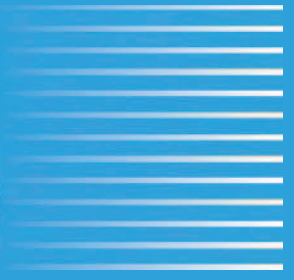




# IPRAS



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**Crisalix**

**The first 3D Physical Web-based Simulator for Plastic Surgery**

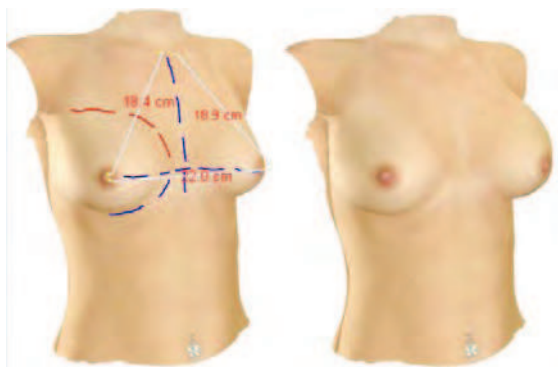
Special price condition for the IPRAS members and readers at the end of the article.

Crisalix provides the answer to the unique common question in the plastic surgery field: “How should I look like after surgery?”



From any web-connected place in the world and with any standard digital camera (does not require any additional expensive hardware), every surgeon would now be able to, with e-Stetix, provide his patient a 3D reconstruction and make all kind of drawings/annotations/measures. He can then make unlimited and instantaneous 3D simulation of breast augmentations based on the patient’s own body. This can all be done in less than 5 minutes.

Initiated after a research that started in 2006 with the support of the Computer Aided and Image Guided Medical Interventions Network in Switzerland, Crisalix, a spin-off of the Institute for Surgical Technology and Biomechanics from the University of Bern and l’Ecole Polytechnique Fédérale de Lausanne, is the inventor of e-Stetix, the first worldwide technology for 3D simulation based on physical properties applied to plastic, aesthetic and reconstructive surgery. Crisalix is the pioneer in aesthetic surgery in developing a 3D reconstruction system of a patient’s body from 2D photos, and a complete development of its 3D simulation technology through the Web.



In 2008, Crisalix initiated a collaboration between the ISTB, the EPFL and the department of plastic and reconstructive surgery of the Inselspital in Bern (Switzerland). It has been co-financed since 2009 by the Swiss Confederation’s innovation promotion agency (CTI) for its research because of the worldwide impact of its technological innovation. Crisalix is supported by a Medical Board of surgeons with outstanding experience and leading international reputation, including Thomas Biggs (Chief-Editor of Aesthetic Plastic Surgery), Yves-Gérard Illouz (Inventor of the liposuction), Jan Poell (President of the ISAPS) to name a few.

The successful plastic surgeon’s activity and reputation relies – more than in any other medical discipline – upon patient satisfaction. It is also the locomotive for further patient referrals. Failure to achieve patient satisfaction not only leads to a lack of conversion and referrals, but also leads to the cost for re-intervention, which has to be shouldered by the surgeon most of the time.

Crisalix’ 3D simulator, e-Stetix, referred to in the press and by the most reputable plastic surgeons as “a revolution for plastic surgery”, is a highly powerful communication tool for plastic surgeons. After having tested and optimized its intuitive and user-friendly state-of-the-art technology by hundreds of surgeons around the world between the end of 2009 and the first semester of 2010 where there has been a significant increase in the number of consultations and several double digit percentage increase in their conversion rate from consultations to operations, Crisalix launches e-Stetix, the most advanced worldwide technology for 3D plastic surgery simulations, internationally in August 2010.



IPRAS member and readers have a special 10% discount on e-Stetix annual subscriptions until December 2010. To benefit from it, you need to add the following code: e056b6db9477 in the Promotional Code on the following page: <http://www.crisalix.com/en/pricing>