

Just Beauty catches up with Louisa Pace,

therapist and administrator of the Laser Express™ franchise.

So what is the 'Laser Express' concept in a nutshell?

Laser Express™ is a growing franchise chain of light-based hair removal outlets throughout Malta offering quality, professional, reliable and low cost photoepilation to consumers. We franchise Laser Express™ to busy established salons and community pharmacies around Malta and Gozo. Each provider has its own territory of operation. We have four successful outlets operational right now, in Attard, Fgura, Rabat and Siggiewi, and are seeking interested salon and pharmacy operators to add more outlets in new areas in 2011.

How long has Laser Express™ been around?

Our medical experts and trainers are Malta's top aesthetic practitioners with over 10 years of experience in the light based hair removal business who work with clients themselves on a daily basis. This expertise gives the Laser Express™ franchisees and consumers the peace of mind that they will offer or receive a professional, effective and affordable treatment.

We all feel the revolution in hair removal, in that clients are all the more asking for alternatives to waxing and epilating at home. How does light come into this revolution?

Light-based hair removal devices have revolutionized long-term hair reduction. Results last much longer than shaving and waxing and can cover areas that would take too long with electrolysis. Any now, with the arrival of Laser Express™ this has become very affordable.

What are the indications for using Laser Express™ technology?

Laser Express™ Intense Pulsed Light systems are European state-of-the-art platforms that are extremely versatile offering the operator a vast selection of settings for different hair colour and skin type. This offers the opportunity to treat all types of clients for hair removal and skin rejuvenation. On the other hand the consumer benefits from a pain free and effective treatment. I'm happy to say that both our franchise operators and their clients are very satisfied with their treatments and results obtained.



Tell us about the machine

The equipment which we supply to our outlets is top-notch European technology and is FDA approved. It is certified to the latest exacting standards for safety and efficacy. This machine has the largest spot size on the market at the moment thus offering fast, pain free treatments. The machine works on a Pay As You Go system topped up by prepaid PIN codes and best of all, consumables, like the flash lamp which normally can set you back a few thousand euros, are absolutely FREE.

What in your opinion makes the LaserExpress™ franchise concept shine with respect to other similar providers?

Laser Express™ is not about quality equipment provision - that is only part of the story. When we are approached by an interested potential operator, we select, inform, equip, train, market, and handhold the operator throughout the lifetime of the franchise. At our own cost, we advertise the operator using all available media door to door, glossy magazines, internet marketing, radio - to ensure that the operator gets value for money back in the return on the clients who book treatments. Our marketing team even create a dedicated website and facebook site for the salon.

Also, the increasingly mobile consumer has come to depend on and appreciate the consistent quality of franchised products and services. Quite simply, at a Laser Express™ outlet, the public knows what to expect and likes it that way.

Salons (beauty and / or hair outlets with beauty sections) and pharmacies who are interested in joining the growing Laser Express™ family are encouraged to visit our site at www.laserexpress.com.mt or write to us at info@laserexpress.com.mt

We also asked a Laser Express™ salon franchisee, Analise Pace of Soshique in Fgura,

how joining the franchise has worked for her.

When did you first decide to incorporate Laser Express™ into your practice?

I had been considering introducing IPL as one of my salon treatments for a few months when I joined Laser Express™ last March.

How has Laser Express™ transformed your practice?

The introduction of IPL treatments at my salon has certainly increased my clientele. The treatment itself is not time consuming and easy to perform. I feel it has really helped me and my business to grow.

Do you find support from the LaserExpress™ team in terms of training and after-sales?

I received intensive training from Laser Express™, which helps me to perform at my best. Even more, I am in continuous contact with the team so should a problem arise I have their full backing. Laser Express™ helped me immensely in promoting light-based hair removal as a new treatment at my salon. Just the thought of having someone to rely on gives me peace of mind!

Do you intend to continue working with Laser Express™ in the future?

Surely I do! The whole experience has worked out perfectly for me.



Laser ExpressTM

an affordable and professional hair removal franchise

If you own or run a clinic, high street pharmacy, beauty salon or hair salon, and you are entrepreneurial and seeking to add value and revenue to your business, then we'd like to hear from you! Send us a contact form today.



5% OFF THE FRANCHISE JOINING FEE
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