



SPECTRUM
SCIENCE & BEAUTY



5 Ways an IPL Machine Can Boost Your Business

Getting an IPL machine into your salon, practice or clinic may seem like a complicated task, but not only is it much easier than it seems, it's also an incredible way to boost business.

Learn how an IPL Machine can change your business forever.

Latest **Innovations**

Superior **Quality**

Unmatched **Customer Service**

“

A new service offering is a genuine reason to interact with potential customers and open the doors to more business.



1 Expand Your Service Offering

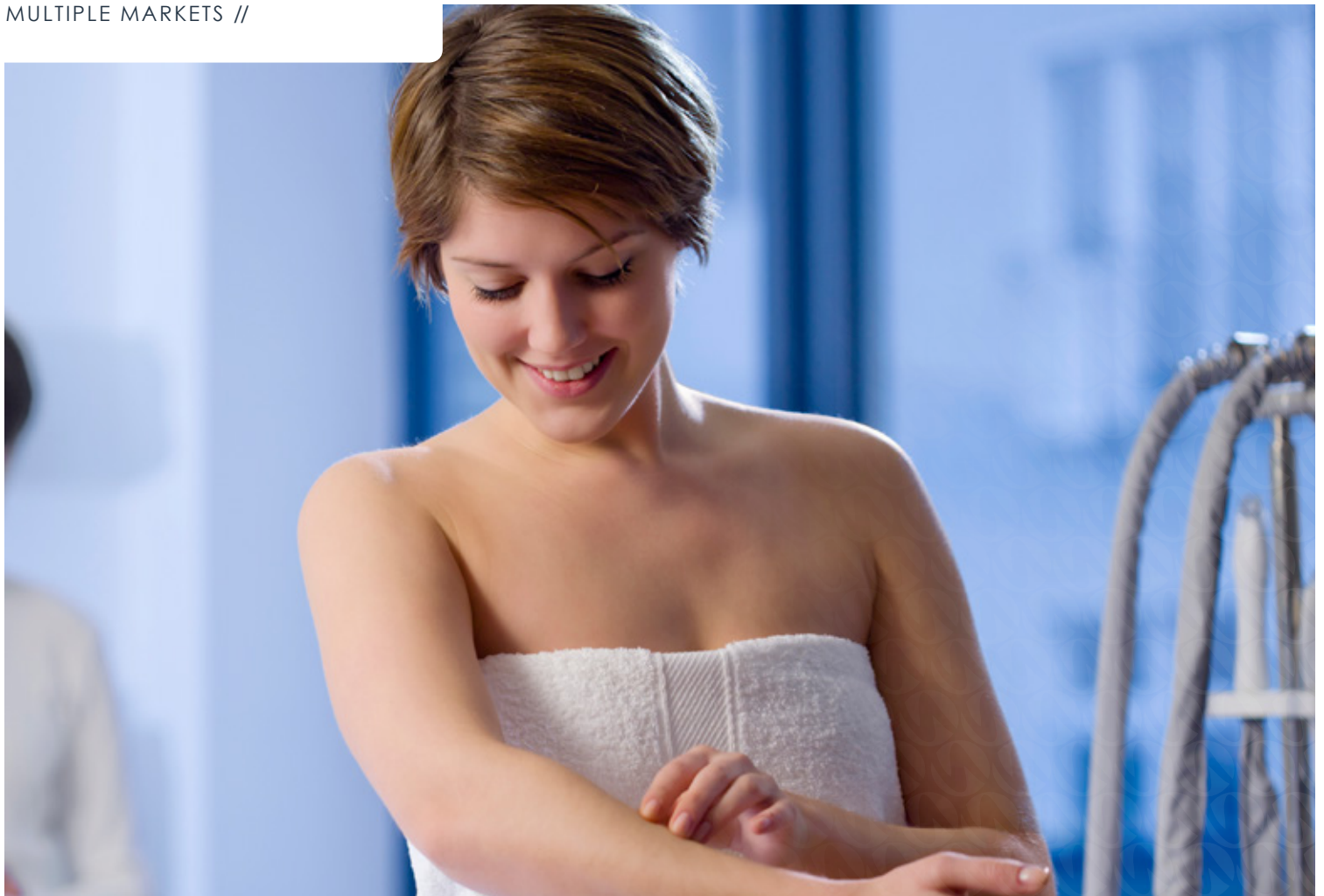
Anytime you expand your service offering is a good time for business.

It shouldn't be surprising that by purchasing an IPL Machine you'll be opening the door to more possibilities, more clients and of course, more money. Most importantly though, you'll be filling a need your current client base already has and by doing so, keeping your promise of 'great customer service'. There's no customer service better than delivering what your clients are looking for.

What may be a surprising bonus is this expanded service will give you fantastic fodder.

What do we mean by that?

An expanded offering gives you a fantastic opportunity to talk to your customer base and your target market. Often businesses try to 'market' themselves but have very little to actually offer. A new service offering is a genuine reason to interact with potential customers and open the doors to more business.



2

Multifunctional (Hair Reduction, Acne, Vascular, Photo-Rejuvenation, Pigmentation)

IPL Machines serve not one but two entirely separate markets.

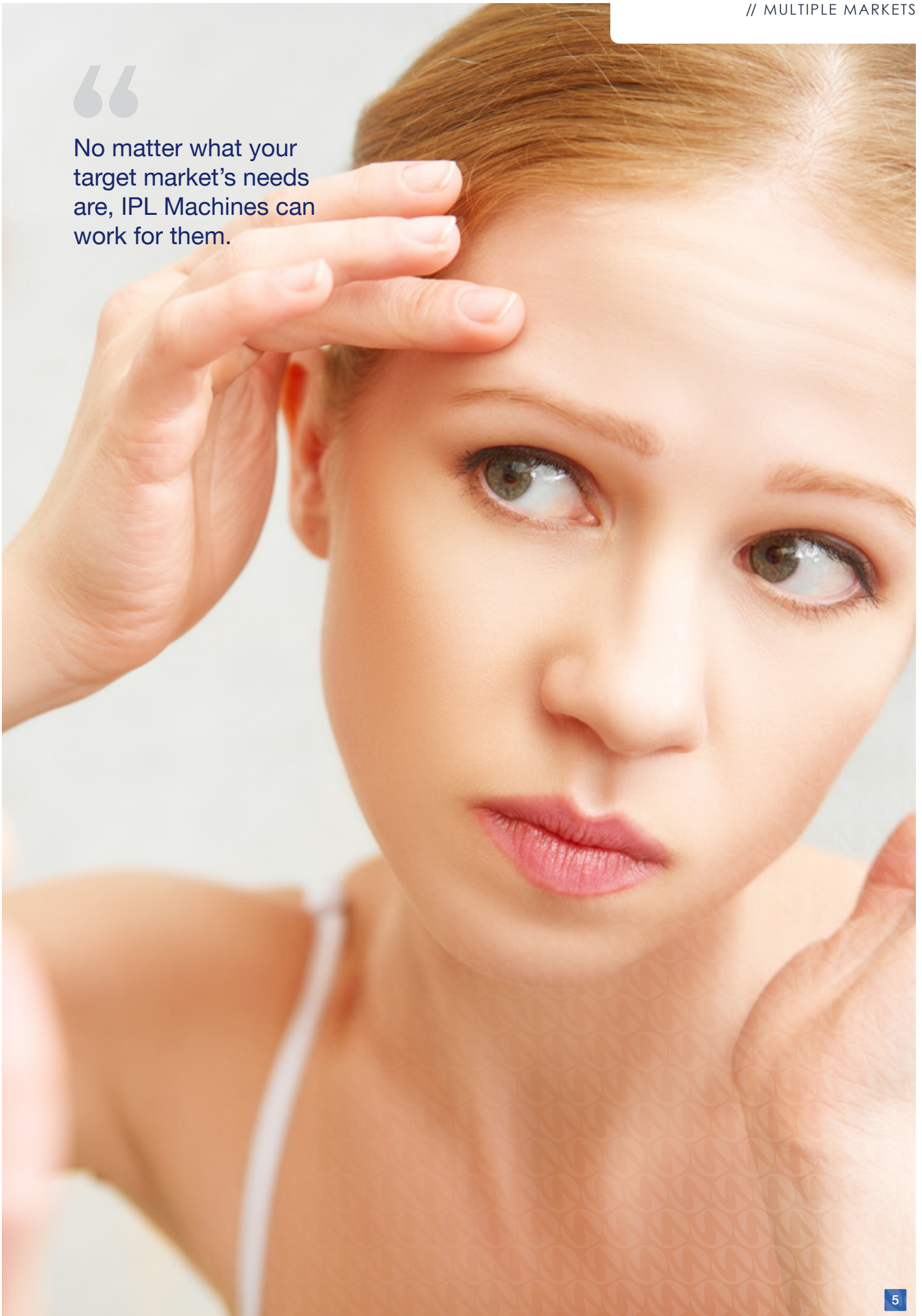
So not only do you have the ability to gain clients with facial treatments including photo-rejuvenation and pigmentation, you may also gain clients who have a need or an interest in hair removal.

Go ahead, crunch the numbers. If you don't believe pigmentation, acne, vascular and photo-rejuvenation is really for your ideal target market, perhaps permanent hair reduction is or vice versa.

No matter what your target market's needs are, IPL machines can work for them. Imagine what a machine that has the potential to service nearly 100% of the public can do for your business. The possibilities are endless.

“

No matter what your target market's needs are, IPL Machines can work for them.





3 Gain an Edge on the Market

There is literally no better time of year to invest in an IPL Machine.

You'll be gaining a major edge on the market if you make the jump now. Both the machines and your staff will be up and running before summer due to our flexible and comprehensive training schedule and there is no greater need for IPL than prior to summer.

Whether it's removing unwanted hair for that dream bikini body or reducing that pigmentation or acne before it's time to slip on the summer outfit. Now is the time.

The salon across the street offering waxing can't compete when it comes to permanent hair reduction. Talk about an edge on the market.

“ You'll be gaining a major edge on the market if you make the jump now.



4 Expert Business Advice

If you purchase your IPL Machine from a reputable company such as Spectrum you should expect to receive what we like to call the Spectrum Point of Difference.

When considering where to obtain your IPL Machine from, you should look for a company that delivers a minimum of the following:

- High Quality, Australian Designed Machines
- Machines created by a reputable manufacturer
- A variety of machine options
- Comprehensive and flexible training experiences through courses at state of the art facilities
- Business Support and advice from an industry expert
- 24/7 technical support
- Marketing support and advice
- Clinical support from dedicated therapists and trainers
- Competitive price

“

Follow these five simple steps to take your business to the next level. We know you won't look back.



5 Establish Yourself as a Specialist

Nothing will give your business a boost quite like being recognised as a 'specialist' within your industry.

When you become recognised as an industry expert, whether it is in IPL or the like, you'll find your appointment book quickly filling up. Everyone wants to be treated by a specialist and when you complete a training course through Spectrum we'll give you the certificate to back up that claim.

It is much easier to upsell when you're able to say, 'would you like me to make an appointment with you for our IPL specialist?' Every advantage counts and if you're competition isn't doing this, it's time to stand out from the crowd. If you're competition is offering IPL, don't fall behind, get ahead with your specialist title, outstanding machine and unparalleled clinical, business and marketing support.

Follow these five simple steps to take your business to the next level. We know you won't look back.

“

At Spectrum Science and Beauty we are dedicated to taking your business to the next level with the latest innovations, superior quality, expert training, business strategy, marketing solutions, technical support and excellent customer service.

At Spectrum, your success is our success.

