



## A New Concept in Superior IPL treatments has arrived in Australia!

Wear Nothing Pty Ltd, the company who brought you *MagicTan* is delighted to announce the arrival of a new range of IPL machines in Australia that will allow even the smallest of beauty or hair salon to join the highly profitable world of IPL treatments. Machines which were available to only the largest salons and cost anywhere from \$60,000 to \$200,000 are now available at a fraction of that cost.

*MagicSkin* will emulate the *MagicTan* model of a network of national salons which are promoted nationally and drive business to you the salon owner!

With *MagicSkin* enter the following lucrative markets today!

- Permanent hair reduction
- Reduction of pigmented lesions
- Reduction of vascular lesions
- Skin rejuvenation

### **Waxing is dead!**

Imagine a machine that costs you only \$19 per day, that takes 10 minutes to complete a treatment that earns you \$140 profit ! That is what *MagicSkin* offers your business!

Salons that paid \$60,000 + for their machines have to charge high prices for treatments in order to recoup their capital outlay. With *MagicSkin* you can charge 50% of what is currently being charged and make IPL treatments affordable for a large proportion of the community. The market for affordable permanent hair removal will be huge! Other treatments are a bonus and simply cream on the cake for your business!

Why wax when for slightly more money you can get rid of your hair for two years or more using IPL ?

### **The Technology**

IPL (Intense Pulse Light) is technically not a laser. IPL unlike laser uses white light composed of many frequencies compared to laser which has only one frequency. IPL with multiple wave lengths therefore has the ability to treat more problems with the skin.

## **MagicSkin**

*MagicSkin* will have a network of salons across Australia offering affordable skin treatments to customers including permanent hair removal, skin rejuvenation, reduction in skin pigmentation and reduction of vascular lesions. The effectiveness of IPL treatment on these conditions is well documented but there has been a barrier to many customers of seeking such treatment due to the high process charged up until now by salons.

## **Our Machines**

Wear Nothing are the exclusive distributors for med Apolo and *MagicSkin* will utilize two of their systems for their salons across Australia.

### **HS300A Portable IPL**

The HS300A is a powerful IPL machine which will enable the salon to perform any IPL treatment effectively. Its medium weight (29kg) means that transportation is easy if you want to move the machine from salon to salon or perform a mobile service.

Also ideal for salons starting IPL for the first time and wanting to get to know the technology and market without a high capital outlay.



**Cost: \$24,990 + GST**

### **HS350 Professional**

The HS350 Professional from Apolo is as powerful and technically advanced as some of the most expensive machines currently available in Australia. Treatments are fast and efficient and your clients will see results faster than most machines on the market today.

Look at the specifications of the Professional and compare to other machines at the high end of the market. You will be pleasantly surprised !

**Cost: \$36,990 + GST**



## Choosing the right IPL machine for your business.

There are many manufacturers and many machines on the market. All make conflicting claims about their machines. It can be a daunting task for the uninitiated to choose the machine that is right for their needs. Indeed choosing a machine that works can also present the salon owner with major problems. Any IPL system that claims it is painless for example is probably an IPL system that does not work !

We recommend thoroughly researching your purchase before making any decisions to buy. Compare the performance of each machine you are looking for and, of course, compare prices. Which machine will give you the best bang for your buck?

A good site is <http://www.medicalspamd.com/> and look for a very good article called “the IPL Dog & Lemon guide” It compares different machines and will tell you what to look out for.

The basics facts on our machines are in this table. We will be happy to provide you with any more information on request.

		
Standard wavelength range	420~1200nm (Acne & vascular) 520~1200 (pigment rejuvenation) 620~1200 (hair removal & wrinkles)	420~1200nm (Acne & vascular) 520~1200 (pigment rejuvenation) 620~1200 (hair removal & wrinkles)
Pulse Energy	10~50J/cm2	10~50J/cm2
Pulse sequence	2/3/5 pulses	2/3/5 pulses
Pulse duration	2~20ms	2~20ms
Spot size	8 x 40mm	8 x 40mm
Continuous working time	3 – 4 hours	8-12 hours
Delay between pulses	5~60ms	5~60ms
Repetition rate	1~3Hz	0.5~2Hz
Power	800W with 2 x capacitor	2000W with 4 x capacitor
Operative interface	6” dual colour LCD	8.4” colour LCD
Integrated skin cooling	0 to 5 degrees C	-4 to 0 degrees C
Cooling System	Air & Hermetical water cycle	Air & Hermetical water cycle
Discharge rate	1 second	1 second
Flashes per lamp	20,000 (guaranteed) – 40,000	20,000 (guaranteed) – 40,000
Cost for a new lamp	\$2,500 + GST	\$2,500 + GST
Number of lamps with system	1	3
Physical dimensions	49(L) x 46 (W) x 39 (H) – cm	52(L) x 46 (W) x 118 (H) – cm
Number of hand pieces	1 (interchangeable sapphire crystals)	3
Weight	29kg	80kg
Price	\$24,990 + GST	\$36,990 + GST
Extended to 3 year warranty	\$5,000 + GST	\$8,000 + GST
Finance over 3 years	\$882 per month (\$29 per day)	\$1,298.35 per month (\$43 per day)
Finance over 5 years	\$594 per month (\$19 per day)	\$873 per month (\$28 per day)

## **So what does this mean?**

In simple terms the Professional might take 5 treatments against 6 for the portable and a 10 minute treatment with the professional might take 15 minutes with the Portable. If you are extremely busy. Both will treat all conditions well but the Professional will do it more quickly.

## **What is included in the Price?**

Your IPL machine delivered to your salon

Training on the operation of the machine (approximately 3 hours)

Training for 2 people at nationally recognized training establishment (5 day course)

One year replacement guarantee (if your machine breaks down a new one will be sent you and your machine will be repaired and sent back to you)

Inclusion on the *MagicSkin* website with associated marketing

Promotional materials

Protective eyewear for operator and customer

1 gallon medical gel

4 *MagicSkin* towels & 6 *MagicSkin* face cloths

## **What is not included in the price**

Flights and accommodation in Melbourne for training course




More than two people for training course

## **Training**

Many IPL distributors offer their own on site training. *MagicSkin* believes that it is important for staff to be trained professionally and with this in mind we have teamed up with the only nationally recognized training establishment in Australia for 2 members of your staff to attend their 5 day IPL training course which leads to national certification. The cost to attend this course is \$2,500 per person so you are getting \$5,000 of value when you buy the *MagicSkin* IPL systems! AND – you can be sure that you and your staff have been properly trained.

If you have more staff that you would like to be trained we can offer special discounted rates. Please enquire about costs.

## Ordering your system:

		
Deposit on order	\$8,000.00	\$12,000.00
Balance on installation	\$19,489.00	\$28,689.00
Total	\$27,489.00	\$40,689.00

Figures above include GST

## Delivery Time

2 – 4 weeks from order

Training should be completed before delivery of system

## Typical Treatment times and costs

Treatment	Shots	Time*	Cost**	Current typical charge ***
Upper lip	6	1 minute	\$0.75	\$50.00
Chin	20	2 minutes	\$2.50	\$60.00
Bikini Line	60	4 minutes	\$7.50	\$150.00
Armpits (2)	40	4 minutes	\$5.00	\$100.00
Full leg (2)	500	40 minutes	\$62.50	\$550.00
Back	400	40 minutes	\$50.00	\$400.00

\* initial times might be slower until you become more experienced

\*\* cost based on guaranteed number of flashes per lamp (20,000)

\*\*\* *MagicSkin* would like to charge 60% of current charges

## For more information please contact:

Wear Nothing Pty Ltd  
 PO Box 1647  
 Noosa Heads  
 QLD 4567  
 Tel: 07 5455 4655  
 e-mail: [tan@wearnothing.com.au](mailto:tan@wearnothing.com.au)