



SMART GROUP

excellence in results • exceptional client care



**LASER BUYERS
GUIDE**

Why Invest in a Laser?

The aesthetics industry is booming and laser treatments are leading the charge. More clients than ever are choosing advanced solutions over traditional beauty treatments, and clinics who invest in the right technology are reaping the rewards.

Here's why:

- 98% of women remove hair, but 75% are searching for a permanent solution.
- The global hair removal market is already worth \$4.5 billion annually.
- Within that, laser hair removal alone is valued at \$1.35 billion.
- And it's not slowing down with a staggering 18.9% growth rate each year.



Laser isn't just popular it's the most in demand treatment in aesthetics today. For clinics, this means one thing - opportunity. Whether you're a start-up looking to stand out, or an established salon ready to expand, **the right laser can:**

- Transform your treatment menu.
- Boost client loyalty with results they love.
- Unlock new, long term revenue streams.
- Position your clinic as a leader in advanced aesthetics.

But with so many devices on the market , from low cost imports to premium multi-platform systems , the big question is: how do you choose the right one?

That's exactly what this guide will help you do.



Laser Supplier Checklist / Scorecard

Not all laser suppliers are created equal. The safest way to protect your clinic, your clients, and your investment is to use a simple scorecard system when evaluating potential suppliers. This ensures you don't overlook critical details in the excitement of buying a new device.

MUST HAVES - NON NEGOTIABLES - (MUST SCORE 3/3)

If a supplier cannot meet all of these requirements, they should not be considered. These are the legal and compliance essentials.

CE Marked	More information on page 5	
MHRA registered (If laser is promoted as medical graded)	More information on page 5	
Local licensing	More information on page 5	

SCORE /3

SHOULD HAVE - GOOD THINGS - (AIM FOR AT LEAST 3/4)

These factors show whether a supplier is professional, reliable, and able to deliver long-term value. Missing one may not be a deal-breaker, but three out of four should be your minimum.

Supplier track record	More information on page 6	
Evidence of treatment results	More information on page 6	
Warranty package	More information on page 6	
On site certified and accredited training	More information on page 6	

SCORE /4

GOOD TO HAVE - NICE TOUCHES (AIM FOR AT LEAST 1/2)

These aren't essential, but they can make a huge difference to your clinic's success and client experience.

Marketing support	More information on page 9	
External business support services		
On going clinical support	More information on page 6	

SCORE /3

Understanding the Core Laser Hair Removal Technologies

When it comes to permanent hair reduction, not all lasers are created the same. You can find different models depending on which wavelengths you need.

DIODE (WAVELENGTH 808NM)

- Considered the gold standard for hair removal.
- Works effectively on all skin types (Fitzpatrick I–VI)
- Excellent safety profile and reliable results.
- Popular choice for clinics wanting versatility and consistent outcomes.

ALEXANDRITE (WAVELENGTH 755NM)

- Highly effective for lighter skin tones (I–III).
- Works especially well on fine or light hair.
- Less suitable for darker skin types due to higher risk of pigmentation changes.

ND:YAG (WAVELENGTH 1064NM)

- Best option for darker skin tones (IV–VI).
- Penetrates deeper into the skin to target the follicle while minimising risk to the epidermis.

MULTIPLE WAVELENGTHS LASER

Diode with 755nm, 808nm, & 1064 nm

- Combination of 3 specific laser wavelengths offers ability to treat all hair and skin types equally effectively.
- Perfect for clinics with a cosmopolitan clientele

IPL (INTENSE PULSED LIGHT)

Not a true laser

- Broad spectrum of light 600-950nm
- Lower cost but less effective, less precise & can be painful
- Works best on lighter skin tones with darker hair.
- Longer treatment course.

Legislation & Compliance

When investing in a laser hair removal device, compliance isn't optional, it's essential. Using unapproved or non-compliant equipment could not only put your clients at risk but also leave your business uninsured and legally vulnerable. Here's what you need to know:

DEVICE STANDARDS & CERTIFICATIONS

- Make sure the device is CE marked and fully compliant with UK standards.
- Always check that the device is recognized by your insurance provider, without this, you may not be covered to treat clients.
- If a machine is promoted as medical graded, make sure it is registered with the MHRA. This is a benchmark registration of compliance..

LOCAL COUNCIL & REGULATORY REQUIREMENTS

- In the UK, some councils may require local council registration. Always check with your local authority before offering treatments.
- Keep records of all registrations, compliance checks, and safety inspections. These may be requested during audits.

INSURANCE CONSIDERATIONS

- Using an unrecognized/ non certified device could void your insurance, leaving you personally liable for claims.
- Check whether your insurance requires operator qualifications (e.g. Level 4 in laser).

CLINIC SAFETY PROTOCOLS

- You may need a Laser Protection Advisor (LPA) if using lasers. These outline how the device is to be used safely in your clinic. Your supplier can recommend or provide access to one.
- Staff must receive and document training in laser safety, including protective eyewear and treatment protocols.
- Treatment rooms may require safety signage, non-reflective surfaces, and controlled access during operation.

Compliance is not just about ticking boxes, it's about protecting your clients, your staff, and your business. Choosing a device that meets all regulatory standards will safeguard your clinic's reputation and give your clients peace of mind.

Key Buying Considerations

Investing in a laser hair removal device is a big decision that can transform your clinic. But not all devices are created equal, and the features you choose will directly impact your results, running costs, and client satisfaction. To make the right choice, you'll need to look beyond the price tag and consider the practical, clinical, and financial factors that matter most.

HERE ARE THE KEY THINGS TO LOOK OUT FOR WHEN EVALUATING A LASER SYSTEM:

- **WAVELENGTHS**

When choosing a laser hair removal device, one decision is whether to invest in a single-wavelength device or a triple-wavelength device. Triple wavelength platforms (Diode + Alexandrite + Nd:YAG) is best if you have over 20% of your clients skin types 5 & 6.

- **COOLING SYSTEM**

A good cooling mechanism is essential for client comfort and safety. Better cooling allows for higher treatment settings with reduced risk.

- **PULSE DURATION & FLUENCE**

Adjustable settings allow you to tailor treatments across different skin types and hair textures. This flexibility ensures both safety and effectiveness.

- **SAFETY CERTIFICATIONS**

Always check for CE marking, FDA approval and ISO manufacturing standards. Certified devices protect both your business and your clients.

- **TRAINING & SUPPORT**

Comprehensive training is non-negotiable. Make sure your supplier includes accredited operator training and offers ongoing clinical support.

- **SERVICE & WARRANTY**

Always make sure you have warranty included and double check service costs too.

- **SOFTWARE & INTERFACE**

User-friendly software with preset protocols saves time and reduces operator error. At the same time, advanced manual controls give flexibility for experienced practitioners.

- **SUPPLIER CREDIBILITY**

Look at the company behind the device. How many lasers have they sold? How long have they been in business? Do they have case studies or testimonials from other clinics? A proven track record is a strong indicator that you'll receive reliable support and ongoing innovation



What to Be Careful Of When Buying a Laser Hair Removal Machine

Buying a laser hair removal device is a significant investment. Choosing the wrong system can result in wasted money, unhappy clients, downtime, or even legal issues. Here's what to watch out for:

UNVERIFIED OR UNCERTIFIED DEVICES

- Avoid machines without CE or FDA approval.
- Uncertified lasers may be unsafe, illegal to use, and could void your insurance.

CHEAP, "TOO-GOOD-TO-BE-TRUE" DEVICES

- Extremely low-cost machines often have poor build quality, unreliable software, or lack safety features.
- Hidden costs for parts, handpieces, or consumables can make them more expensive in the long run.

LACK OF SUPPLIER SUPPORT OR TRAINING

- Laser hair removal requires proper technique to be safe and effective.
- Be wary of suppliers who don't include accredited training, ongoing support, or marketing guidance.

HIGH RUNNING COSTS

- Some devices have expensive consumables or short-lived handpieces.
- Factor in replacement costs and service fees before buying.

POOR COOLING OR PAIN MANAGEMENT

- Machines without effective cooling can cause pain, burns, or skin reactions, leading to unhappy clients and complaints.

UNCLEAR WARRANTY AGREEMENT

- Ensure there's a clear warranty, fast engineer response times, and easy access to replacement parts.
- Downtime can cost your clinic thousands if service is slow or unavailable.

OVERPROMISED RESULTS

- Be skeptical of suppliers claiming "instant results" or "works for every client in a single session."
- Effective hair removal always requires a course of treatments tailored to hair and skin type

ROI & Financial Planning

Investing in a laser hair removal machine is a significant financial decision, but when planned correctly, it can generate strong, predictable revenue for your clinic.

Understanding the true costs, potential income, and payback period is essential to making a confident purchase.

1. COST PER DEVICE VS. EXPECTED REVENUE

- Lasers can range from £5,000 to £70,000+, depending on technology, manufacturer, and features.
- Estimate revenue by calculating: Price per session (e.g., £80–£150 per area). Average number of sessions per course (usually 6–10). Average clients per month.
- **Example:** Treatment price: £120/session / Average course: 6 sessions → £720 per client / 20 clients per month → **£14,400 monthly revenue**
- This simple calculation can help determine how quickly the device pays for itself.

2. RUNNING COSTS

- **Consumables:** Gel, cooling tips, handpiece replacements, filters.
- **Service contracts:** Regular maintenance keeps the device safe, reduces downtime, and ensures optimal performance.
- **Replacement handpieces:** Depending on usage, they may need to be replaced every 1-5 years.
- **Electricity & room requirements:** Some devices have higher power demand factor in operating costs.

3. BREAK-EVEN CALCULATIONS

- **Example for a Diode laser priced at £25,000:**
- Course revenue per client: £720
- Number of clients to break even: $£25,000 \div £720 \approx 35$ clients
- After 35 clients, all treatments contribute to profit, minus running costs.
- Add monthly service and consumables to estimate realistic profitability.

4. MAXIMISING ROI

- Offer package deals or memberships to encourage repeat business.
- Upsell additional treatment areas or complementary services.
- Ensure high client retention through excellent results and follow-up care.



Marketing & Client Acquisition

1. PROMOTE YOUR SERVICES EFFECTIVELY

- **Social media presence:** Platforms like Instagram, TikTok, and Facebook are ideal for showcasing your results. Use high-quality before and after photos to demonstrate effectiveness. Highlight client satisfaction, comfort, and the permanent nature of the results.
- **Website & SEO:** Ensure your clinic's website is optimized for terms like "laser hair removal near me" or "permanent hair reduction." Include FAQ pages, treatment explanations, and clear pricing.
- **Email marketing:** Offer newsletters with promotions, client stories, or seasonal packages. This keeps your clinic top-of-mind for existing and prospective clients.

2. OFFER PACKAGES & COURSE DEALS

- Most clients require 6–10 sessions for effective results. Sell treatments in course packages to secure multiple bookings upfront and increase average revenue per client.
- Consider loyalty programs or discounts for multiple areas treated, encouraging clients to book more sessions or return for other body areas.
- Bundle laser hair removal with complementary treatments, such as skincare or body treatments, to create upselling opportunities.

3. LEVERAGE SUPPLIER MARKETING SUPPORT

- Many laser suppliers offer marketing resources, including:
- Editable social media content and templates
- Posters and brochures for in-clinic use
- Campaign advice based on industry trends
- Take advantage of these resources to launch campaigns faster and reach more clients with professional materials.

4. EXTERNAL BUSINESS SUPPORT

- Some suppliers will wrap in business support to help you build success

5. SEASONAL & TARGETED PROMOTIONS

- Run campaigns aligned with key dates such as summer, holidays, or New Year's resolutions.
- Target specific demographics with ads highlighting convenience, safety, and permanent results.
- Consider referral programs: offer discounts to clients who bring friends, creating a self-sustaining client pipeline.



Questions to ask suppliers

WHAT WAVELENGTHS DOES THE SYSTEM OFFER? SINGLE OR TRIPLE WAVELENGTHS?

IS IT SAFE FOR ALL SKIN TYPES (FITZPATRICK I-VI)

IS IT VIRTUALLY PAIN FREE?

HOW MANY SESSIONS DO YOU NEED TO REMOVE THE HAIR?

IS THE DEVICE CE/FDA CERTIFIED AND FULLY COMPLIANT WITH INSURANCE REQUIREMENTS?

IS THE DEVICE MHRA REGISTERED?

WHAT DO YOU OFFER IN AFTER SALES SUPPORT?

HOW MANY LASERS HAS YOUR COMPANY SOLD /HISTORY ?

WHAT'S INCLUDED IN THE WARRANTY PLAN?

HOW OFTEN DOES THE HANDPIECE NEED REPLACING AND WHAT'S THE COST?

WHAT TRAINING & MARKETING SUPPORT DO YOU PROVIDE?

WHAT PURCHASING OPTIONS DO YOU HAVE?