



laserclinics  
NEW ZEALAND

Our franchise  
prospectus.

Over 200 Clinics Globally.  
More Treatments.  
Best Results.

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NEW ZEALAND

# Hello and Welcome.

More than ever, clients are investing in looking and feeling their best. At Laser Clinics, our mission is to provide tailored beauty treatments for clients' individual needs and desired results.

There is no organisation more credentialed to promise truly tailored beauty treatments. That's because no other business treats more men and women around the world every single day than Laser Clinics. With over 200 Clinics globally we do more treatments and therefore get the best results for our clients.

Since 2008, Laser Clinics has grown to be the largest provider of laser hair removal, cosmetic injectables and skin treatments in the country. We continue to grow in new markets and services with the launching in 2019 of Kleresca® and CoolSculpting®.

Laser Clinics 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 New Zealand and share in our success. Laser Clinics New Zealand 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 family.



Michelle Taylor  
General Manager 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 join our franchise network, it's a unique franchise model with a 50/50 franchise partnership.

# Why join Laser Clinics?



## Booming Aesthetics Industry

In 2023 across New Zealand and Australia we performed more than 3 million treatments.



## Award-winning Growth

In 2019 we were awarded the Franchise Council of Australia, Excellence in International Franchising and Franchise Innovation! 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

Laser Clinics is the largest cosmetic clinic in the world, giving us the resources and experience to provide industry leading, tailored results for our clients. 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.



We did our research and found Laser Clinics 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, NSW, Australia

# Tailored Products & Services

## 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.

## Cosmetic Injectables

As the 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.

## CoolSculpting

Broadening our service offering, Laser Clinics launched CoolSculpting® in 2019, to offer our clients the world's number 1 fat reduction technology. CoolSculpting® technician complete training and clinics are provided with ongoing support to help ensure high standards of care.

## Skin Care

As well as making our treatments affordable, we also stock skinstitut skincare product range, the leader in affordable, high-performance cosmeceuticals. These innovative products are renowned for delivering transformative results for our clients. Also including Hydra Facial and Teeth Whitening in some clinics.

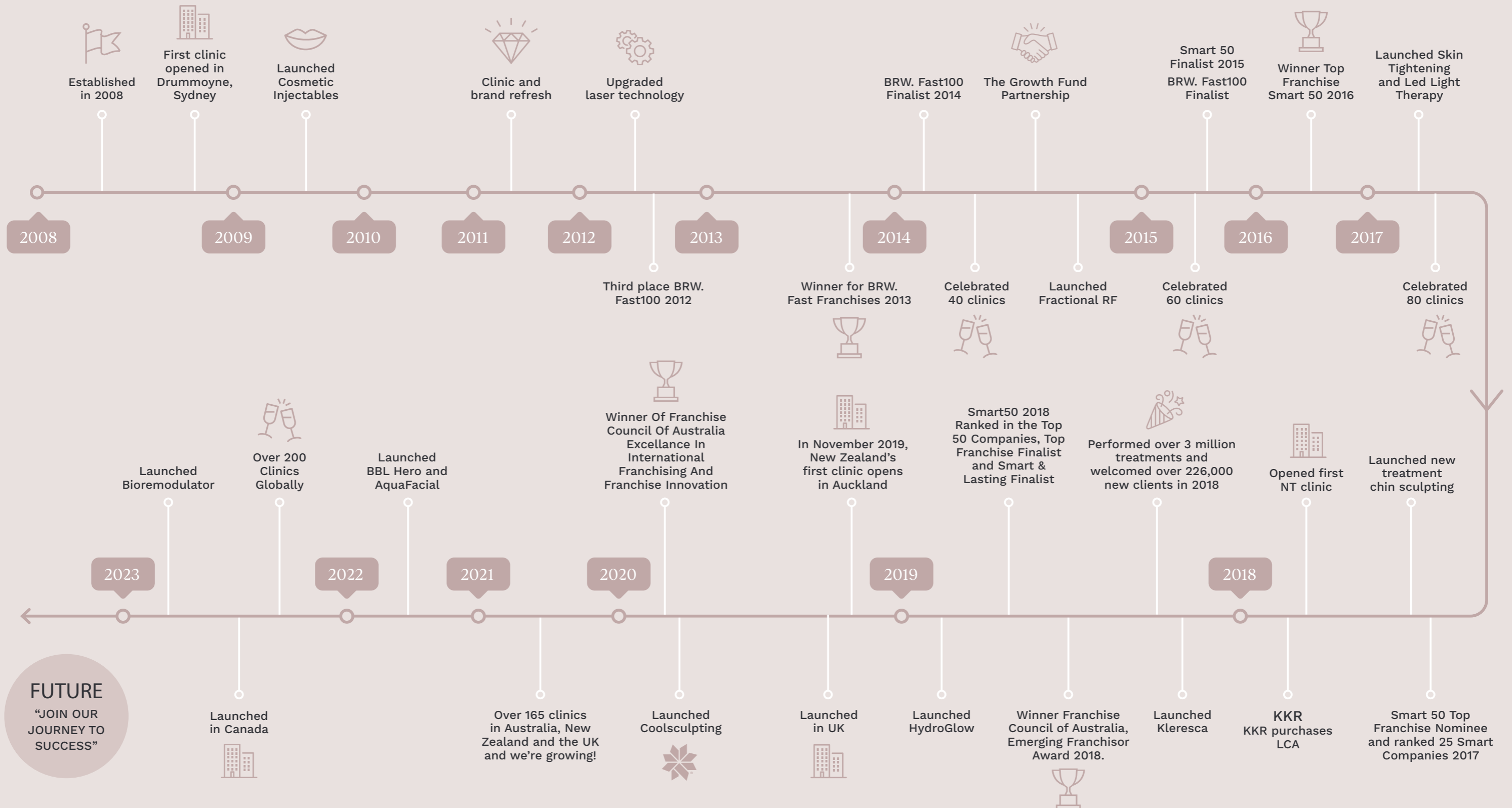
# Where are we?

## Kia Ora New Zealand, 20 clinics and we're growing!

Correct as of September 2023



# 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.

**01** Our unique 50/50 franchise partnership model greatly reduces start-up costs and ongoing costs as they are shared between you and Laser Clinics New Zealand. Each clinic has a defined shareholder structure that requires the franchisee to manage the business day to day, earn a salary and share in the dividends. The initial cost will vary depending on the share sale price of the established clinic that is for sale.

**02** 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.

**03** Each state-of-the-art clinic will come fully furnished, set-up in I.T. systems and equipped with industry leading technology.



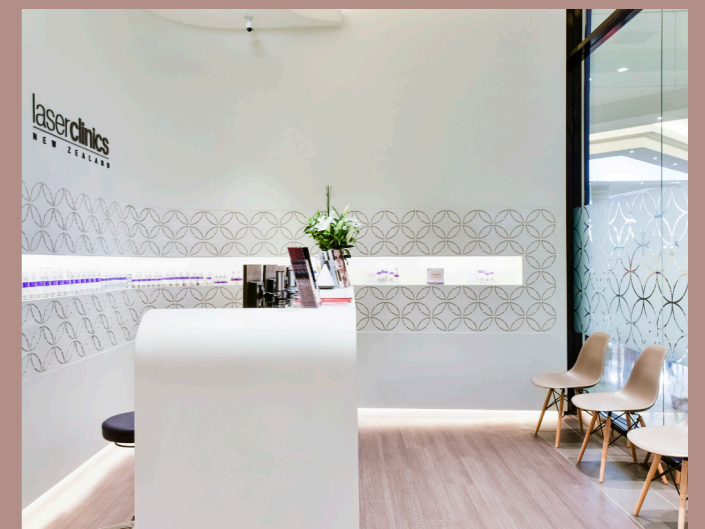
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I'd heard about Laser Clinics Australia's 50/50 franchising partnership model and felt confident this was the right choice for me. Under such a model, you know that support office is invested in the clinic and had so much experience after opening so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

**Carmen Morris**  
Franchisee since 2021, Blacktown.

It's  
*beautiful*  
fitouts.

Laser Clinics New Zealand 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 and Business Acumen

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 business acumen.

## 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 New Zealand 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, QLD, Australia

“The Laser Clinics 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.”

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### **Natalie Kington** Franchisee since 2014, QLD, Australia

“The brand confidence that Laser Clinics 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 for delivering consumers and business partners exactly what they promise!”

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Meet the franchisee

# Ashika Sharma

**Running a new Laser Clinics business has given one franchisee the chance to combine her love for cosmetic treatments and finance.**

As an experienced finance professional, Ashika Sharma is used to running the rule over investment opportunities.

She did just that before opting to become a franchisee with Laser Clinics, opening the doors to a new clinic at Roselands Shopping Centre in south-western Sydney in October 2019. Already a happy client at an existing clinic, Ashika's analysis underlined the business case for pursuing her own Laser Clinics dream – it is the leading brand in the cosmetic treatment industry, it offers the security of a 50:50 shareholding model that cuts start-up costs, it provides ongoing training and operations support, and the brand has a growing and loyal client base.

"I did a lot of research and it was clear that Laser Clinics was at the top of the game," she says. "I really like the partnership model."

Roselands is part of a network of more than 200 clinics globally, and Ashika is relishing the chance to manage and grow her clinic.

"Combining business with something I enjoy made sense to me."

Having previously run her own finance and investment business, Ashika has drawn comfort from the support of Laser Clinics head office including the marketing, IT, HR and Operations teams and fellow franchisees as she has quickly come up to speed on the cosmetic treatment elements of the franchise. Aside from the laser hair removal and skin treatment services, she is confident that sustained sales growth can come from the ever-growing popularity of cosmetic injectables and the rise of CoolSculpting treatments which use patented cooling technology to eliminate fat cells. "I'm excited about CoolSculpting, so that's an area that's going to be my focus in terms of growth."

Opening the clinic in October 2019, Ashika is pleased she made the leap of faith and joined Laser Clinics.

"It's a very well-known brand and the high standard of treatments means we will always have an edge in the market. This is an adventure – and it's just the challenge that I was looking for."

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 New Zealand.

- 01 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.
- 02 Phone Interview**  
We'll book in to talk more about the Laser Clinics New Zealand model, to understand more about you.
- 03 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.
- 04 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.
- 05 Legal Review**  
Once the franchise application fee has been paid, you'll have time to pour over the details with your professional advisors.
- 06 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!



# Have any questions?

Use this pad to write them down so we can discuss them during your phone interview.

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Let's turn your  
dream into a plan.



# Let's chat!

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Email: [franchising@laserclinicsnewzealand.co.nz](mailto:franchising@laserclinicsnewzealand.co.nz)

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