

# The Ultimate Buyer's Guide to Aesthetic Lasers

Our goal is to guide you through the complexities of purchasing an aesthetic laser, helping you avoid common pitfalls and secure a machine that will drive your business forward.

## A Formula for Your Success

**Investing in an aesthetic laser** is a significant decision that can impact the success of your business. With countless options available, it's easy to feel overwhelmed when balancing cost, quality, and support while striving to deliver the best treatments to your clients. We understand these challenges and are here to provide clear, expert advice to help you make a confident, informed investment.

With years of industry experience, we've seen firsthand how a high-quality laser can **enhance a clinic's reputation** and profitability, as well as the costly mistakes that come from choosing unreliable suppliers or neglecting essential training and support. With the right guidance, you can make a **smart investment** that ensures **long-term success** and exceptional results for your clients.



## Expertise

In its Absence...

### 200%

Rise in non-compliant laser devices being sold in the UK in 2024.

### 9/10

Sets or laser glasses sold by trainers unsuitable for laser.

### 63%

Of laser buyers given insufficient training and support.

## The Importance of Expertise

Expertise is crucial when it comes to selecting and maintaining a laser system. A knowledgeable supplier will not only provide a reliable machine but will also ensure you receive the necessary training, safety guidance, and ongoing support to use it effectively. A reputable supplier will have extensive experience with laser technology and understand the nuances of different machines, wavelengths, and treatment protocols. Choosing a supplier with industry expertise helps protect both your investment and your

## Objective Value

### Cost vs. Return on Investment

- Low-cost machines often compromise on quality, leading to **poor treatment results** that can harm your reputation and profitability.
- High-end machines may offer excellent performance, but a **higher price doesn't always equate to better ROI**. A machine costing £100,000 means you must generate at least that amount in treatments before seeing a return, not to mention ongoing consumable and maintenance costs.



### What's Included in the Price?

Before committing, clarify **what's included** in the purchase price. Does it include?...

- Training and certification
- After-sales support
- EMP Treatment protocols
- Servicing and maintenance
- Warranty (for how long?)
- Laser Protection Advisor (LPA) support

# Support

## Technical Support

Your laser supplier should have a team of **highly trained technicians** who can diagnose and repair faults using **state-of-the-art laser sensor equipment**. Check:

- On-site repair availability
- Turnaround time for fixes
- **Availability of a free temporary replacement**

## Marketing Support

Marketing support can make a significant difference in helping you attract and retain clients. Check if your supplier provides:

- **Marketing materials** (brochures, social media content, etc.)
- Guidance on promoting your services
- A support network to help drive sales



# Quality & Compliance

## Reliability Matters

A laser system is the backbone of many aesthetic businesses, playing a crucial role in delivering effective treatments and maintaining client satisfaction. Downtime due to equipment failure can lead to lost revenue, disrupted schedules, and frustrated clients. Investing in a **high-quality, reliable machine** not only ensures consistent **performance and longevity** but also minimises maintenance issues, enhances treatment efficiency, and protects your **business's reputation**.

## Standards & Compliance

When investing in an aesthetic laser, it's crucial to ensure it meets the highest quality and safety standards. Look for machines manufactured to **ISO 13485 medical standards**, a certification that guarantees strict compliance with industry regulations and assures superior performance and reliability. Additionally, aesthetic device regulations are continuously evolving to enhance safety and compliance. To avoid complications with insurance or licensing, always verify that your chosen laser adheres to the latest legal and industry requirements.

# Status

## Supplier Status

Before making a major investment, research your supplier to verify that they are a well-established company with a solid reputation specialising in laser.

### Green Flags

- They are a **VAT-Registered company** that can easily be found on the Companies House website.
- They have at least **5 years** of consistent company history.
- They have mainly **positive reviews** on Google
- They already supply many established clinics, training academies, or **colleges**.
- They have a **physical showroom** where you can visit and see the machines before investing.

# 61%

Of businesses fail within the first 5 years.

### Red Flags

- They can't be easily found on **Companies House**.
- The company or directors has a history of **folding and restarting** under different names.
- They are a **trainer or training academy** selling lasers as a side business.
- **No Real Business Address:** They operate only via a website or social media with no official premises.
- **High-Pressure Sales Tactics:** They push for fast sales without giving you time to research.



**NOTE:** While trainers play a key role in helping professionals develop their skills, buying a laser from a trainer rather than an established supplier can be an extremely risky decision. With limited technical expertise in servicing and repairing machines, and the high potential for non-compliance with UK regulations, you could be left stranded and out-of-pocket with a device that you cannot use.

A woman with blonde hair is smiling on the left side of the image. On the right, there is a SkynCARE UltraDiode laser device. The background is a dark blue color with a white geometric pattern of interconnected lines forming various shapes, resembling a network or a molecular structure. The text is in a clean, white, sans-serif font.

A successful laser  
business starts with  
investing in high-  
quality equipment,  
with the professional  
expertise and support  
to keep clients  
coming back.

Client expectations are higher than ever, and we know how important it is for your reputation to deliver safe, effective, and lasting results.

SKYNCARE

# Warranty & Repairs

## What's Covered?

A standard one-year warranty does not always indicate confidence in the machine's quality. It is important to ask about extended warranties, the coverage for parts and labor, and the specifics of what is included versus what may incur additional charges.

## Minimising Downtime

Waiting for a repair can be extremely costly while you are unable to perform treatments with your laser device. A good laser supplier will offer ALL of these as part of their repair service:

- Highly skilled technicians that come to **your location**
- A quick timeframe in which a technician will be with you
- A **free temporary replacement machine** if an off-site repair is required

Don't let extensive repair downtime damage your business – Check if a laser supplier ticks these boxes, and avoid any that require you to send or bring a broken laser device to them for

# Training

## Essential Questions to Ask:

- Is training included in the package?
- **Where is the training held?** Do you need to travel, or does a trainer come to you?
- **Is it fully accredited?** Accreditation ensures your certification is recognised and valid.
- **Is in-person practical training included?** Avoid suppliers offering online-only training, as this can compromise safety and **invalidate your insurance policy**.

Appropriate training is key to performing safe and effective laser treatments. It ensures practitioners understand laser technology, skin types, and best practices for optimal results. With the right training, professionals can adapt treatments to clients' needs while minimising risks, enhancing both safety and satisfaction. Quality training is essential for compliance and building client trust through consistent results.



# Annual Servicing

Just like an MOT for your car, laser systems require **mandatory annual servicing** under UK Health & Safety regulations and for insurance compliance. A proper service should include:

- System checks for safe and correct function
- Laser output measurement using specialist sensor equipment
- Recalibration to ensure output accuracy
- Replacement of essential filters
- Software updates (if available)

Before committing to purchase of a laser, check to ensure that all annual servicing will be carried out at your location, and avoid any suppliers that require you to send or bring your laser device to them for the service.



## Top Tip!

Managing cash flow is **crucial** for any business. Consider investing in a **Care Package** that covers **warranty, support, and servicing** for several years, allowing you to focus on your treatments with **peace of mind**.

## Common Laser Myths

When investing in an aesthetic laser device, it's essential to separate fact from fiction. Here are some of the most common myths surrounding laser technology:

- **More Power Means Better Results**  
*Truth:* Higher power doesn't always translate to better outcomes. The effectiveness of a laser depends far more on factors like energy density, pulse duration, wavelength, and other features such as integrated cooling.
- **Third-Party Technicians Can Service My Device More Cheaply Without Issues**  
*Truth:* While third-party technicians may offer lower service costs, they may not have access to original parts or manufacturer-approved training. Poor servicing can lead to malfunctions, void warranties, or reduce device lifespan. Always ensure that your technician is authorised by the manufacturer.

# Common Laser Myths

- **All Companies at Trade Shows Are Reputable and Their Machines Are Fully Compliant**

*Truth:* Just because a company exhibits at a trade show doesn't mean their devices meet the highest regulatory standards. Trade show operators do not check if suppliers are selling uncertified or poorly manufactured machines.

- **More Wavelengths = More Effective**

*Truth:* While triple-wavelength lasers are marketed as offering a broad-spectrum solution, they often sacrifice power and penetration depth at each wavelength. Single-wavelength lasers, such as the gold-standard 810nm diode laser, have a more concentrated and focused output than consistently delivers more precise and effective hair removal results in clinical studies.



- **Any Laser Protective Eyewear Can Be Used with Any Laser**

*Truth:* Laser protective eyewear is specifically designed for certain wavelengths and optical densities. Using the wrong eyewear can leave operators and patients vulnerable to eye damage. Always ensure that goggles or glasses are rated for the exact wavelength of your laser device.

- **Buying a Laser Direct from Abroad is a Better Deal**

*Truth:* While purchasing a laser directly from overseas suppliers might seem like a way to save money, it often comes with hidden risks. Many imported devices may lack proper regulatory approval, have limited warranties, or offer no local technical support.

**89.6%**

Of imported lasers are not compliant with UK standards.

- **A CE Certificate Proves a Device's Compliance**

*Truth:* A CE certificate alone does not always prove full compliance of an aesthetic laser device. While a certificate may demonstrate conformity to basic standards of electrical equipment, it must also show that the device meets a variety of standards specific to laser devices. Without this, a device is technically illegal to sell in the UK and will invalidate any insurance policy.



# The Big Do's & Don'ts

To help you avoid costly mistakes, we've outlined **key do's and don'ts** to guide your purchase. From researching suppliers to understanding insurance requirements, these tips will ensure you invest in a high-quality, reliable device from a supplier that has your best interests at its core.

## ✔ Do:

- **Do your research!** Ensure your supplier has a strong industry reputation.
- Choose a **quality-certified** machine that meets regulatory standards. If you are unsure, contact an LPA (Laser Protection Advisor) for guidance.
- Confirm **warranty, servicing, and support** before purchasing.
- Demand **hands-on practical training** for safe and effective use that is compliant with insurance requirements.
- Consider long-term running costs and ROI.
- Make sure **annual servicing** will be carried out at ***your location***.
- Ensure your supplier is a **VAT registered company** that is at least **5 years old** and can easily be found on Companies House.
- Ask as many questions as you need. It's an **important investment**, so make an **informed decision**.

## ✘ Don't:

- Ignore supplier **background checks**.
- Fall for **too-good-to-be-true discounts**. This often indicates **low-quality devices**.
- Assume more power = better results **without research**.
- Overlook **service and maintenance costs**.
- Purchase from a **training provider** or from a company at a **trade show** that you haven't had **time to research**.
- **Import a laser from abroad**
- Tolerate **high-pressure** sales tactics – It's a **poor foundation** for any business deal.

# Final Thoughts

Purchasing an aesthetic laser is a major business decision. By focusing on **quality, support, training, and long-term value**, you'll set yourself up for success while avoiding the costly mistakes many make when choosing the wrong supplier.

If you need expert guidance in selecting the right laser for your business, don't hesitate to reach out!

Simply click either of these links if you'd like to connect with us:



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## Glossary

<b>LPA</b>	A Laser Protection Advisor is a professional advisor in laser safety, holding valid certification from an MHRA recognised association, such as the ALSP.
<b>EMP</b>	An 'Expert Medical Practitioner' is essentially a GMC-registered doctor with significant experience and expertise in the clinical application of lasers.
<b>MHRA</b>	The Medicines and Healthcare products Regulatory Agency regulates medicines and medical devices (including lasers) in the UK.
<b>Wavelength</b>	With respect to laser, this is a characteristic of the laser output which is a factor in determining how it interacts with the target tissue. (E.g. an 810nm laser wavelength is perfect for targeting hair for hair removal)
<b>Biomedical Engineer</b>	A science and art that bridges that gap between medicine and technology. This profession typically leads the design and development of laser devices.

## The Author



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With over a decade of experience working with laser technology and the medical-aesthetics industry, Rob is an established authority on all things laser. His consultancy portfolio includes some of the UK's top doctors, surgeons, and laser clinics. Rob also acts as the General Secretary for an MHRA-recognised LPA association.

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