

STOP!

AVOID THE 3 MISTAKES

**Before Having
Laser Hair
Removal**



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This guide highlights the 3 biggest mistakes people make before having laser hair removal.

I've purposely kept this guide brief because we're continuously bombarded with information on the internet and the last thing people need or want is a guide that's very complicated or long to read.

Even though it will only take most people about 5 minutes to read, I promise that it will save you money if you decide to undergo laser hair removal...

...so let's get started!

MISTAKE 1

**Purchasing a
Home Laser Hair
Removal Device**

1

Don't even bother with any of the home laser hair removal devices, as they're a complete waste of time and money.

After discovering the price of laser hair removal, most people decide to look for cheaper options. The first place they look is home laser machines available from Argos or Boots.

They often think, Wow! Only £199 for a few sessions with this and my hair will be long gone. So what do they do? They buy a home device only to be very disappointed with the results.

I can't tell you how many of my clients have purchased these machines only to store them at the bottom of their drawer because they are so ineffective.

Don't just take my word for it; check out the negative customer reviews on the Argos, QVC and Amazon websites. In fact, if you visit eBay or Amazon, you can probably buy a second hand device for half the price.

The reason they are so useless is because in order for manufacturers to obtain FDA approval for home use, they have to reduce the power settings to prevent consumers from burning and damaging their skin. Don't become brainwashed by the manufacturers' eye-catching brochures for these devices. They're simply not powerful enough to be effective.

Professional lasers, on the other hand, are much more powerful. That's why laser technicians wear goggles to protect their eyes and use special gel to prevent your skin from burning during the procedure. They also require a high level of training and education before using any of these lasers.

To put it all in perspective, compare the difference in size and price of two lasers: one is a home laser that ***Costs £199 and the other is a professional laser costing anything from between £20,000 to £80,000***



Professional Machine



Home Laser Machine

It's obvious that home lasers just aren't powerful enough to remove your unwanted hair.

MISTAKE 2

**Paying Full Price
for
Top-Up
Treatments**



Most people assume that after undergoing one course of laser treatment, the hair is gone forever, never to return again. Unfortunately, these same people are usually quite disappointed when their hair eventually returns.

First of all, it's important to realise that laser hair removal is not 100% permanent, despite what you may have read. The end result is approximately an 80 to 90% reduction in hair growth.

However, this result will depend on your particular skin type and hair growth. Hence, it's impossible for any clinic to quote you an exact percentage of hair removal, as every client is different.

Therefore, you will experience some regrowth in the future. In fact, some people may experience regrowth up to a year after undergoing treatment.

For example, some of my clients have returned a year later for a top-up treatment, whereas other clients don't have to visit me for 2 to 3 years for top-ups. Regardless of the time frame, I have noticed that the hair of those clients who return for top-up treatments is usually much finer and thinner and not as noticeable.

I'm sure this may be disappointing to a paying customer who expects to remain hair-free for the rest of their life after only one treatment, especially after paying the high price for a laser course.

Hence, when you're searching for a laser hair removal clinic, my advice is to ask if they provide a discount for future top-up treatments. Even if the

clinic receptionist tells you that the procedure produces permanent results, it's not true! Many people make the mistake of selecting a laser clinic that charges full price for any top-up treatments.

2.1 So always ask for a discount!

At my clinic, we are so committed to client satisfaction that if you book a course of 12 laser hair removal sessions, we offer one free top-up session per year for the rest of your life.

2.2 Why do we do this?

Well, think about it. When my clients see positive results and have the assurance of receiving free top-up sessions once a year for life, they naturally tell their family and friends about us. I get repeat referrals and my clients get positive long-term results.

It's a win-win situation for everyone!

MISTAKE 3

**Choosing the
Cheapest Offer**



In life, it's very tempting to choose the cheapest offer. Most consumers think, why pay more when I can get it cheap?

However, when it comes to laser hair removal, don't make your decision based on finding the cheapest deal. Learn exactly what's involved before spending your money.

Ask the following three questions before you make a decision:

- 1. What type of laser machine is used?**
- 2. Do you offer discounts on future top-up sessions?**
- 3. Does the price include a free consultation and patch test?**

Type of Laser Hair Removal Machine

Most clinics and salons use two types of hair removal machines: the intense pulse light machine (IPL) or the laser machine.

The difference between the two machines is mainly the wavelengths they use. The laser uses one single wavelength and the IPL machine uses pulses containing different wavelengths.

3.1 Which One Is Best?

When you contact a clinic or salon that uses the IPL machine, they will obviously claim theirs is the best. Conversely, when you contact a clinic or salon using a laser machine, they'll say theirs is the best. The bottom line is that whoever you contact will claim their machine is the best for removing unwanted hair.

A great way to discover which machine is most effective for removing hair is visiting online forums where real people discuss their experience with both of these machines.

Type "laser hair removal forums" in Google and you'll find answers from actual clients.

The forum I use for research is the PCOS community. These people suffer from a condition that causes excess hair growth. Therefore, PCOS sufferers are regular users of laser hair removal machines.

You can check out the forum by visiting this link <http://www.verity-pcos.org.uk>. You will find hundreds of posts from people who have experienced better results with a laser machine than an IPL machine.

To put it into perspective, an IPL machine can be purchased for less than £10,000, whereas the top laser machines cost at least **£50,000**.

3.2 Do You Offer A Discount For Top-Ups?

Regardless of which machine or clinic you choose, you'll eventually require regular top-up sessions. Certain parts of the body such as your arms or legs require less top-ups than your face because of the follicle density in these areas. However, all clients will require top-up sessions at some point, as laser hair removal is only 80 to 90% Permanent hair reduction.

If your salon used an IPL machine instead of a laser machine, it's very probable that you will be returning quicker for a top-up treatment. Hence, make sure you inquire about some type of discount for these follow-up

sessions. To be honest, you will probably be charged full price because these businesses depend on repeat business.

3.3 Consultation And Patch Test

Last but not least, ask if you have to pay for a consultation and patch test. Anyone who decides to have laser hair removal requires an in-depth consultation prior to treatment and a patch test at least 24 hours prior to treatment.

The vast majority of clinics provide free consultations, but you may have to pay £25 for a patch test. This amount is usually deducted if you proceed with the treatment.

I personally don't agree with charging clients for a patch test. I prefer that my clients have time to reflect on the consultation and decide whether they want to proceed with laser hair removal rather than worrying about losing £25.

It's a major decision to have a powerful laser blast your skin, so take some time to make your decision.

Ask yourself the following questions:

- ▶ **Did I feel confident with the practitioner?**
- ▶ **Was the salon or clinic clean?**
- ▶ **What type of laser machine do they use?**
- ▶ **Did I feel comfortable?**

Remember, cheaper isn't always better!

I hope you enjoyed reading this guide

All the best

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<http://www.affordable-laser-hair-removal.com>