

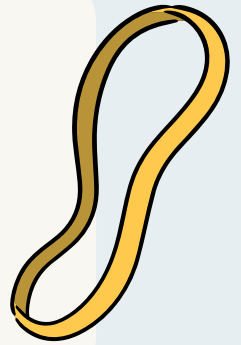
Top 10 Reasons Your Practice is Failing at Laser Hair Removal -- And How to Fix Them

Laser hair removal remains the most in demand laser procedure in the US. But if so many people are interested in permanently eliminating the hair on the legs, backs, necks, armpits... we can go on...where is the all-to-often complaint "there is no money in laser hair removal" coming from? Why is the practice down the street seemingly pulling in new patients while your laser hair removal machine isn't generating the return you hoped? Here are the top ten reasons you are failing to cash in on the #1 in demand aesthetic treatment.

01

"It hurts."

Be honest, traditional laser hair removal does not feel good. In order to destroy the hair follicle, traditional modalities deliver a large amount of energy in a short period of time. Likened to a rubber-band-snap (or worse), patients grin and bear it, often yelling expletives until the procedure is over. Who wants to raise their hands to do this over and over on various parts of the body? Thank you, next.



02

"It's hard to treat dark and tan skin."

The inability to treat darker skin types and tan skin means you are turning patients away or settling on a 1064nm YAG not because it is the best wavelength, but because it's the safest. As patient populations become increasingly diverse, this challenge is only going to grow worse.



03

"It takes 6-8 treatments to get good, lasting results."

Patients are less likely to buy a package or return for over six sessions if the experience is unpleasant or if it may or may not work for their skin and hair type.



04

"Devices are expensive to buy and maintain."

Laser hair removal machines are significant purchases for aesthetic practices. High price points and maintenance costs will eat into laser hair removal profits and make a positive ROI more difficult to achieve.



05

"There is no way to differentiate yourself."

What is your laser hair technology doing that no other device can do? If nothing, then why would new patients seek out your practice or current patients remain loyal? The only lever you have left to pull to be competitive is price...and so we have reason #6.



06

"You are competing on price not value."

Without a way to set yourself apart, your practice is vulnerable to other low-price, less credentialed providers and promotional tactics like Groupon. You can't justify a higher price point, so your pricing and promotions become a "how low can you go" game.



07

"No one in the office likes doing hair removal."

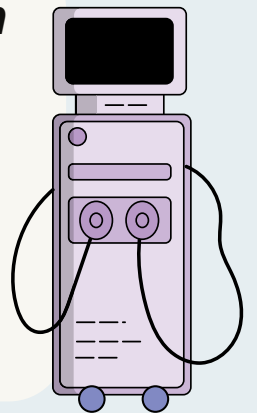
Your staff is on the front lines talking to your patients everyday and "selling" new treatments. If your team doesn't like to administer the laser because of the unhappy patients, the smell it generates and/or time it takes, they are not going to sell it .



08

"If you do hair removal on a platform laser, you cannibalize more lucrative treatments."

A platform device makes sense for many practices. If doing hair removal treatments means you can't use that technology for a more profitable procedure, chances are you need to forego laser hair removal to ensure the equipment is available.



09

"Friends don't let friends get painful treatments."

Word-of-mouth is a powerful marketing tool for an aesthetic practice. Family and friends who share their excitement about a new experience and results is the #1 driver of new patients for practices.



10

"You still think all Laser Hair Removal technology is the same."

It's true, there hasn't been many true innovations in laser hair removal in the US in over a decade but there are some technologies offering a completely new approach to traditional laser hair removal.

Motus eliminates the challenges above because of the patented *moveo (in motion)* delivery of the Alexandrite wavelength. Moveo makes it possible to treat light AND dark skin types with the most effective wavelength available and do so painlessly. No wonder it has reinvigorated laser hair removal businesses for practices across the country.



Dr. Monte Slater of Atlanta's Aesthetic Body Sculpting Clinic attests to the impact of Motus on his business

19

Packages offered from \$500-\$2400

30

Packages sold each month on average

<6

Months to pay off the device investment

>\$500,000

Incremental revenue per year from laser hair removal alone

Cartessa Aesthetics is helping providers differentiate themselves in the laser hair removal market with the Motus device. Manufactured by DEKA, Europe's leading aesthetic laser manufacturer, and available in the US exclusively through Cartessa Aesthetics, the Motus with proprietary Moveo technology stands out from the me-too technology on the market:

- **Painfree treatments:** The Motus is the fastest and only *moveo*, "in-motion", Alexandrite laser. Gradual heating and contact cooling eliminate the "rubber-band" sensation that most laser hair removal devices generate.
- **Effectively treats all skin types:** Providers can now offer Alexandrite laser hair removal technology to patients with both light and dark skin tones, instead of settling for YAG or diode lasers for darker skin types.
- **More energy delivered:** The unique *moveo* handpiece was designed to enable 100% energy absorption. The result is double the energy transfer compared to standard and professional laser hair removal machines and pigmentation treatments.

Cartessa hand-selected the Motus for their portfolio because it offered significant benefits for practices and patients. [Contact us](#) to learn more about the laser hair removal innovation patients, providers, and the media are talking about.

