

LASER-FOCUSED BEAUTY does deliver

WAXNLASER FRANCHISEES REMOVE HAIR SAFELY, PROFESSIONALLY, PROFITABLY

⇒ It's easy to understand how a successful business can be built by delivering a widely-demanded service in a better way. The hard part is figuring out how to deliver such a service. That's where having access to the experience of a good franchise can really pay off.

Four years ago, Waxlaser set out to prove that customers would switch to a beauty business that specialised in just one service. This was contrary to the direction of others in the beauty industry who were adding more and more services to their existing line-up but, say Waxlaser franchisors Roger and Ingrid Thomas, it was the right move. 'With the Waxlaser Lower Hutt clinic located in Westfield's Queensgate centre having just reached 11,000 clients in their database, and the recently-opened Hamilton clinic in Chartwell growing at 60 clients a week, the Waxlaser concept is certainly proven.'

Female (and to a much lesser extent male) hair removal by waxing and more recently laser has always been the largest part of any beauty clinic's revenue. 'Waxing in particular is seen as a critically important "bread and butter" service,' says Roger. 'But to most beauty therapists, waxing isn't as exciting or glamorous as facials or spa treatments. However, customers want waxing so it has to be done and as a consequence many waxing services are offered at low prices and performed as cheaply as possible – often with poor outcomes for the customer.'

Meanwhile, permanent hair removal using a purpose-designed laser to kill off hair follicles under the skin has become the fastest growing non-surgical aesthetic procedure with over six million treatments expected in the US in 2010, according to the Millennium Research Group. 'In New Zealand, many beauty clinics have jumped on to the laser hair removal bandwagon using poor quality, non-approved equipment from China and providing treatments with inadequate training and unsafe methods,' Roger states. 'Clients have experienced poor results after paying for expensive treatments or worse have actually been injured. The Beauty Association of New Zealand is so concerned it is calling for increased regulation. It all emphasises the opportunity for a company offering a professional approach.'



CULTURE OF EXCELLENCE

'Waxlaser's focus on just hair removal certainly makes it easier to do the service well but it takes more than a single focus to excel at something,' he explains. 'Waxing is technically difficult and requires highly skilled therapists to do the job well. Laser requires experience and top

WAXNLASER
FOUNDERS ROGER &
INGRID THOMAS



FRANCHISEES EMPLOY HIGHLY-SKILLED THERAPISTS AND USE TOP QUALITY LASER EQUIPMENT TO PROVIDE EXCELLENT SERVICE

quality equipment. Waxlaser has all these things, but to deliver service at the highest standard requires a culture of excellence where motivated employees are proud to know they are the best. Waxlaser has created such a culture.'

It is this culture that has been captured into the Waxlaser franchise system which is now available to suitable investors. They will establish dedicated and purpose-built Waxlaser clinics located in high-end retail locations such as malls or city centres. Each clinic will be architect designed with quality fittings, furniture and equipment and the total investment will be between \$100,000 and \$150,000.

'Our clinic looks fantastic,' enthuses Beth Anderson, who recently opened her Waxlaser clinic in Hamilton. 'The rooms are designed to look like mini surgical operating theatres. This gets positive comments from clients and helps sell our story of focus on excellence.'

DESIGNED AS A FRANCHISE

The Waxlaser concept was designed to be franchised from the very beginning. Ingrid is a qualified nurse and beauty therapist, and Roger a successful businessman and fully-qualified accountant. The idea for Waxlaser came about after the couple, while in their 40's, retired to Taupo and bought an existing day spa business having sold their successful Auckland-based software company.

'I didn't know much about the beauty industry then,' says Roger, 'but quickly saw how the constant demand for hair removal services in the spa could be turned into a new business category not tried before in New Zealand. We invested in setting up a pilot clinic in Westfield Queensgate Lower Hutt. It became profitable by the third month and has grown by more than 200 clients a month ever since.

'What's even more impressive, however, is the level of client retention. Hair removal is a repeat business because the hair grows back and a large client base ensures regular and growing revenues and profits. We've already shown the business model is repeatable at other locations and new owners are being sought to own a Waxlaser clinic as a franchise. Our ideal franchisee is a husband and wife team who already have an income from a professional practice or business and who want to add something exciting to their lifestyle.'

A Waxlaser clinic doesn't require the owner to be present all the time, although they will of course need to spend more time in the clinic initially to learn and understand the business.

'There's certainly no need for the owner to have a background in the beauty industry at all,' Roger assures.

'With good locations still available in Auckland and Tauranga and a great deal of interest from prospective Waxlaser franchisees it pays to act quickly. Call us now and secure your location of choice for this laser-focused beauty business that really delivers.' ■

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