



franchise **blueprint**

The beauty of franchising with Australian skin Clinics.

 Australian Skin Clinics™
Injectables, Laser & Rejuvenation

who are we?

We started in skin

Australian Skin Clinics has been in action for over 22 years and was originally founded as an acne clinic by Dr Douglas Grose, a passionate advocate of improving the self-esteem of acne sufferers. Dr Grose later introduced cosmetic injectables and in 1996 Australian Skin Clinics became Queensland's first "cos-medi" spa. Now Australian Skin Clinics is recognised as an industry leader in the medi-aesthetics industry.



We're the ones that care

Our treatments are proven, tested and results-driven. We aim to provide our clients with affordable and effective non-surgical treatments that work. That's why we only offer the latest and most advanced aesthetic treatments and products available.

We're the ones in blue

While our bright blue scrubs make us easy to spot in a crowd, it's our passion for achieving real, visible results for our clients that really makes us stand out from the pack. Our clients deserve to feel proud of their reflection and it's our mission to make that happen.

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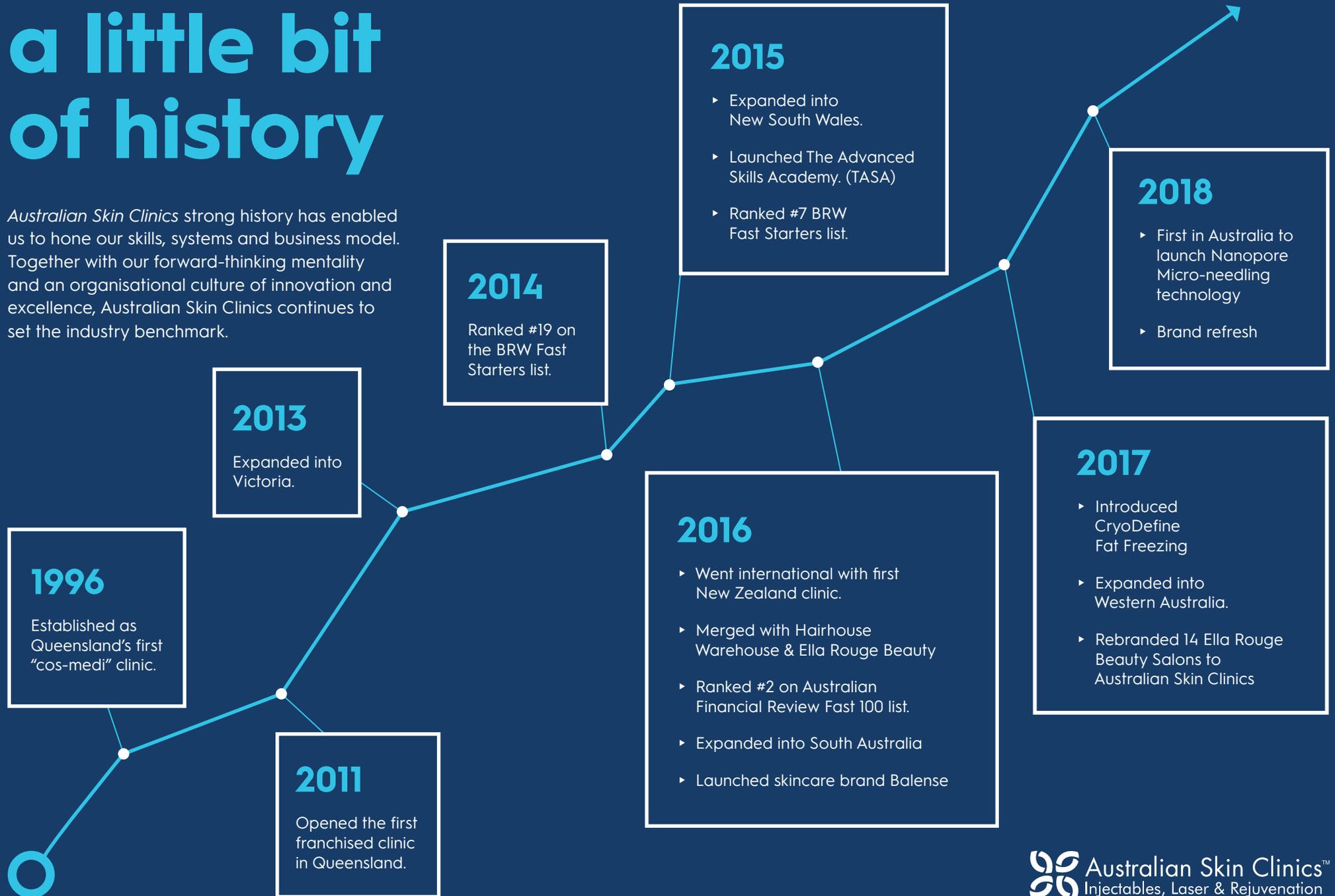
Australian Skin Clinics made the whole process very structured and organised, making the transition effortless. One of the most valuable aspects of becoming a franchisee within the brand is the support network and mentoring Australian Skin Clinics provides.

– **Courtney, Bulimba Franchisee since 2014**

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a little bit of history

Australian Skin Clinics strong history has enabled us to hone our skills, systems and business model. Together with our forward-thinking mentality and an organisational culture of innovation and excellence, Australian Skin Clinics continues to set the industry benchmark.



why us?

Quality is the best business plan.



Reputation for Experience

Put your trust in our 22 years experience. We're Australia's longest standing medi-aesthetics franchise network, and leaders in the industry.



Thriving Medi-aesthetics Industry

Own your share of a thriving \$1 billion* cosmetic market. Growing consumer demand for medi-aesthetics services predicts continued growth across every service category within the *Australian Skin Clinics* business model.



Unique Brand Identity

In an industry of historically black and white clinics, *Australian Skin Clinics* offers a unique brand identity to help you stand out. We're the ones in blue, the clinic that cares. We create a loyal relationship with our clients that transcends offers and deals from our competitors.



Dedicated Training Academy

We are the only medi-aesthetics company to offer its own dedicated training academy, you'll enjoy the benefits of advanced training and support at all levels of the business from The Advanced Skills Academy.



Proven Strategic Business Model

An *Australian Skin Clinics* franchise provides an established business model which enjoys widespread brand-name recognition and success due to its association with proven treatment methods and service products.



Rewards and Development

Embrace opportunities to grow within the system and even become a multi-unit *Australian Skin Clinics* franchisee. Be rewarded for your success through our annual national incentive schemes for franchisees, clinics and staff.

*Online panel data recalibrated to IBISWorld Australian injectable market value (2015-16).

our services

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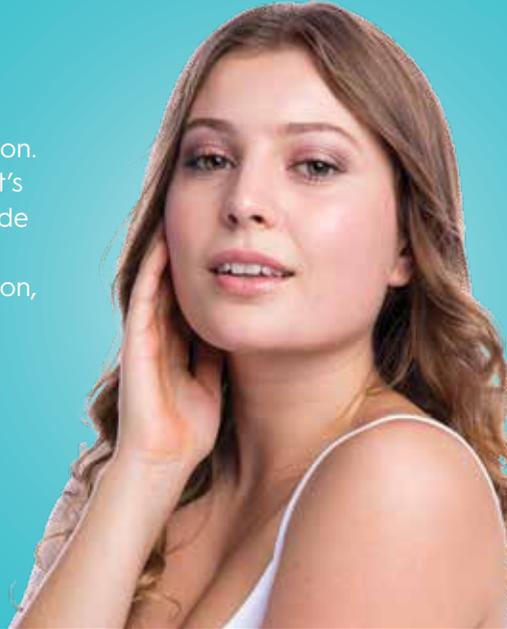
29% of Australian's aged 18+ claim to have purchased or are considering a treatment within the next 12 months.^

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^Online study conducted Nov 2018 by ASC.

Skin Treatments

From the very beginning, we have believed in feeling proud of your reflection. It's at the core of everything we do. That's why we pride ourselves on offering a wide range of results-driven, clinically proven skin treatments such as microdermabrasion, acne management, treatments for rosacea, pigmentation, scarring, sun damage, ageing and active skin care products.



Fat Reduction

Our service offering is rounded out with the recent edition of fat reduction treatments. With a dedication to stay at the cutting-edge of treatment development, combined with the high potential growth market of fat reduction, *Australian Skin Clinics* was the first major Australian medi-aesthetic brand to launch its own brand of fat freezing, *CryoDefine*. For our clients, this completes our wholistic service offering that can truly make them look and feel fantastic.



Cosmetic Injectables

In a cosmetic market worth \$1 billion*, injectables represents 23.6%. That's a market value of \$236 million. *Australian Skin Clinics* meets the market with our reputation for experience and care. All our cosmetic injectable treatments are performed by medically trained professionals in a clinical, ethical and service-orientated environment. Our medical team are supported through our dedicated medical director and in-house training with The Advanced Skills Academy.



*Online panel data recalibrated to IBISWorld Australian injectable market value (2015-16).

Laser Hair Removal

If skin is at the core, then laser is the key. Once reserved for only the rich and famous, laser hair removal has now become a normal part of everyday grooming and makes up 25% of our business. But why do clients choose us? It's all in our superior staff training, our equipment and all our laser technicians hold a Laser Safety Certificate or equivalent. We protect our clients by adhering to strict laser training and protocols to provide maximum benefit and safety to clients.



our signature style

Each clinic is thoughtfully designed to highlight the *Australian Skin Clinics* brand and the treatments and services we offer. With modern design, educational signage and pops of blue on crisp white, our clinics are welcoming while maintaining a medical edge.

Your Australian Skin Clinics fit out will feature:

- ▶ Proven and practical clinic footprint to optimise space and revenue
- ▶ Modern, high-quality 3+ room fit out
- ▶ Digital screens that introduce clients to *Australian Skin Clinics* services and products, operated by the National Marketing team
- ▶ Private consultation room where first-time clients can feel confident in receiving a detailed skin assessment of their concerns



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We chose Australian Skin Clinics because of the commitment from the Master Franchise Support Team, and the fact that there was a professional team of medical experts who actively think about the future of the business and advances in medical technology. We know that the structured approach, measured performance and expectations have led to the success of our clinic in Chadstone.

Our business has been profitable from the moment it opened and is growing rapidly. Australian Skin Clinics has continued to support us and further prompted us to open our second clinic in Highpoint, followed by a third clinic also located at Chadstone.

– Nicola and Amalia, Chadstone and Highpoint Franchisees since 2013

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how we will support you

Go into business for yourself, not by yourself.

Our People

As an *Australian Skin Clinics* franchisee, you'll have the right people on your side. You will receive direct support from our Management team, including our Chief Executive Officer, Medical Director, National Marketing Manager, National Operations Manager, National Training Manager and our IT Manager.

You will also form relationships with our highly-skilled teams in business development, digital and communications, systems support, finance and franchising.



how we will support you

Our Systems

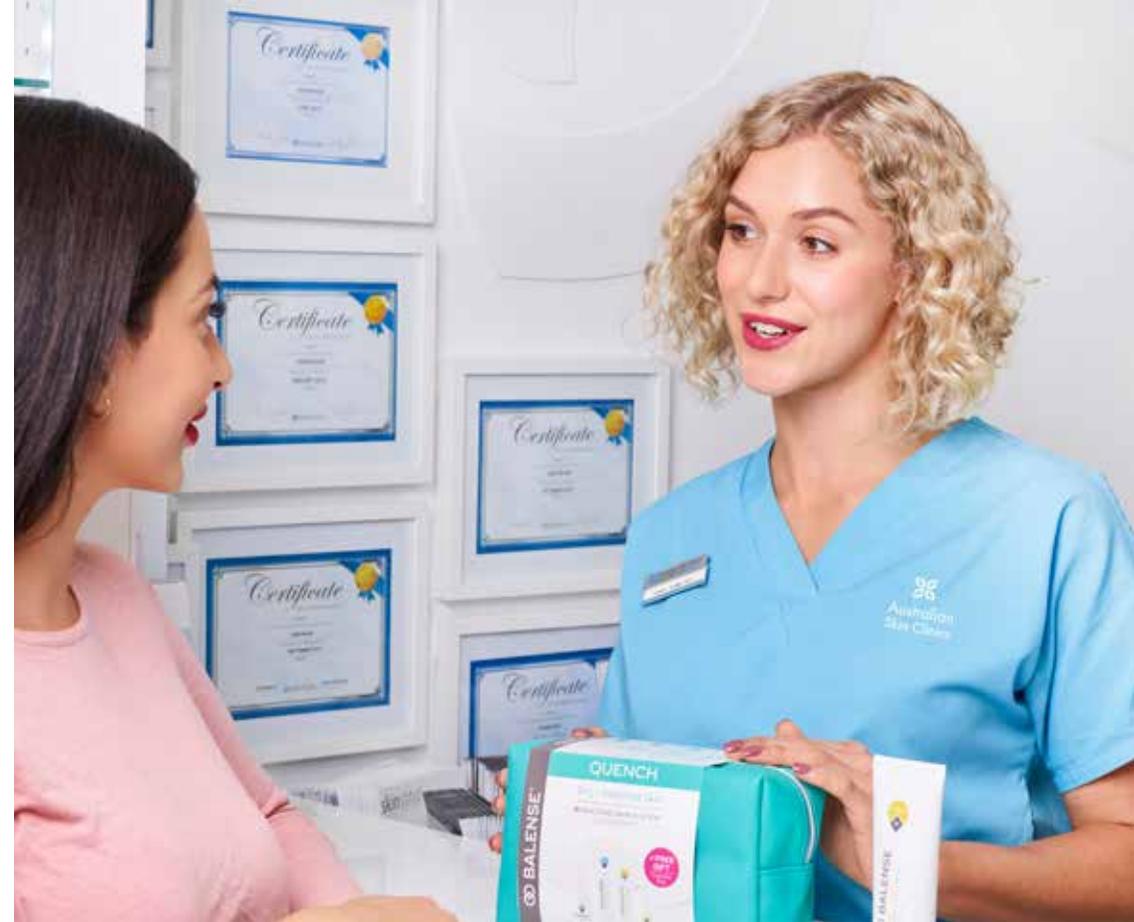
A range of researched and proven systems promoting efficiency, performance and service excellence. **These include:**

- ▶ Centralised computer systems with bespoke software
- ▶ Systemised accounts and payroll
- ▶ Benchmarking and performance management systems
- ▶ Online print management platform
- ▶ Client online store 24/7

Our Operations

We want to ensure that your business runs smoothly. To manage this, each region has a dedicated business development manager who is committed to the development of you and your team. They are on hand to assist you with store performance, support, guidance and business planning.

You'll also have access to our complete Operations manuals, covering business operation, treatment protocols, client information, consents, complaint management, laser safety and more.



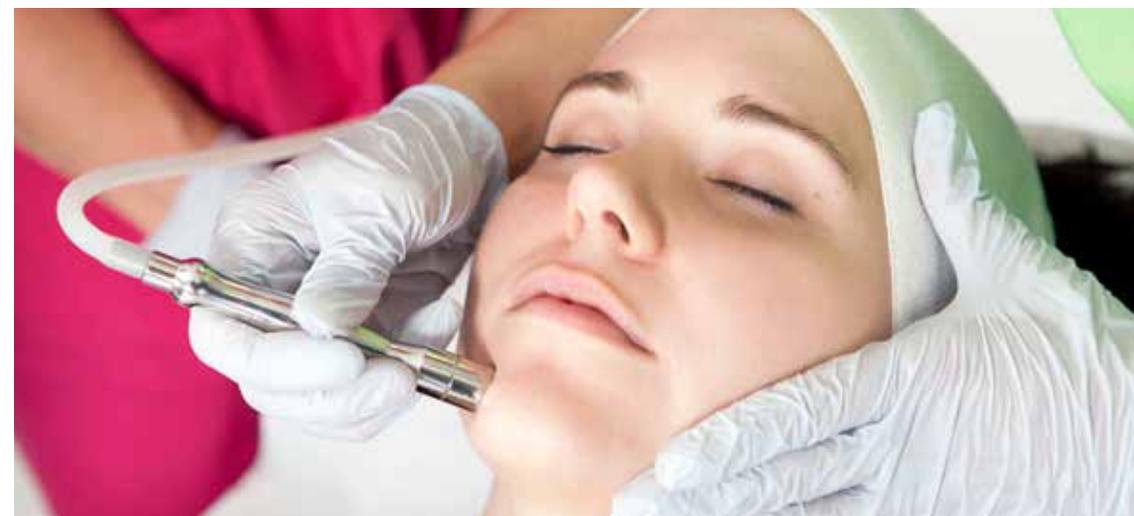
how we will support you

Our Training

Training is one of the key areas of support that *Australian Skin Clinics* offers its franchisees and is the reason we have developed our own dedicated training facility - The Advanced Skills Academy.

Initially you will undergo a week-long induction and training at The Advanced Skills Academy, located within Master Franchise head office on the Gold Coast. This will equip you with a thorough understanding of our business model, our systems, risk management and your role as Franchisee. We like to time this with the fit out of your clinic so that when the doors open, you are ready to hit the ground running!

We will also train your staff to deliver services the '*Australian Skin Clinics*' way so every client will receive a treatment of consistent quality no matter which clinic they visit.



our marketing

We've started a "blue"-vment, and we want everyone to know about it! Our dedicated marketing team of savvy digital, communications, social media and design personnel know that good marketing isn't about the things we do, but the stories we tell.

We tell the *Australian Skin Clinics* story through an ongoing multi-channelled national marketing program, producing monthly promotions and point-of-sale collateral to drive in-clinic sales.

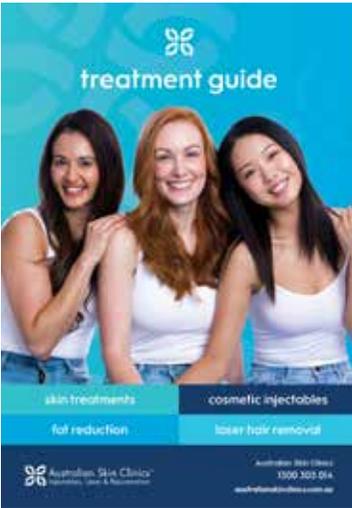
Our strategy applies consistent brand messaging across traditional and non-traditional marketing channels and is supported by local area marketing initiatives.



Pre/Post Flyers



Refer a Friend Card



Treatment guide



National Campaign - October 2018



Centre Promotion

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Before becoming a Franchisee with Australian Skin Clinics we spent a considerable amount of time evaluating the business model and systems offered by the company.

Our due diligence included financial assessment, socioeconomic analysis and research into consumer buying trends for the future. Following this research, we were extremely excited to be offered the opportunity to open our first clinic in Robina, following by a second clinic in Indooroopilly only two years later.

- Stuart, Robina and Indooroopilly Franchisee since 2012

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who you are

Forward thinking

Motivated

Passionate

Focused

Great minds think alike

We believe in building profitable partnerships. That's why we only work with people who are a good fit for our brand. The best candidates are business people looking for growth, but who are also committed to the delivery of high standards. We're looking for Franchisees who wholeheartedly embrace our philosophies and proven systems for success, and who are prepared to put significant effort into developing their franchise business.



Ready to get started? →

start your journey with us

1. Review the Franchise **Blueprint**

Tick! You're already one step towards becoming the next *Australian Skin Clinics* Franchisee. We're excited to meet you, here's what you can expect from this process...

2. Register your interest

If you haven't already, it's time to register your interest online at australianskinclinics.com.au/franchise or via email franchise@australianskinclinics.com.au. Include your name, address, email, contact numbers, budget and preferred location.

3. Informal telephone discussion

Our Franchise Recruitment Manager will call you to discuss the current opportunities and answer your initial questions. *If you choose to move forward with an application, you will be required to complete and return our non-disclosure agreement.

4. Meet with us and complete the paperwork

You will have a face-to-face meeting with our Franchise Recruitment Manager. Then it's time to complete a detailed application form and get started on the paperwork!

5. Final approval by Master Franchise

You will have an interview with Master Franchise. We'll review your final application and all the legal documentation before proceeding. If your application is successful, you'll close the deal by signing our Franchisee agreement.

6. Clinic fit out/staff and franchisee training

While we're fitting out your clinic in our signature style, you'll be with us at head office for a week-long training induction where you'll meet the whole team and learn the ropes.

7. Clinic opening!

Now the fun really begins! We'll be right there with you, providing extensive resources, tools, guidance and support along the way.

**we look forward to
welcoming you to
australian skin clinics!**

Let's touch base!

Josh Lawson

National Franchise Sales Executive, Australian Skin Clinics Franchise

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  [australianskinclinics](#)
australianskinclinics.com.au/franchise

 **Australian Skin Clinics™**
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