

How to Start a Laser Hair Removal Business

By Erin Morris, eHow Contributor

As the aesthetic procedure market continues to gain popularity, more and more individuals are taking advantage of this growing business. Over the past ten years, laser hair removal has quickly grown to become one of the most popular non-invasive aesthetic procedures undergone by men and women alike. Second only to Botox®, laser hair removal was undergone by over one million individuals worldwide last year alone. In order to be successful in the aesthetic industry, you must first know how to start a laser hair removal business.

Instructions

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- 1- Establish your business. Lay the groundwork for your laser hair removal business by researching and implementing a sound structure for your company. Consider legalities, licenses, permits, name, location, financing and any other requirements needed to start your practice. Research your specific city and county for any licenses or permits you may require. Apply for a state employer identification number as well as a federal identification number. Get a business license and research insurance for your company. Upon choosing a name, do thorough research to be certain that no other business holds that same name; be sure to check with the U.S. Patent and Trademark office because using a trademarked name could cause legal issues.
- 2- Develop a business plan. The most common mistake made by many business owners is to jump in head first without doing proper research and planning. By developing a sound business plan for your company, you can be better prepared for the ups and downs of business ownership. Be well aware of your finances when developing a business plan, because the money spent on start-up could make or break your business. When starting a laser hair removal business, the business plan should include the laser purchase, costs for a complete office including waiting room, reception, consultation room, treatment rooms and office space. Your business plan should also include employees needed, marketing structure and strategy. A sound business plan will keep you from making "shoot from the hip" decisions that could negatively affect your company.
- 3- Purchase a laser. Anyone can purchase a laser; it is very similar to purchasing a car or a home. Lasers can be paid for in cash, but most buyers opt to lease the lasers or pay in installments. The average laser can cost anywhere from \$60,000 to \$100,000 depending on the type of laser you purchase as well as the company you purchase it from. There are several lasers used for effective laser hair removal treatments, these include the Alexandrite laser, the Nd: YAG laser, the Diode laser, and the Intense Pulsed Light (IPL) laser. Different lasers provide different results depending on the genetic factors of each individual patient. Research the top laser companies (Candela, Cynosure, Cutera, Lumenis, Syneron, Derma Spark, Palomar and Sciton) and find a laser that will best suit your business plan and your overall clientele.

- 4- Choose your staff. While anyone can own a laser hair removal business, not everyone is qualified to operate a laser. State regulations differ across the country as to who can perform treatments. In California only nurses and doctors can perform laser treatment, in Florida, only medical aestheticians can, in New York there are no state regulations so anyone can perform the treatment. Research your specific state regulations so that you are aware of who can and cannot perform the laser hair removal treatment for your company.
- 5- Train your laser technicians. Whether you employ a doctor, nurse, NP, medical aesthetician or laser technician, all of your employees will need proper laser training before administering treatments. When purchasing a laser, the laser company will give a three or four hour training course on the laser, but this is not nearly enough training. There are several training facilities around the country that offer 20, 30 and 40 hour training courses. For thorough training as well as hands on experience, all of your employees should undergo one of these classes before beginning treatment.
- 6- Open your doors. With the above steps in place as well as a sound marketing strategy, you should be ready to open your doors to the public. As your business takes off, continue to research the latest in laser technology and continually update your machines so that you are always offering the safest, most effective laser treatments available.

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