

IPL FOR DUMMIES

CRITICAL FACTORS IN SELECTING AN IPL MACHINE FOR YOUR BUSINESS!



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CRITICAL FACTORS IN SELECTING AN IPL MACHINE**CONTENTS:**

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CRITICAL FACTORS IN SELECTING AN IPL MACHINE

INTRODUCTION

This document has been written in an attempt to take some of the mystery out of purchasing an IPL system for the less technically minded of salon owners in Australia and New Zealand. It is easy to get confused by the raft of technical specifications that you are faced with when purchasing your first IPL system. Having been through the process myself when selecting a suitable system for the MagicSkin range of IPL systems, I know just how complicated the selection process can be.

I would like to thank Paul Kadler for his Cosmetic Dog & Lemon Guide without which I would have found it very difficult to select the right IPL machines for my own business and on which much of the following text is based.

There are dozens of IPL systems in the market to choose from but how do you make sure that the machine you are considering is actually the “*best bang for you buck*” when you have different sales people making conflicting claims as to the merits of their particular machine.

I have tried to write this document from a neutral perspective but as I am the owner of *Wear Nothing Pty Ltd* and we distribute the *MagicSkin IPL* systems, the reader should be aware that I also have a product to sell and in the handy comparison sheet which is contained in the appendix of this document I make no excuses for having taken the liberty of including our two offerings to the market on the sheet already! I hope that the reader will see that I have at least tried to inform about the key factors involved in selecting the right machine for your business without too much of a skew towards our own machines.

I have also found it useful from time to time to directly compare the two machines that we offer in order to demonstrate practical differences relating to our machines. Although I am referring to our machines, I hope that by pointing out the differences and why these are important, that the reader can then take this as a guide when comparing other IPL systems.

The potential consequences of choosing the wrong machine for your business are:

- Ineffective treatments
- Frequent adverse reactions
- High number of refunds
- High number of complaints
- Negative word of mouth

- Tarnished reputation for the whole salon
- Reduced profits because of high capital cost and consumables
- Lost revenues due to mechanical breakdown
- No insurance cover due to lack of TGA registration
- Possible insurance issues due to lack of proper staff training

In a nutshell, choosing the wrong IPL machine can be disastrous for your business. I hope that by the time you have read this document you are at least in a slightly better position to at least ask the IPL sales person the right questions which will allow you to make an informed decision about what, for many salons, will be their highest capital investment to date for their salon.

James Hay
Managing Director
Wear Nothing Pty Ltd
Noosa, QLD
16 July 2008

1. TRAINING

You can purchase the best IPL machine for the best price but if the operator has not been adequately trained your wise decision in choosing the right IPL machine could be for nothing!

Different suppliers offer different training packages with their machines. Some, I am sure, are very good and some, I am equally sure, are simply inadequate for your needs. IPL is actually a very simple procedure and you could learn the actual treatment process in very few hours and possibly go onwards and upwards with your new business without incident. However that one unusual client that is treated that should not be, could ultimately cost you, not just your IPL machine but your entire business.

If you treat a person that should not be treated or you treat someone at too high a level and they have an adverse reaction then they will have every right to take legal action against you and your business – and they will win!

I find it almost impossible to see the logic in purchasing a piece of equipment for tens of thousands of dollars and then baulking at the cost of sending yourself or your staff on a proper, nationally accredited IPL training course.

The possible negative impact of staff who have not been properly trained are:

- Lack of confidence resulting in poor results and loss of customers
- Mistakes which harm your customer
- Insurance ramifications in the event of an incident
- Decreased customer satisfaction due to improper or inefficient treatments
- Bad press in the event of an incident

Many suppliers offer a one, two or even three day onsite training course for their IPL machine. However being in the spray tanning industry myself I know what it is like to train staff in a salon environment. Constant interruptions as well as customers who must be attended to, generally mean that the training we do for MagicTan is not what it should be because of the constant distractions for staff. At least with spray tanning we are not going to hurt someone and the worst case scenario is a dodgy tan and a very upset customer. With IPL the results could be tragically different in the event of a mistake!

A professional IPL course costs in the region of \$2,500 per person. Compared with the tens of thousands you will be spending on an IPL machine I see this as a very small investment which in turn will allow you to make the most of your total investment in IPL.

Not to mention the possible costs of mistreating a patient! The tens of thousands you spend on an IPL system could be nothing compared to the costs of a malpractice law suit!

There are only a few schools in Australia which offer dedicated IPL training classes. Two which I would certainly recommend are:

The Fleming Institute in Melbourne - tel 03 9553 2461

Fuss Beauty College in Sydney – tel 02 9326 2211

2. TGA REGISTERED

In very few words it is obvious that you should only buy an IPL system that is registered with the TGA. To do otherwise is simply crazy.

Many insurance companies will not entertain you if your machine is not TGA registered and even if they do insure you it might be a different story if you need to make a claim. Ask for the TGA registration number and check out the registration on the TGA website. A few moments checking at the start may save you lots of heartache in the long term!

Go to <http://www.tga.gov.au/> - on the top right hand corner of the website you will find a link to search the product register. You then search under medical devices. In the case of the MagicSkin IPL machines you search under Wear Nothing as this is the company that registered the devices.

3. THE FUNDIMENTAL REQUIREMENTS OF AN IPL

Not all IPL's are created equal and price is certainly not a good indication of quality. In the car world you know that if you buy a Mercedes and you pay a substantial premium for the same four wheels you generally know that you are getting a pretty good product as compared to a Hyundai. Whether the Mercedes is worth that premium obviously depends on your financial circumstances but if it is quality you are after and you can afford it then why not!

The same scenario is unfortunately not so obvious when it comes to choosing the right IPL machine.

To choose the correct IPL you need to compare the strengths and weaknesses of each machine. To do so objectively you need a set of fundamental requirements to serve as a benchmark guide.

Fundamental requirements of an IPL

1. Consistent, predictable clinical results
2. Minimise frequency and severity of adverse reactions
3. Optimise return on investment
4. Minimise profit leakage

On review you will notice that there is more to choosing an IPL system than just technical performance. That is because IPL (or any other piece of equipment) should never be bought as a solitary tool that performs a specific procedure. Rather you are investing in a total solution that must satisfy your patients expectations AND make you money! One, without the other will ultimately result in disaster.

In a nutshell your IPL must deliver optimal clinical results and financial results with optimal efficiency.

4. CRITICAL FACTORS FOR EXCELLENT CLINICAL RESULTS

A) HEAD SIZE

Whilst a large head size is desirable for larger jobs such as back and legs there is a possible downside in terms of clinical results. Larger spot sizes on the wrong machine can do you (and particularly your customer) a disservice. This is because of an effect known as “perimeter loss”. In short this can be caused by two factors:

- i) Too small a power output for the spot size
- ii) Lack of tapered tunnel technology to direct the light energy directly onto the spot surface.
- iii) Quality of the lamp used by the IPL

The results of having “Perimeter Loss” are:

- i) You must overlap your shots (more shots means more \$\$\$)
- ii) A greater number of treatments required to treat an area

When choosing an IPL system it is definitely worth asking the distributor about how their particular system overcomes perimeter loss.

Following your discussion about perimeter loss the next variable to consider in terms of clinical efficacy is the size of the treatment head.

Intuitively the smaller the treatment head the more shots you need to fire to cover the same area. Consequently the smaller the head, the more likely it is that you will miss areas and the treatment will therefore be less effective. The converse is also true. The larger the treatment head, the less likely it is that you will miss areas caused by the misplacement of the spot during treatment.

Consequently the delivery of light across the entire treatment area (especially over larger areas such as the back) is more uniform and less likely to create uneven results when using the larger treatment head.

The added advantage of larger treatment heads is that their depth of penetration can be greater than that of smaller sizes.

However – a large spot size on an underpowered machine can result in the light energy being dissipated over the large spot size resulting in ineffective treatments. If you do want a larger spot size for the reasons discussed **make sure the machine you are looking at has the power to handle to larger spot size.**

In the case of the MagicSkin machines our Portable simply does not have the “grunt” to handle a spot size larger than 8 x 40mm where our Professional can easily handle the larger spot sizes.

B) VARIABLE TEMPERATURE CONTROL

The ability to control the treatment area temperature is critical for producing predictability excellent clinical outcomes. The aim of most IPL treatments is to raise the temperature of target chromophores to about 70 degrees F while ensuring the surrounding tissues remain at a safe level (usually less than 45 – 50 degrees F). This need for a differential in temperature has ramifications for different treatments.

As an example; in hair removal the target tissue (hair follicle) is deep in the dermis. Due to the depth of heat generation the ability to dissipate heat away is reduced. Consequently there is significant potential for heat to build up and induce adverse reactions.

Cooling the skin during treatment effectively dissipates the heat which in turn allows you to use higher fluences delivered at a higher repetition rate while still maintaining comfort for the patient. The net result is more effective treatment requiring fewer visits to achieve the desired result.

However not all cooling is desirable.

As an example. In superficial vascular work a head that is too cold will constrict the blood vessels, reducing the efficacy of the treatment. The result – more treatments will be required than if you could control the temperature.

Therefore any IPL that does not give you full control over the temperature of the skin (irrespective of whether the IPL has an integrated cooling system) will give you less than desirable clinical results.

Contrary to claims of manufacturers who don't provide integrated cooling it is our firm belief that temperature control is critical to clinical success. Be wary of any company that tells you that cooling is an unnecessary nicety!

In the case of MagicSkin machines the Professional can cool the head to -4 degrees whereas the Portable can only cool to zero degrees. Obviously the greater control over temperature is an advantage as compared to our Portable IPL system.

C) LONG PULSE WIDTHS

The pulse width can be defined as the length of time a pulse or rapid succession of pulses is emitted to produce a clinical shot. The ability to produce a long pulse width greatly influences the efficacy of an IPL.

A simple way of explaining this is that a short pulse width will require more energy to heat up the target tissue over the shorter period of time.

With respect to hair reduction short pulse widths tend to vaporise the hair shaft with little effect on the follicle itself. Consequently short pulse widths create temporary hair loss but fail to produce long term results.

In addition longer pulse widths are safer (especially with darker skin) to use as the energy is released over a longer period of time.

Obviously excessively long pulse widths can lead to inadequate clinical results.

Ideally you should look for an IPL system where the pulse width can be varied. This will give you the best of all worlds.

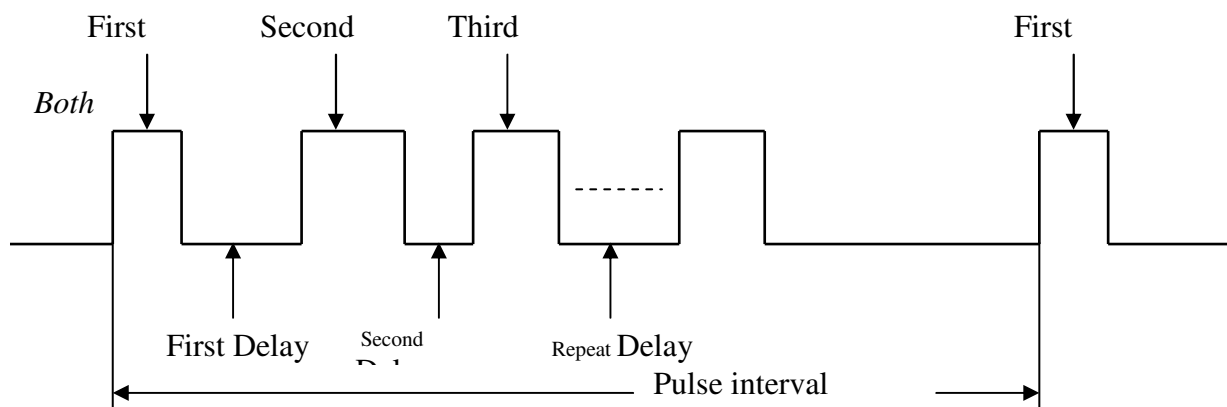


Figure 5.4

MagicSkin IPL systems have variable pulse widths.

D) HIGH FLUENCE

No discussion of clinical efficacy would be complete with reference to the fluence. The assumption is that the higher the fluence a machine delivers the more effective it is. This is true but be aware that the fluence should be measured relative to the spot size and the even distribution of power to the IPL head and treatment area.

Be aware also that the efficiency and life expectancy of the lamp used by the IPL system will have an effect on the fluence of the machine. As a lamp gets older so the power decreases to the treatment head and you should ask the distributor about this effect when selecting your IPL system.

E) VARIABLE WAVELENGTHS

The more precise you can be when targeting a particular area or problem the better your clinical results are likely to be. In hair removal for example some areas of hair such as pubic hair have deeper roots than superficial face hair (for example). You will therefore achieve better results by using the *correct* wavelength for the correct job. Longer wavelengths will penetrate more deeply and you can more directly target the area that you are seeking to treat.

In the case of MagicSkin IPL systems we offer the following filters and wavelengths:

Standard Filters	Optional Filters	Application areas
420 -1200nm		vascular & acne & pigment
	480 -1200nm	vascular, pigment, Photo rejuvenation
510 -1200nm		vascular, pigment, Photo rejuvenation
560 -1200nm		vascular, pigment, Photo rejuvenation
	585 – 1200nm	vascular, pigment, Photo rejuvenation
640 -1200nm		hair removal
690 –1200nm		hair removal
	755 -1200nm	hair removal

There are many systems on the market which offer only fixed wavelengths and limit your ability to tailor the treatment to your specific needs.

F) TRAINING

This has been mentioned before but the best IPL system in the World will not produce the desired results if you or your staff member has inadequate training!

5. CRITICAL FACTORS TO REDUCE FREQUENCY AND SEVERITY OF ADVERSE REACTIONS

Of equal importance to excellent clinical outcomes is the minimisation of adverse reactions.

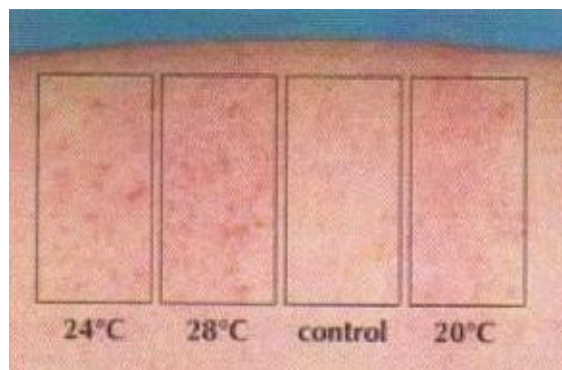
A) INTEGRATED COOLING

As already discussed in the previous section, the ability to cool the skin, especially during hair reduction therapy is critical to minimising the potential for pain, redness, burns and hyper-pigmentation. That is because the deeper the target tissue the more time it takes the heat to dissipate.

As a result, if insufficient time is allowed for the heat to dissipate between shots you can very easily build up temperature with each successive shot. So much so that the fluence that would normally not cause any adverse effects now becomes the straw that breaks the camels back.

Hence the ability to cool the skin rapidly dissipates this latent heat and minimises the chances of adverse effects due to overheating.

Despite this some distributors will tell you that contact cooling is not proven to reduce the incidence of adverse reactions. The photo below speaks for itself!



All 3 shots were made at the same fluence
The only difference between the 3 is the skin temperature

By far the most effective system for cooling is Integrated Contact Cooling (ICC). While there are several ways of producing ICC it is almost essential that your IPL machine has such a system. Any other method (such as air or chilled gel) is simply not effective.

In the case of MagicSkin machines the Professional can cool the head to -4 degrees whereas the Portable can only cool to zero degrees.

B) FILTERING

One of the chromophores most likely to cause adverse reactions is water. As water is present everywhere in the skin, if an IPL emits light that is absorbed by water then there is real potential to cause widespread damage.

Water begins to absorb light at a wavelength of 950nm. Hence any IPL that emits wavelengths above 950nm has the ability to produce adverse reactions. While contact cooling through a good ICC can help minimise these effects it does not prevent them from occurring.

In an effort to overcome the side effects of water absorption of light most (but not all) IPL's filter out wavelengths above 950nm. These wavelengths are filtered out using an infra-red filter or by way of the water jacket that also serves to cool the flash lamp. In this way the systems ensure that the light directed to your skin only contains the wavelengths that are relevant for the desired treatment.

The key point is that you should not purchase an IPL system that does not filter out wavelengths above 950nm.

5. CRITICAL FACTORS TO OPTIMISE YOUR RETURN ON INVESTMENT

Like most other pieces of equipment for your salon an IPL represents a significant financial investment. Once you have made your decision you are likely to be stuck in an operating lease which will be extremely difficult to extricate yourself from. It is therefore extremely important that you “get it right first time”

Whilst clinical efficacy is paramount we are in this business to make money so when you are choosing which IPL machine is right for you, the financial viability and profitability of each machine you are looking at will be a critical factor for the success or otherwise of your new IPL business.

In short you are looking for the “*biggest bang for your buck*” which in turn will give you the largest return on investment.

A) HIGHEST PROFIT PER SHOT

Every treatment head has a limited number of shots it can fire before it needs to be replaced. Bearing in mind that an individual treatment will attract a fixed fee it follows that the more treatments you can deliver per head, the higher your overall income will be.

If you take the income generated from a handle and divide it by the total revenue for that handle and subtract the cost of the new handle you will come up with the:

PROFIT PER SHOT.

The profit per shot is a key measure of the profitability of any machine (although other factors listed below are also important)

B) EQUIPMENT OPTIMISATION

Whilst the concept of the profit per shot is very important I would say the equipment optimisation is equally as important.

The critical factor here is TIME. The longer a treatment takes to perform the less customers you can treat in one day.

LESS TREATMENTS PER DAY = LOWER PROFITS

In addition longer treatments tie up key staff and they are stuck with the IPL when they could be performing other jobs. Critical factors here are:

i) Repetition rate

Flash lamps are hungry beasts that require a great deal of energy to produce therapeutic light. The way that IPL machines deliver these bursts of energy is through their capacitors.

Without getting too technical capacitors are large, heavy electrical components that draw electricity from your power point to store energy. This stored energy is then rapidly discharged to fire the flash lamp.

In the same way that a camera flash has to recharge after being fired, so too, capacitors have to recharge before they can fire their flash lamp. The time it takes between IPL flashes (ie/ the time it takes for the capacitors to recharge) is called the Repetition Rate. The shorter the interval between shots - the higher the repetition rate.

Your profits will to a large extent depend on the repetition rate. The faster you can flash, the less time the treatment takes and therefore the more customers you can handle in a day.

Extending our camera example, a cheap camera will take ages to recharge the flash where a professional camera will recharge the flash almost instantly... but they drain the power to do so. Power is generated by the capacitors so logically the more capacitors an IPL machine has the faster it will be able to recharge the handle.

A fast repetition rate without ICC is a double edged sword. On the one hand your machine will be available to flash every second but on the other you may have to wait between flashes to allow the treatment area to cool.

Most distributors will give you the repetition rate either in seconds or in Hz.

This only tells part of the story. In reality our Portable has only two capacitors as compared to the Professional with four. This means that the Portable machine will slow down on longer jobs where the more powerful Professional will keep flashing every second regardless of the size of the job.

In summary when you look at the claims of manufacturers that their machine will flash every second look at the number of capacitors that the machine has and draw your own conclusions.

A good indication as to the flash rate for longer jobs is the weight of the machine. Generally speaking the heavier the machine the faster it will be.

Taking all of the above factors into account we can, by way of demonstration calculate the relative profitability per head of both *MagicSkin* machines:

On a larger area such as a back:

	<u>Professional</u>	<u>Portable</u>
Revenue per treatment	<u>\$500.00</u>	<u>\$500.00</u>
Number of shots required	300	500
Cost per shot (shots per handle divided by cost per handle)	6.25c	6.25c
Cost of treatment	\$18.75	\$31.25
<u>Profit from treatment</u>	<u>\$481.25</u>	<u>\$468.75</u>
<u>TIME FOR TREATMENT</u>	<u>45 minutes</u>	<u>60 minutes*</u>

* If the machine slows down during larger jobs the difference between the two times can be much greater. We have a client who cut her time for a back treatment from over two hours to one hour because of the consistently fast flash rate on the Professional.

On smaller areas such as underarm:

	<u>Professional</u>	<u>Portable</u>
Revenue per treatment	<u>\$100.00</u>	<u>\$100.00</u>
Number of shots required	40	40
Cost per shot (shots per handle divided by cost per handle)	6.25c	6.25c
Cost of treatment	\$2.50	\$2.50
<u>Profit from treatment</u>	<u>\$97.50</u>	<u>\$97.50</u>
<u>TIME FOR TREATMENT</u>	<u>20 minutes</u>	<u>20 minutes</u>

As you can see the smaller machine is equally as efficient and profitable as the larger machine on smaller jobs. However the larger spot size results in both higher profits and time savings when it comes to larger jobs.

ii) Range of wavelengths

An IPL lamp can emit a range of wavelengths from 400nm to 1200nm. Within these ranges a number of conditions can be treated. It follows that the more wavelengths your IPL can produce the more treatments you can offer.

Basically the more treatments you can offer the less it is likely your machine will have any downtime. A wide range of wavelengths is a critical factor in optimising your IPL machine.

Available wavelengths are:

420	Photodynamic therapy
520	Pigmented lesions
560	Vascular and pigmented lesions
640	Collagen stimulation/hair reduction
690	Hair reduction (deeper hair)
755	Hair reduction in dark skin

The different wavelengths can be achieved through either separate handles (more cost) or a filter system. Some IPL machines simply offer static wavelengths.

iii) Number of heads

Different machines come with a different number of heads. More heads results in greater time efficiency but the more heads you have the better the value for money as replacement heads are going to cost you \$\$\$\$.

If you have a machine with a filter system where all heads can be used for the same treatment, the ability to switch heads and spot sizes easily during a treatment will maximise your efficiency and reduce treatment times substantially.

iv) Spot sizes

Larger spot sizes mean less flashes for larger treatment areas such as backs. Less flashes means less costs (each flash costs you money) but equally importantly less flashes means less time on the job and more customers in a day!

You charge the customer the same \$500 for his back but with a larger spot size your cost for the treatment (the number of flashes) is lower and the time taken for the treatment is less. It is a Win Win for your business!

v) Portability

It makes sense that if you can take your machine to the customer or to different locations this could increase your market and therefore your revenue. Portability is a double edged sword though as it generally means lighter weight. Referring to the section on capacitors and repetition rate above, this portability will come with a cost in terms of the repetition rate. On the one hand you gain because of your portability; on the other you lose because jobs will take longer because your machine will slow down in bigger jobs.

vi) Continuous working time

Some manufacturers will give you this in their specs and others will not. It is certainly a question you should be asking when you select your IPL machine. Smaller (lighter)

machines with less capacitors will generally have a smaller continuous working time. In the case of the two machines we sell our Portable has a continuous working time of 4 -5 hours whilst the Professional is 12 -14 hours. It goes without saying that if you have a machine that requires a break after 4 hours of work it will be less profitable than a machine that can work all day without a break!

C) MARKETING SUPPORT

Obviously if a distributor provides you with marketing support your profits should increase as a result. It is a relatively small factor to consider but is definitely worth a tick when the supplier offers this free of charge.

6. CRITICAL FACTORS TO MINIMISE PROFIT LEAKAGE

A) TREATMENT HEAD REPLACEMENT

The key factors to consider here are:

- Number of heads
- Life expectancy of heads
- Cost of replacement heads/lamps

i) Number of heads

Obviously the more heads you get with your IPL machine the better value it is for you.

In the case of our machines the Professional has three handles compared with the Portable which has one. You immediately get an extra \$5,000 of value with the Professional because our handles cost \$2,500 to replace!

ii) Life expectancy of the heads

A head that can produce 100,000 shots per head is obviously better than a head that will only produce 10,000 shots before it is replaced. The calculation is simple:

100,000 flashes per head; head costs \$8,500. Cost per flash = \$0.085

10,000 flashes per head; head cost \$2,500. Cost per flash = \$0.25

A significant difference!

A back can take up to 500 flashes for one job. At 8.5 cents per flash the cost to you is \$42.50. At 25 cents per flash it will cost you \$125. It will not take long to eat up your profits with this cost differential!

Be careful with claimed life expectancy of lamps. We have seen claims of 100,000 flashes using the same lamp as our machines use. We recommend no more than 40,000 flashes per lamp. This is because beyond that point the efficacy of the lamps is greatly diminished and you will not treat the client as well as you could which could lead to a loss of business.

iii) Cost of replacement lamps/heads

Obviously the cost per flash is dependant on the cost of replacing the lamp or head. Use the same calculation as above for calculating the cost per flash.

Be careful that your distributor tells you the cost of both the lamp and the whole treatment head. Sometimes treatment heads are classified as consumable items and have a limited life span.

Make sure that you are not in for a nasty surprise down the line by asking the following questions:

- The expected life of the handle
- The cost of replacing the handle as opposed to just the lamp

iv) Cost of replacement filters

Every filter has a life expectancy. Make sure that you ask how much the replacement filters will cost and their life expectancy. This is another area where potential financial shocks await you if you have not asked the question!

It is also worth asking if the sapphire crystals used in the machine are real or man-made. In general real sapphire crystals will have a longer life expectancy.

B) BREAKDOWN/TECHNICAL SUPPORT

Obviously with any machine the profitability will be affected by the reliability of your IPL machine. It is difficult to include this in the profitability calculation but it is a factor that must be taken into account with any decision that you make.

7. PROFITABILITY ANALYSIS

The table on the next page might help you in selecting an IPL machine that delivers the maximum *bang for your buck*. We have included both of our systems on this comparison chart but left space for you to add other machines for comparison.

Good luck with your selection !

IPL Comparison Spreadsheet PROFITABILITY ANALYSIS

	HS300A	HS350E	Another IPL
Cost of the machine	\$24,990.00	\$36,990.00	
Expected life of the machine	5 years	5 years	
Cost of replacement lamps	n/a	n/a	
Cost of replacement heads	\$2,500.00	\$2,500.00	
Number of flashes per handle	40,000	40,000	
Replacement cost per filter	\$150.00	\$150.00	
Number of flashes per filter	120,000	120,000	
Spot Size	12 x 35	12 x 25 12 x 35 15 x 50	
Continuous working time	3 - 4 hours	12 hours	
Average flashes per job (a)	200	150	
Average time taken per job (b)	45 minutes	30 minutes	
Total potential jobs per day (8 hour day)	10.67	16.00	
Average revenue per job	\$200.00	\$200.00	
Total revenue potential per day	\$2,133.33	\$3,200.00	
Average cost per job (flashes)	\$12.50	\$9.38	
Average cost per job (filter)	\$0.20	\$0.15	
Shots per appointment	200	150	
Revenue per appointment	\$200.00	\$200.00	
Cost of treatment	\$12.70	\$9.53	
Profit per treatment	\$187.30	\$190.48	
Total maximum revenue per day	\$1,997.87	\$3,047.60	
Cost of machine per day ('c)	\$16.02	\$23.71	
Assume 25% capacity - revenue	\$499.47	\$761.90	
Profitability of machine per day	\$483.45	\$738.19	

Notes:

(a) difficult to estimate exactly but the Professional has the option of the larger spot size which will reduce the number of flashes per job on average.

(b) the faster discharge rate and the larger spot size results in a reduction in the average time taken for a job. In most cases this can be quite significant.

IPL comparison Spreadsheet

	MagicSkin Portable	MagicSkin Professional	Another IPL
Standard wave length	420-1200 510-1200 560-1200 640-1200	420-1200 510-1200 560-1200 640-1200 690-1200	
Pulse Energy	10 - 50 Jcm2	10 - 50 Jcm2	
Pulse Sequence	2/3/5 pulses	2 - 15 pulses	
Pulse Duration	2 - 20 ms	2 - 20 ms	
Number of spot sizes	1	3	
Number of Multi Function spot sizes	1	3	
Spot Size	12 x 35	12 x 25 12 x 35 15 x 50	
Continous working time	3 - 4 hours	12 hours	
Delay between pulses	6 - 60 ms	5 - 60ms	
Repetition rate	1 - 3 Hz	0.5 - 2 Hz	
Power	800W	2000W	
Capacitors	2	4	
Operating interface	B/W	Colour/touch scr	
RF OPTION available	No	Yes	
Integrated skn cooling	-4 - 0 degrees	-5 - 0 degrees	
Cooling System	Air & hermetical water cycle	Air & hermetical water cycle	
Discharge rate	1 second	1 second	
Flashes per lamp	20,000 (guaranteed) 40,000 (max)	20,000 (guaranteed) 60,000 (max)	
Type of lamp	Xenon	Xenon PLUS	
Number of hand-pieces	1	3	
Cost for hand piece	\$2500 + gst	\$2500 + gst	
Cost for new lamp	inc in handle	inc in handle	
Comprehensive starter pack	YES	YES	
Client treatment forms	YES	YES	
Marketing assistance	YES	YES	
Free inclusion on website	YES	YES	
Life of filters	3 handles	3 handles	
Weight	29kg	82kg	
Guarantee	1 year (extendable)	1 year (extendable)	
Cost for new filters	\$150 + gst	\$150 + gst	
Nationally recognised training	YES	YES	
TGA registered	YES	YES	
CE Medical approval	YES	YES	
Number of flashes per filter	80,000	80,000	
Cost of machine	\$24,990 + gst	\$35,990 + gst	

Best specs

Some very conservative Profit Projections for IPL

Hair Removal (Under Arm)

No. Clients	Per Visit Cost	Cost per Treatment	Daily Profit	Weekly Profit	Annual Profit
1	\$ 63.00	\$4.00	\$ 59.00	\$ 354.00	\$ 17,700.00
2	\$ 63.00	\$4.00	\$ 118.00	\$ 708.00	\$ 35,400.00
5	\$ 63.00	\$4.00	\$ 295.00	\$ 1,770.00	\$ 88,500.00
7	\$ 63.00	\$4.00	\$ 413.00	\$ 2,478.00	\$ 123,900.00
10	\$ 63.00	\$4.00	\$ 590.00	\$ 3,540.00	\$ 177,000.00

Hair removal (Bikini)

No. Clients	Per Visit Cost	Cost per Treatment	Daily Profit	Weekly Profit	Annual Profit
1	\$ 63.00	\$4.00	\$ 59.00	\$ 354.00	\$ 17,700.00
2	\$ 63.00	\$4.00	\$ 118.00	\$ 708.00	\$ 35,400.00
5	\$ 63.00	\$4.00	\$ 295.00	\$ 1,770.00	\$ 88,500.00
7	\$ 63.00	\$4.00	\$ 413.00	\$ 2,478.00	\$ 123,900.00
10	\$ 63.00	\$4.00	\$ 590.00	\$ 3,540.00	\$ 177,000.00

Hair removal (Brazilian)

No. Clients	Per Visit Cost	Cost per Treatment	Daily Profit	Weekly Profit	Annual Profit
1	\$ 98.00	\$ 8.00	\$ 90.00	\$ 540.00	\$ 27,000.00
2	\$ 98.00	\$ 8.00	\$ 180.00	\$ 1,080.00	\$ 54,000.00
5	\$ 98.00	\$ 8.00	\$ 450.00	\$ 2,700.00	\$ 135,000.00
7	\$ 98.00	\$ 8.00	\$ 630.00	\$ 3,780.00	\$ 189,000.00
10	\$ 98.00	\$ 8.00	\$ 900.00	\$ 5,400.00	\$ 270,000.00