

The difference
between a
£70K laser
and a
£17K laser.

come
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Dear fellow Salon owner,

Have you been thinking about buying a laser for your salon or clinic?

Perhaps you've started looking at the price range and you're feeling daunted and maybe even a bit sick

£17K or £70K... wow that's a huge difference in price isn't it!

Well over the past 17 years in my chain of salons, I've bought and used a £70K laser, a £55K laser, a £32K laser, a £17K, a £14K laser, and actually more!

There must be a HUGE difference in the quality of these machines, the results you get, the longevity etc etc?

Well here I'm going to tell you exactly what the difference is between the £70K laser which I use for hair removal, and the £17K one which I also use for hair removal *(By the way I still use both)*.



Rachael

Rachael Hyland
Salon Owner & Laser Expert

The £70k Laser

This is a Diode laser hair removal device. It's fantastic at removing hair. It's a very well known brand called a **Soprano Ice**... you may have heard of it.

This laser;

- emits a red laser light which effectively destroys hair
- has a virtually 'pain-free' mode, which is great for sensitive areas
- also has a standard mode or 'fast mode', which allows you to treat half legs in about 20 mins
- can be used on all areas of the face and body
- is very easy to operate with a touch screen
- can be used on all skin types from the palest to the darkest.

The £17K Laser

This is a Diode laser hair removal device. It's fantastic at removing hair. It's not a very well known brand called **Evolution Ice**... you've probably not heard of it.

This laser;

- emits a red laser light which effectively destroys hair
- has a virtually 'pain-free' mode, which is great for sensitive areas
- also has a standard mode or 'fast mode', which allows you to treat half legs in about 20 mins
- can be used on all areas of the face and body
- is very easy to operate with a touch screen
- can be used on all skin types from the palest to the darkest.

So far they're looking pretty identical aren't they! Let's carry on and I'll get more specific...

The Specifics of the two lasers

So here's some more information to compare the two...

	£70k Laser	£17k Laser
Hair Removal Results	See improvement in 1-2 sessions	See improvement in 1-2 sessions
Full Results	6-9 sessions required	6-9 sessions required
Price I Charge eg. Underarms	£70-£80 per session	£70-£80 per session
Pain Free Mode Speed	10Hz (10 shots per second)	10Hz (10 shots per second)
Standard Mode Speed	1-3 Hz (1-3 shots per second)	1-3 Hz (1-3 shots per second)
Wavelength	808nm (755nm, 1064nm)	755nm, 808nm, 1064nm
Lifespan of Laser source (then you need to replace)	10 million shots	20 million shots
Cost to replace the Laser source	Approx £12K	Approx £3K

So let me explain this chart to you...

The Results

Both of these lasers deliver great results. If you have the correct client which the right colour hair (*medium to dark, fairly coarse hair*) you will see an improvement in 1-2 sessions.

I get great results with both - in fact it's really hard to separate them. After a course of treatments, so 6-9 sessions the client will have 70-95% hair reduction.

The price I charge

Maybe you'd think that since the £70K laser is over **FOUR TIMES** more in price, that I'd charge the client four times more?

Well I don't because clients won't pay £320 per session for laser hair removal on their underarms, when they can pay £80 for either machine.

So basically I charge the same price regardless of which machine I use - because the clients are paying for the results (and for me - the laser expert - to deliver those results), they're not paying for the machine.

The Technicalities

Both systems operate in motion (pain free mode). This is where you pass over the area you're treating again and again building up the heat gradually, which makes it less painful.

They also both operate in a standard mode. This is where you pass over the skin just once, and this makes the treatment much quicker.

They also both have the same size of laser head. The laser beam comes out of something called an aperture, it's like a square glass block which touches the skin. This is the same size for both.

You'll see on the chart a slight difference in the wavelengths. My £70K machine has just one colour of red light but there is a version of that machine which has all 3 wavelengths like my £17K machine. So for argument's sake, we'll treat that as a similarity.

The Lifespan

The £70K laser has a lifespan of 10 million shots, whereas the £17K laser has a lifespan of 20 million shots.

I use the same number of shots per treatment with both systems. When the shots run out, you need to pay for a new head. (A bit like replacing an expensive light bulb and the fitting all in one go)

I get double the amount of shots from the £17K machine (so twice as many treatments). When the head needs replacing on the £70K machine, it costs about £12K to do that, in comparison with around £3K to replace the head for the £17K machine.

So after all that you're now thinking...
well Rachael what is the difference??

Do you get better training? No - I've had both

Are the results better? No definitely not, they're the same (and it's not down to the user, because I use them both)

Do you get 4 times more clients coming for the £70K laser because of its' name? Actually you don't, you get some clients (less than 3%) asking for the well-known brand, but in reality it's negligible.

Do you get more longevity? No, as you've just seen, you actually get less shots with the £70K machine.

So I'll tell you what the difference is.

It's the name, the badge on the front, the bragging rights... you get to say you have a £70K machine, and the marketing which goes along with it.

For some Salon Owners, that's really important. They want to use a machine which is used by celebrities in the most expensive clinics and salons in the country.

But in reality, the results, the speed, the usability, and everything else is the same.

In my experience 99% of clients don't know the difference between one machine and another. They are only really interested in the results, which is removing hair!

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