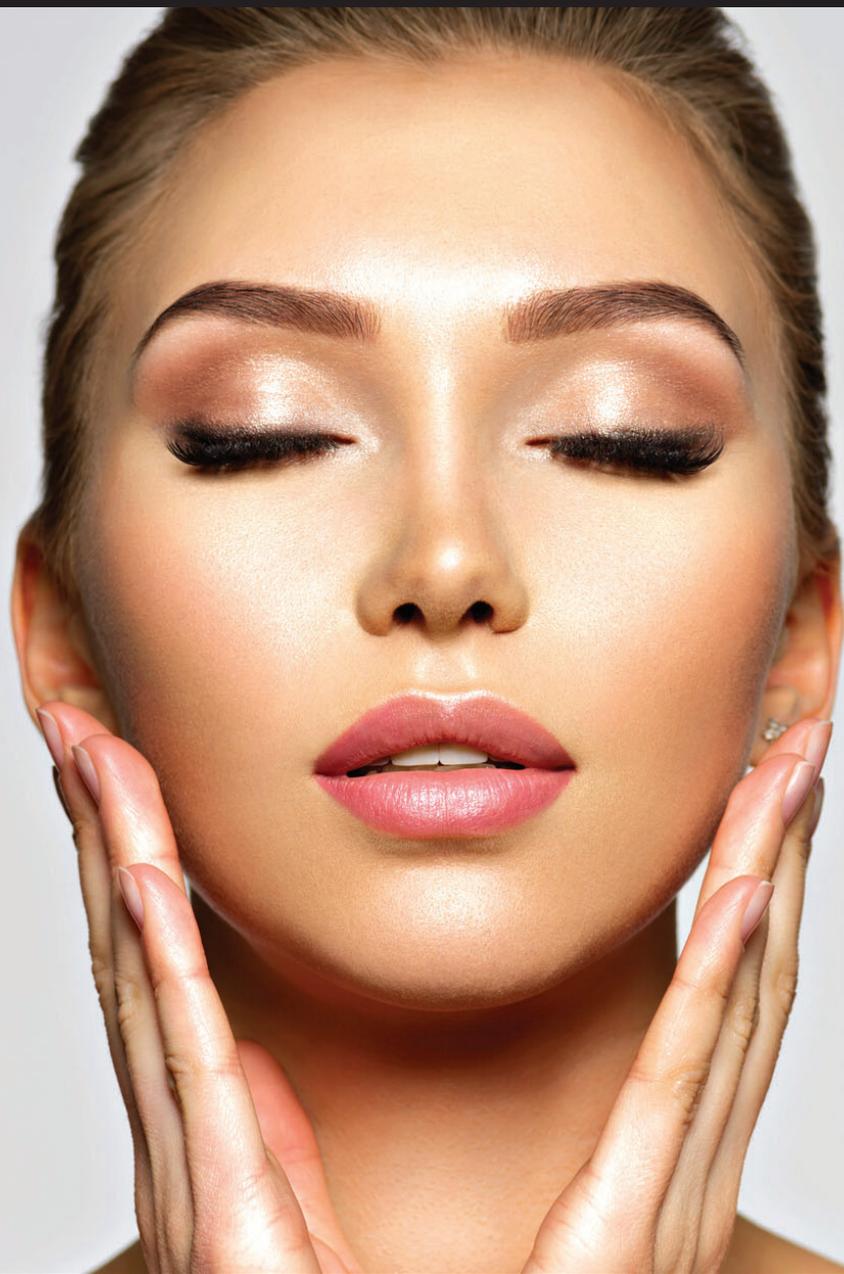


# HB LASER SKIN CLINICS



# PROSPECTUS

# TABLE OF CONTENTS

03

---

HB Laser Skin Clinics  
Journey

04

---

What We Do

05

---

What We Offer

06

---

All About You

07

---

The HB Laser Skin Clinics  
Difference

08

---

Vision and Values

09

---

The Business Model

09

---

Getting Started

10

---

Steps to owning a HB Laser Skin  
Clinics Franchise

# THE HB LASER SKIN CLINICS JOURNEY

Beginning almost 30 years ago, the HB Laser Skin Clinics journey started with Tracey Price. Back then, Tracey was working in various clinics around the country where she gained industry experience in a broad range of skin and beauty therapies. After a few years in the industry, she realised a gap in the market for treatments more effective and results-driven than the standard therapies being offered in traditional clinics. These therapies did not always provide clients with the lasting results they desired. She knew there had to be a better way. Investigating cutting-edge technologies and training in specialised laser techniques, Tracey established her own clinic. With the support and expertise of her husband Brendan, one of New Zealand's leading laser tattoo revivalists, HB Laser Skin Clinics was established, and Tracey became a leading trainer in several specialist laser technologies.

Brendan's story is equally impressive, with a successful career in the police force first introducing him to the life changing world of tattoo removal. Recognising the incredible impact that could be made on inmates and young peoples' lives, he began working within the prison system and the community removing tattoos and giving clients a second chance. Brendan is proud to instil confidence in the community and empower people to change their lives.

This power couple in the laser skin care industry is changing the face of non-surgical laser treatments in New Zealand and are eager to onboard new franchisees that share their passion. Now operating in 6 different clinic locations, the high demand for their specialised laser service means the couple is ready to take their technology across the country, bringing their superior laser skin treatments to new clients and territories throughout New Zealand.

# WHAT WE DO

At HB Laser Skin Clinics we offer results-driven, cutting-edge technologies that make a real difference in our clients lives. Our range of services includes laser hair removal, tattoo removal, non surgical lifting and tightening and everything in between. All the laser technologies available in our clinics are innovative, industry-leading and designed to provide lasting results for every customer. HB Laser Skin Clinics offers speciality technologies and training in Milesman laser treatments for hair removal, Ultraformer III non surgical face and body lifting and tightening, and Cosjet ATR laser technology which offers tattoo removal and other specialist laser facial treatments. We provide professional results-based skin treatments and industry leading advanced, medical grade technology, providing our clients with proven, safe, and effective non-surgical treatments that rejuvenate the skin and enhance clients' confidence.



# WHAT WE OFFER

HB Laser Skin Clinics offers franchisees entering the beauty industry the opportunity to receive state of the art therapeutic laser training from one of New Zealand's most recognised leaders in the industry. Our cutting-edge technology and machinery positions franchisees well, offering a specialised service that keeps up with even the largest competitors. Years of networking and development means franchisees can be confident in the competitive rates they receive as well as strong partnerships with leading technology manufacturers.

With six thriving clinics currently in operation, HB Laser Skin Clinics is committed to offering personalised assistance and guidance in every area of the business to ensure franchisees are supported to succeed. Full training in all technologies and administration is included in the onboarding package, as well as robust national marketing campaigns. Franchisees can also opt to invest in their own local advertising and marketing within generous territories that include the potential for expansion.



# ALL ABOUT YOU

---

The ideal HB Laser Skin Clinics franchisee is well-presented and personable, with a passion for the beauty industry. Previous industry experience is highly desirable but not strictly necessary. With or without previous industry knowledge, franchisees must have an eagerness to learn and train in the clinics specialised technologies. With our clients' satisfaction at the forefront of everything we do, franchisees must be able to have excellent customer engagement and ability to build rapport.

Strong communicators will thrive at HB Laser Skin Clinics, where they can develop relationships and network within the community to build the profile of the brand and their business. HB Laser Skin Clinics offers a lucrative opportunity for couples or solo operators looking for a chance to establish their own reputable laser clinic under the banner of a successful New Zealand brand.





# The HB Laser Skin Clinics Difference

## 1 Industry-leading machines and technologies

Our range of technologies and machinery is highly competitive with even the biggest beauty franchises in NZ.

## 2 Excellence in customer service

Our dedication to customer service is second to none, keeping our clients coming back for more.

## 3 A Personalised touch

We offer a personalised touch, building relationships with our clients to support them on their skincare journey.

## 4 Decades of industry knowledge

We bring almost 30 years of industry experience to our brand and franchisees.

## 5 A broad range of service

HB Laser Skin Clinics offers a variety of laser and skincare services to suit every client's unique skin goals.



# OUR VISION AND VALUES

---

Our mission is to provide customers with professional results-based skin treatments & industry leading advanced, medical grade technology. We offer only the best proven, safe and effective non-surgical treatments to rejuvenate you.

We believe in the transformative power of self-confidence and are proud to help our clients achieve their skin goals. Whether it's a tattoo removal that gives a customer a fresh start, or a treatment that inspires more body-positivity, we believe in results driven treatments that make a lasting difference in the lives of our clients.

# THE BUSINESS MODEL

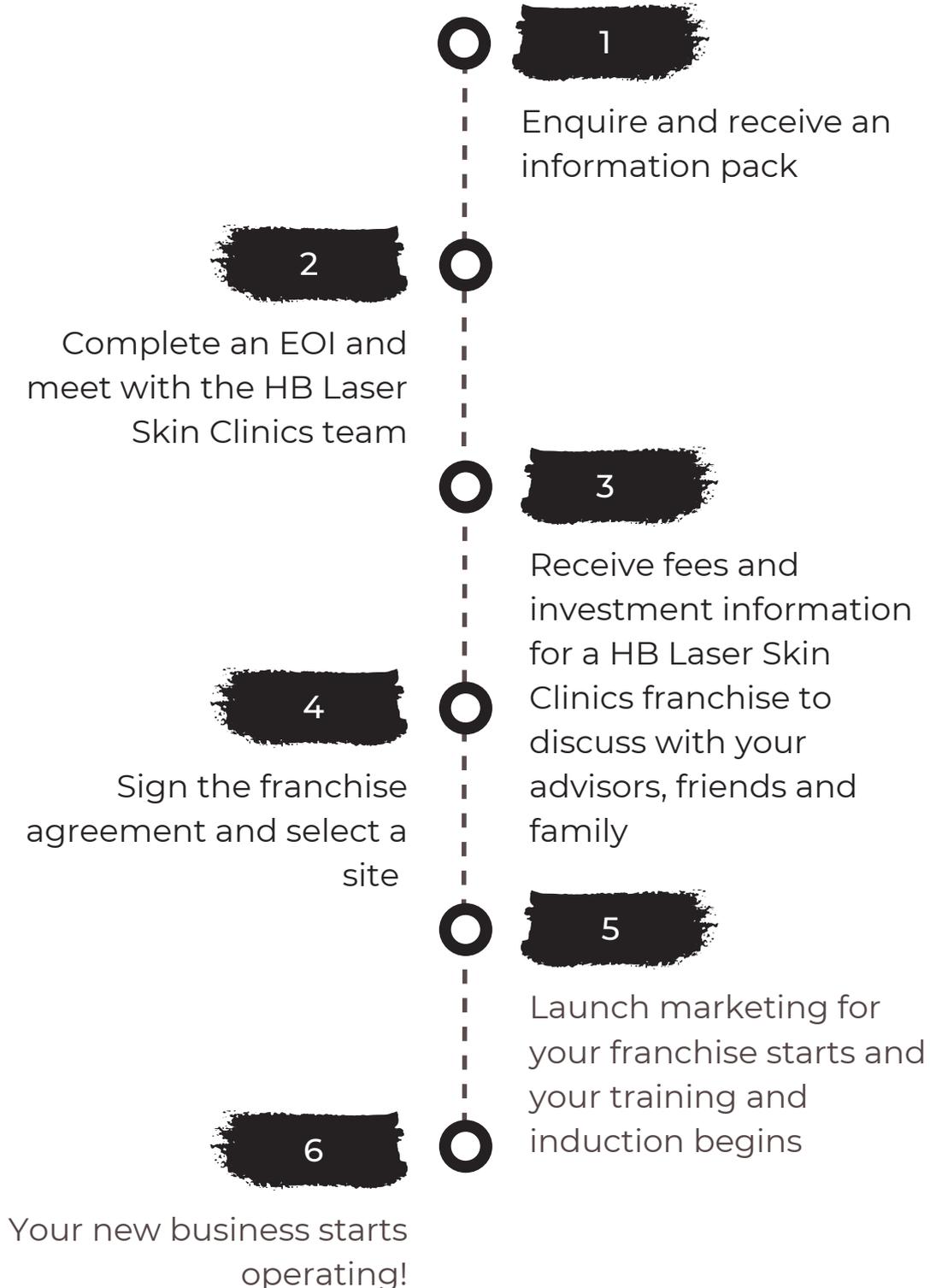
Our lucrative business model is tried-and-tested, having been refined over years of successful operation across six separate clinic locations specialising in laser skin care treatments. Designed to propel the growth of new franchisees, the HB Laser Skin Clinics model is simple, straightforward, and profitable for all parties. This model supports the development of the brand, as well as each individual business, building confidence in franchisees to ensure long-term success.

# GETTING STARTED

Buying a franchise is an important investment and we know that the prospect of beginning a new venture can be daunting, but with our support owning your own non-surgical beauty business has never been easier. If you are ready to take the next step in your franchise journey or want to know more, reach out. We can answer any questions and guide you through our simple franchise process.



# STEPS TO OWNING A HB LASER CLINIC FRANCHISE





Thank you for your  
interest in HB Laser  
Skin Clinics

If you would like more  
information please do get in  
touch with the team

✉ [nicola@firstfranchise.co.nz](mailto:nicola@firstfranchise.co.nz)

☎ +64 22 194 8747