



**Our franchise
prospectus.**

laserclinics
A U S T R A L I A

SKIN
LASER
INJECTABLES

Hello and Welcome.

More than ever, Australians are investing in looking and feeling their best. At Laser Clinics Australia, our vision is to provide affordable, effective and safe non-invasive cosmetic treatments to all Australians.

Since 2008, Laser Clinics Australia has grown to be the largest provider of laser hair removal, cosmetic injectables and skin treatments in the country.

Laser Clinics Australia is well positioned to continue its strong growth and success. It is committed to being the industry leader across its service offerings and to investing in its people, systems, products and technologies. We are currently seeking new motivated franchise partners to drive our growth across Australia and share in our success. Laser Clinics Australia is your partner of choice if you are looking for a solid investment in a high growth industry with an award winning business.

I am excited about the opportunities to come and I look forward to welcoming you to the Laser Clinics Australia family.



Anthea Muir

*Chief Executive Officer
Laser Clinics Australia & New Zealand*





We're with you.

We're proud to be the global leaders of our industry, because we partner with people who are just like us. Driven, passionate, success-seeking and all-round nice positive people! When you partner with us you become a part of the family. It's a unique franchise model with a 50/50 partnership.

We're a team who places top-notch service and safety first. And a team who believes in our 'younity' motto – working together and supporting each other on the pathway to success.

Why join Laser Clinics Australia?



Booming Aesthetics Industry

Spending on cosmetic treatments rose to \$1 billion in 2017 in Australia alone. In financial year 2018 we performed more than 3 million treatments and opened our doors to 226,000 new clients.



Award-winning Growth

We were awarded the Franchise Council of Australia Emerging Franchisor of 2018! And in 2018 were ranked in the top 50 of the Smart50 Awards, finalist in the Top Franchise award and the Smart & Lasting awards. Winner of Smart Company's Smart50 Top Franchise award in 2016. So you could say we're kind of a big deal.



Refined Business Model

Our partnership model further aligns us with our franchise partners and substantially reduces start-up costs. Allowance is also made for an attractive remuneration of \$100,000 per annum for the nominated manager of the clinic from day one, do you need any more reasons?



Market Leading Iconic Brand

We're the market leader in laser hair removal, skin treatments and cosmetic injectables and we have an unparalleled reputation for innovation, customer care and competitive pricing.



On-going Support and Training

With extensive resources at your fingertips including training programs, operations support and business management tools, you can rest assured we're setting you up with everything you need to be successful in your clinic.



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We did our research and found Laser Clinics Australia to be on the forefront of advanced beauty treatments and growing at an exciting rate within a booming industry. This coupled with building a great team and an ever growing loyal client base has allowed us to double our size over the course of the first 12-18 months.

Rebecca Andrews

Franchisee since 2010, Caringbah and Miranda

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Products and services.

COSMETIC INJECTABLES

As Australia's biggest provider of cosmetic injectables, our expertise is unparalleled. The on-going shift in perceptions of cosmetic injectables has made treatments, such as anti-wrinkle injections and dermal fillers, much more common. Our high standards, married with those of our cosmetic injectables has resonated with customers.



SKIN TREATMENTS

We offer our clients a portfolio of different skin treatments to treat a wide variety of common skin concerns such as acne, scarring and age spots. These fast-effective treatments produce strong results for our clients.



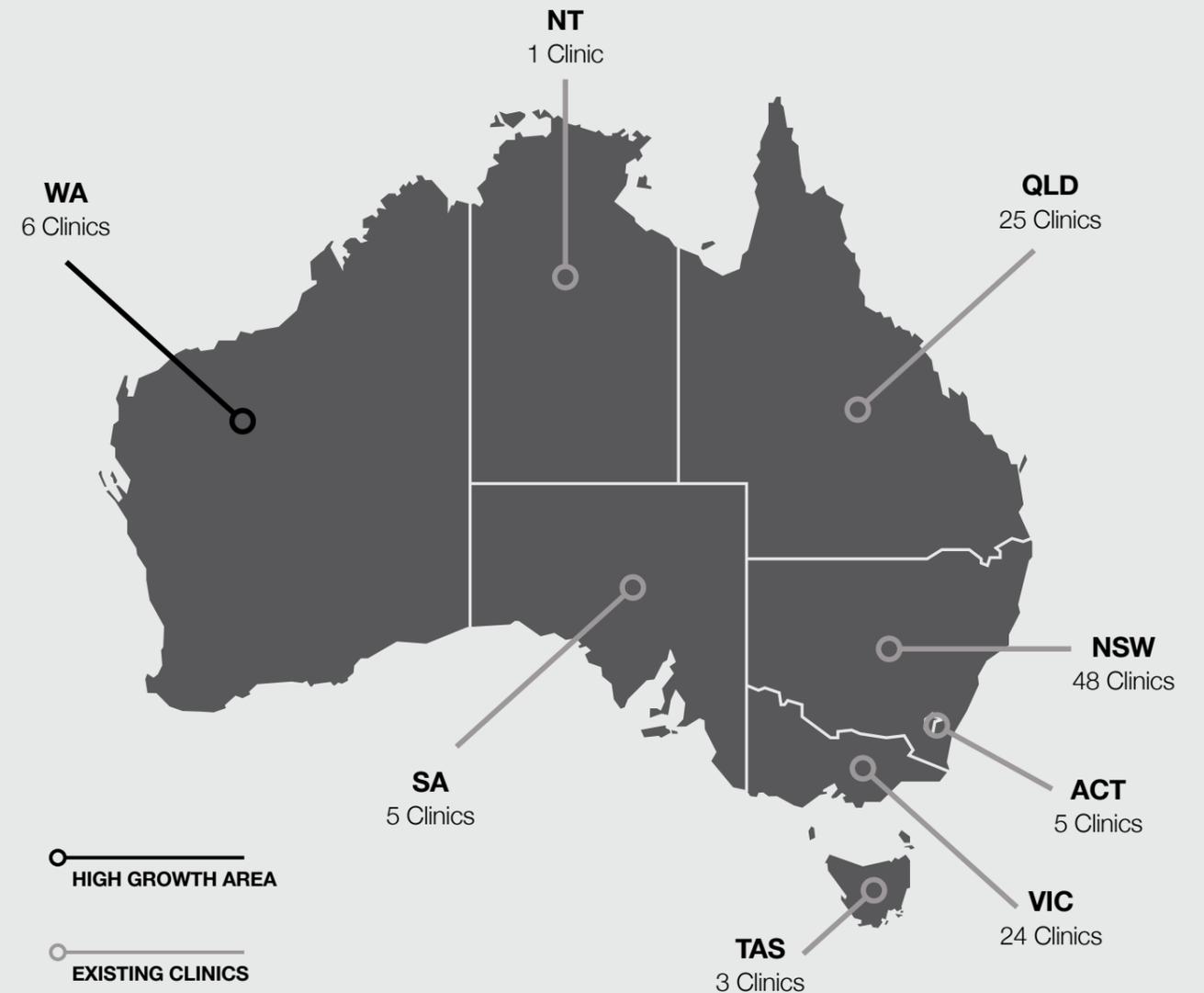
LASER HAIR REMOVAL

We equip each clinic with cutting edge technology to provide clients with safe and long-lasting results. Our scale allows us to provide great value for money and build strong client loyalty.



Where are we? Over 120 clinics around Australia and New Zealand we're growing.

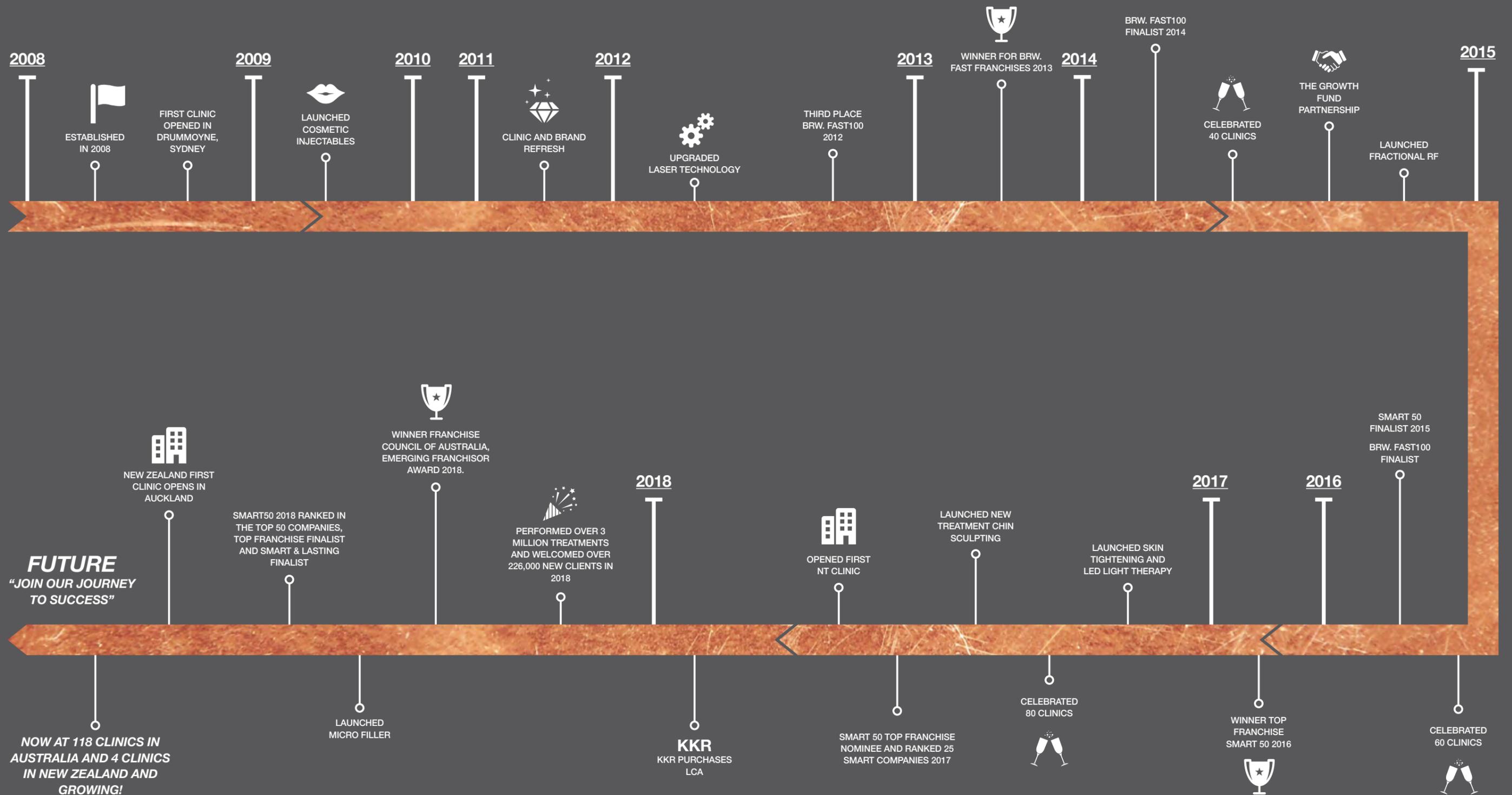
Correct as of January 2019



New Zealand and WA are high growth areas.



Our history at a glance.



Ongoing support & training.

We provide a range of ongoing support and training as part of our franchising model to ensure we are set up for ongoing success.

This includes;

- A briefing on our overall business operations to ensure franchise partners are comfortable with how the clinic operates.
- Ongoing training on our products and services.
- Marketing initiatives at the national and local clinic level.
- Human Resource support to ensure clinics build high performing teams.
- The recruitment and training of cosmetic injectables.
- Legal support and retail lease negotiation.
- Ongoing IT support and a full suite of cloud-based business management tools.

Plus all the benefits.

- 1. Our unique partnership model greatly reduces start-up costs, sharing the costs between Laser Clinics Australia and yourself. For an initial investment of approximately \$290k-\$320k* plus franchise fees you can join the Laser Clinics Australia family.**
- 2. You will be tasked with the day-to-day operations of the clinics in return an attractive remuneration package of \$100k which will be in place from day one.**
- 3. Each state-of-the-art clinic will come fully furnished, set-up in I.T. systems and equipped with industry leading technology.**

* Price based on financing lasers and subject to approval.

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I'd heard about Laser Clinics Australia's 50/50 franchising partnership model and felt confident this was the right choice for me. Under such a model, you know that head office is invested in the clinic and had so much experience after opening so many others. I was amazed by how much support I received from the start. If there was an issue or question with finance, technology, marketing, HR – you name it – I know support will be available.

Michael Makris

Franchisee since 2016, Southland

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**It's beautiful
fitouts.**

Laser Clinics Australia invests in high-grade retail fitouts with cutting edge technology.



What makes a great franchise partner?

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!

Passion

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

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.

Leadership

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

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 Australia we hold customer service to a high standard as we want to ensure they continue to come back.

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What they say...

Our franchise partners come from various business sectors with differing experience and expertise. Each franchise partner brings a fresh perspective to the business.

Kylie & Julian Siebrand

Franchisee since 2014, Sunshine Plaza, Kawana and North Lakes

“The Laser Clinics Australia partnership model has assisted us greatly by providing ongoing support and training to develop the knowledge and skills we required to build and maintain a successful business. One of the most useful aspects of this partnership has been the regular in-store health checks that provide us with detailed business analysis, which we use to shape and grow the business.”

Natalie Kington

Franchisee since 2014, Chermside, Garden City and Carindale

“The brand confidence that Laser Clinics Australia instills in its consumers by delivering safe, affordable treatments with real results has given me the opportunity to catapult into rapid growth and establish multiple clinics over a relatively short time. No business matches Laser Clinics Australia for delivering consumers and business partners exactly what they promise!”

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Meet Tracy

Tracy opened her first clinic in 2016 and second in 2017 – both in Townsville. The plan was to eventually own more than one, though even Tracy was amazed at just how quickly it was possible.

Though she didn't have any experience in the beauty and aesthetic industry, Tracy describes the whole process of opening her clinics as surprisingly stress-free.

"The support team who assist with opening clinics nailed it with both locations, from building a gorgeous looking clinic and delivery of equipment, to assisting with recruitment, training, marketing and pre-opening ordering checklists. It was smooth sailing right from the get-go till the day we opened the doors."

Having previously worked in other franchise industries for 18 years, she knew she wanted to own and invest in one of her own. So, it was a case of finding the right model and fit for her.

After a good friend recommended Laser Clinics Australia, Tracy realised how much passion she had for the products and services being offered. And how the business model and the hours suited her as a single operator.

"It was the most polished model offered within the industry and the leader in the industry. I wanted to represent all these things, so the decision was easy."

Tracy also loves the chance to get behind the front desk as many times as she can. Where she can engage with her customers and see the staff working their magic. For Tracy, running her own clinic is all about passion and people.

"It gives me a great thrill when my customers tell me how much they enjoyed their treatment or tell me how much their skin has improved, or how laser has changed their lives. Honestly, there are so many lovely stories."

Meet Kerry

Kerry first heard about Laser Clinics Australia franchise opportunities when her daughter began working for Laser Clinics Australia as a Cosmetic Injector. Having worked in clinics for over 30 years, she was ready for a new challenge and felt confident this was the next step in her career. Kerry has owned her clinic in Malvern, Victoria for over 18 months.

“I had several goals. To challenge myself to run a successful and profitable clinic, have flexible working hours to suit my lifestyle, be my own boss with support from a franchisor, and have the chance to work with my family. I now have my daughter working with me at my clinic, which means I get to see a lot more of her. And it’s nice we can support each other’s career paths, too.”

Kerry was familiar with how a clinic ran in terms of management, treatment rooms, front desk, staffing and promotion. And though the aesthetic industry and retail environment was something new to grasp, she has found the process a rewarding one.

“I knew that a clinic-related franchise was the best option for me and after looking into a Laser Clinics Australia franchise, I didn’t feel the need to consider other options. The business model suited me perfectly.”

To share experiences and learnings, Kerry gets together regularly with other Laser Clinics Australia clinics around her area. And values the partnership she has with head office. “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.”



**You are just the
person we have
been looking for.**

**Spirited. Driven.
Unstoppable.
Just like us.**

We're proud to be the global leaders
in our industry.

And we want people like you, who want
more than just an ordinary life.

Who 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. And we stand by it. Success to us is
not a one-way street.

This isn't a one-sided deal.
We're in this together. 50/50.

So, let's do this.

What are you waiting for?

There are just six steps to becoming a franchisee partner with Laser Clinics Australia.

1. Online Enquiry

Take the plunge and fill out our online enquiry form and one of the legends in our franchise team will get back to you within 3 business days.

2. Phone Interview

We'll book in to talk more about the Laser Clinics Australia model, to understand more about you.

3. Face-to-Face

After signing the confidentially agreement, we'll put a face to a name and go into more detail around the financials and application process.

4. Application & Planning

Now comes the formal part of the application and business plan. Once reviewed, we'll have another chat to make sure everyone is on the same page.

5. Legal Review

Once the franchise application fee has been paid, you'll have time to pour over the details with your professional advisors.

6. Final Approvals

Before we pop the champagne, the last step invites you to ask any last questions or queries before the management team give their endorsement.

Now you can celebrate with some bubbles!



Let's chat!

Liz Seeto

Lead Franchise Recruitment Manager
Email: franchising@laserclinics.com.au
Mobile: +61 402 171 399

Fiona Harcourt

Franchise Recruitment Manager
Email: franchising@laserclinics.com.au
Mobile: +61 400 303 272



f @ LaserClinics
laserclinics
🌐 laserclinics.com.au

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