and offer personalized solutions. We have a team of people that work daily to be innovative.

Some people may question why spend biomedical research dollars on hair loss solutions vs. something like diabetes or cancer? For you, what makes this particular issue resonate so strongly?

Stefano Ospitali: Hair loss is a terrible journey that causes people to lose self-esteem and confidence. Some people with temporary alopecia during chemotherapy don't even want to be seen by their family. So we must have high respect for these people because they suffer a lot. So this work is very important. This work becomes a passion for everyone when a client sends you a message or gives you a big hug because you changed their life. That's why we continue to conduct research and improve our product every day to offer them the best.

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