

laserclinics

UNITED KINGDOM

Franchise Prospectus



Welcome

Aesthetics has never been such an exciting place to be. People want to look and feel their best, and they're investing more time and money in doing so.

In partnership with us, you can take a share of this dynamic market by providing affordable, high-quality, non-invasive cosmetic treatments.

We're not like other clinics: we're the world's largest provider of laser hair removal, cosmetic injectables and skin treatments. Our innovation and development means we're leaders on price too.

How have we got there? By partnering with franchisees who share our values: ambitious, passionate, success-seeking and all-round nice, positive people!

We've been helping people into business for more than a decade. We offer a tried and tested business blueprint, used by over 165 clinics globally - we know how to help you succeed.

So if you're looking for an exciting opportunity in a high growth industry with an award-winning brand behind you, I look forward to welcoming you to the Laser Clinics family.

Jonathan Gardner
Managing Director

Business Model

To continue our growth and success, and remain the industry leader, we rely on partnering with highly motivated franchisees to help drive amazing results.

People like you.

You'll lead a team of therapists who share your passion to be the best in your area, in a state-of-the-art clinic that's fully furnished, set up with IT systems and equipped with industry-leading technology.

Unparalleled service, market-leading quality and exclusive brand partnerships will establish your reputation and maintain excellent client loyalty.

And we'll be alongside you every step of the way. We offer what we believe is a unique franchise model, a true 50/50 partnership with every franchisee: we both invest the same amount, you draw a £40K salary from month 1, and we split the profits 50/50 on an ongoing basis. It's shared risk, shared rewards where we both enjoy success.

Our model lowers the entry costs, is proven to deliver exceptional financial returns and provides a life-changing opportunity - demonstrated for more than a decade by our franchise partners' results.



Why Laser Clinics?



Booming Aesthetics Industry

Research firm Global Data forecasts this to be the UK's fastest growing sector by 2022, the skincare category leading the way with a rise of 27.9%. It's the perfect time to enter this space.



Award-winning Model

Laser Clinics has received multiple prestigious franchise accolades in recent years, including the Emerging Franchisor of the Year 2018 and Excellence in Franchising in 2019.



Refined Business Model

As equal partners, we're literally as invested in your success as you are. You'll enjoy a £40,000 annual salary from month one, and you should aim for a six-figure profit share from year 2.



Market-leading Brand

With more than 50% market share in Australia, we plan to dominate the UK market too. You'll operate with an outstanding reputation for innovation, customer care and competitive pricing.



Ongoing Support and Training

With extensive resources at your fingertips including training programmes, operational support and business management tools, you'll have everything you need to be successful in your clinic.



"In my first two and half weeks, the phenomenal revenues we took - we were in the top 5 globally of all Laser Clinics! And I had no background in aesthetics before this. Because of lockdown, we could only trade for 98 days in our first six months, but we already reached over 1,100 clients."

Anna Muskett, Laser Clinics Luton

Products & Services

1

Cosmetic Injectables

You'll be joining the largest retail network and biggest provider of cosmetic injectables in the world, giving you access to unrivalled expertise.



2

Skin Treatments

Offer your clients a portfolio of different skin treatments to treat a wide range of common skin concerns such as acne, scarring and hyperpigmentation.



3

Laser Hair Removal

Enjoy cutting-edge technology to provide your clients with safe and long-lasting results. Our scale allows you to provide exceptional value for money and build strong client loyalty.



4

Skin Products

Market leading & affordable cosmeceutical skin care for clients to take home, tailored to their treatment plan, designed to extend clients' professional treatment & maximise results.



The Market

This is a business in demand: Laser Clinics delivered 2.4m treatments in 2020 alone. We've been in the UK since 2018 and we're excited because we see a similar growth trajectory here as we saw when we started out in Australia, where laser hair removal, for example, is now the norm... and where we dominate the industry.

The UK cosmetics market is already valued at almost £10bn. This is a huge opportunity for ambitious people to join us in leading the aesthetics revolution.



"I see the UK as four or five years behind the Australian and New Zealand markets, the amount of waxing that goes on here amazes me! In Australia everyone gets laser hair removal, it's become the norm. The UK is still very untapped."

Gillian McDougall, Laser Clinics Glasgow



Training & Support

Whether you've got career experience in the industry or you're a newcomer with passion, our team will support you in every aspect of running your clinic, including:

- ✔ Specialist property search, lease negotiation and professional clinic fit-out
- ✔ An in-house medical team and Dermatologist Board that drives innovation and offers you unrivalled expertise and support
- ✔ Sophisticated, proven marketing campaigns to attract and retain clients
- ✔ Constant innovation and new, exclusive product ranges
- ✔ The world's best equipment at the lowest prices!
- ✔ Professional support with your business plan and raising funding
- ✔ Four weeks initial training, both theory and in-clinic
- ✔ Ongoing guidance from our experienced and growing UK support team, backed by 75 at Global HQ
- ✔ A bespoke business management system which automates much of your admin
- ✔ Training for your clinic staff to ensure competence and compliance



“The team are all professional, approachable and are dedicated to working with us for the best business outcomes. It continues to be a really rewarding experience.”

Kerry Holmes, multi-site franchisee

The Numbers

take a £40K salary
from month 1

+50% of profits
ongoing

invest from £80K
+ bank funding

+50% match-funding
from Laser Clinics

There is proven potential for you to draw **£150,000+ per annum, on top of your salary**, once your clinic is established.

You could enjoy up to £1m in profits by the end of year 5, plus your annual salary: over half of our first 50 clinics in Australia surpassed this figure... and many of our franchisees open a second clinic.

The total investment required to open a new clinic, shared between you and us, is around £400,000. We put in half of that each.

Banks know our business model, so they will lend you up to £120,000, subject to status. That means you'll need around £80,000 in liquid capital to get started.

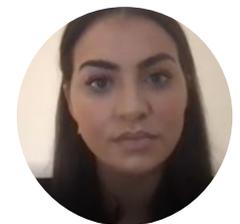
Shared costs, shared risks, shared rewards: a true win-win.



Please note that, although based on existing franchisee performance, all figures, forecasts and timeframes are approximate and should not be relied upon as a guarantee. A full financial breakdown will be discussed with prospective franchisees as part of the recruitment process.

“My wow moment so far? I didn't expect the clinic to earn this much money this soon on! Month after month we've exceeded our targets. So it's really exciting to see how far we can get in a couple of years' time, to see that potential growth.”

Sophie Al-Sharhan, Laser Clinics Brent Cross



Matching investment, matching values

We're proud to be leading the way in our industry.

And we want people like you, who want more than just an ordinary life, who want to be a leader too. Leaders want to run their own business, be their own boss, and make a name for themselves.

You're a big believer in teamwork. So are we. Success to us is not a one-way street.

This isn't a one-sided deal.

We're in this together. 50/50.



About you

This is our recipe for a great leader and business partner. With these kind of character traits, we know we're going to get along just fine!

Leadership

As a franchise owner, you've got to lead the way & motivate your team. Your combined hard work leads to success. As part of the process we will review your previous leadership experience.

Dedication

The price of success is hard work. This is a full-time business. With it comes hard-work and a need for you to be in-clinic and full-time.

Passion

A passion towards life, business and ongoing personal education and growth.

Positivity

Positive vibes breed positive vibes. It's a service environment, so an outgoing, enthusiastic leader is essential.

Service

Clients are our business. They are the key to our success. At Laser Clinics we hold customer service to a high standard as we want to ensure they continue to come back.



Steps Ahead

Becoming a franchise partner is a two-way process of getting to know each other. That's important when we're looking at going into business together!

1

Let's talk

It all begins with a conversation. Let us know a good time for a chat, and we can answer all your initial questions. To progress from here, a short form is all it takes.

2

Discovery Meeting

Online or in-person, we'll start to delve into things further. From daily life to the financials, you'll get the lowdown on Laser Clinics. We'll ask you to consider your vision too.

3

Second meeting

After you've had chance to consider what you've heard so far and do your due diligence, we'll talk again. Now we're really digging deep into the why and how.

4

Planning

Time to discuss business planning and competitor research. We'll help you, naturally, but these are important tasks for you to own as the driving force behind the clinic.

5

Final meeting or call

A chance for any more questions from you, especially around the franchise agreement which we'll encourage you to review with a franchise solicitor.

6

Legals & financials

If we both like the way things fit, we'll offer you a franchise and draw up a deposit agreement, which starts the countdown to launch day! It's time for some bubbles, before the hard work ahead begins...

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Diane Vesey
Franchisee Recruitment

franchising@laserclinics.co.uk
laserclinics.co.uk

📷 @laserclinicsuk
🌐 @laserclinics-uk

