

laserclinics

C A N A D A

# Franchise Ownership Review



# 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.

As a joint owner 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 working together 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 are now offering in Canada a business blueprint that has been tried and tested around the world, in over 180 clinics globally.

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.

George Jeffrey  
Managing Director

# Business Model

To continue our growth and success, and remain the industry leader, we rely on building relationships 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 co-ownership with each franchisee: we both invest the same amount, you draw a salary from month one, and we split the profits 50/50 on an ongoing basis.

Our model lowers the entry costs through co-ownership, a sharing of build out, fixturing and operating costs. This model has proven advantageous for our franchise co-owners across our global footprint for more than a decade.



# Why Laser Clinics?



## Booming Aesthetics Industry

Research firm Global Data forecasts this to be Canada's fastest growing sector by 2022, the skincare category leading the way with significant increases. It's the perfect time to enter this space.



## Award-Winning Model

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



## Refined Business Model

As co-owners, we are literally as invested in your success as you are. You'll enjoy an annual salary from month one, and we will share in performance outcomes.



## Market-Leading Brand

With more than 50% market share in Australia, we plan to dominate the Canadian 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 - along with your effort and passion for this business - you'll have everything needed to lead you to success.



"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 & Laser Clinics Milton Keynes, UK**

# 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 started out 15 years ago in Australia where laser hair removal, for example, is now the norm... and where we dominate the industry. We are excited because we have seen a similar growth trajectory in New Zealand and the UK since 2018 and we will be bringing the level of momentum here to Canada as we enter this market.

We are opening our first clinic in Toronto in 2022. 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 key aspect of running your clinic, including:

- ✓ Specialist property search, lease negotiation and professional clinic build 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 through our global scale of purchasing.
- ✓ Professional support with your business plan and financing needs.
- ✓ Four weeks initial training, both theory and in-clinic
- ✓ Ongoing guidance from our experienced and growing Global support team, backed by over 100 people at Global HQ, including our local Canadian leadership and support.
- ✓ A bespoke business management system which automates much of your admin
- ✓ World class franchise owner training for you to educate your clinic staff, ensuring 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**

# 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 franchise co-owner. 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 co-owner 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 a 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 and 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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