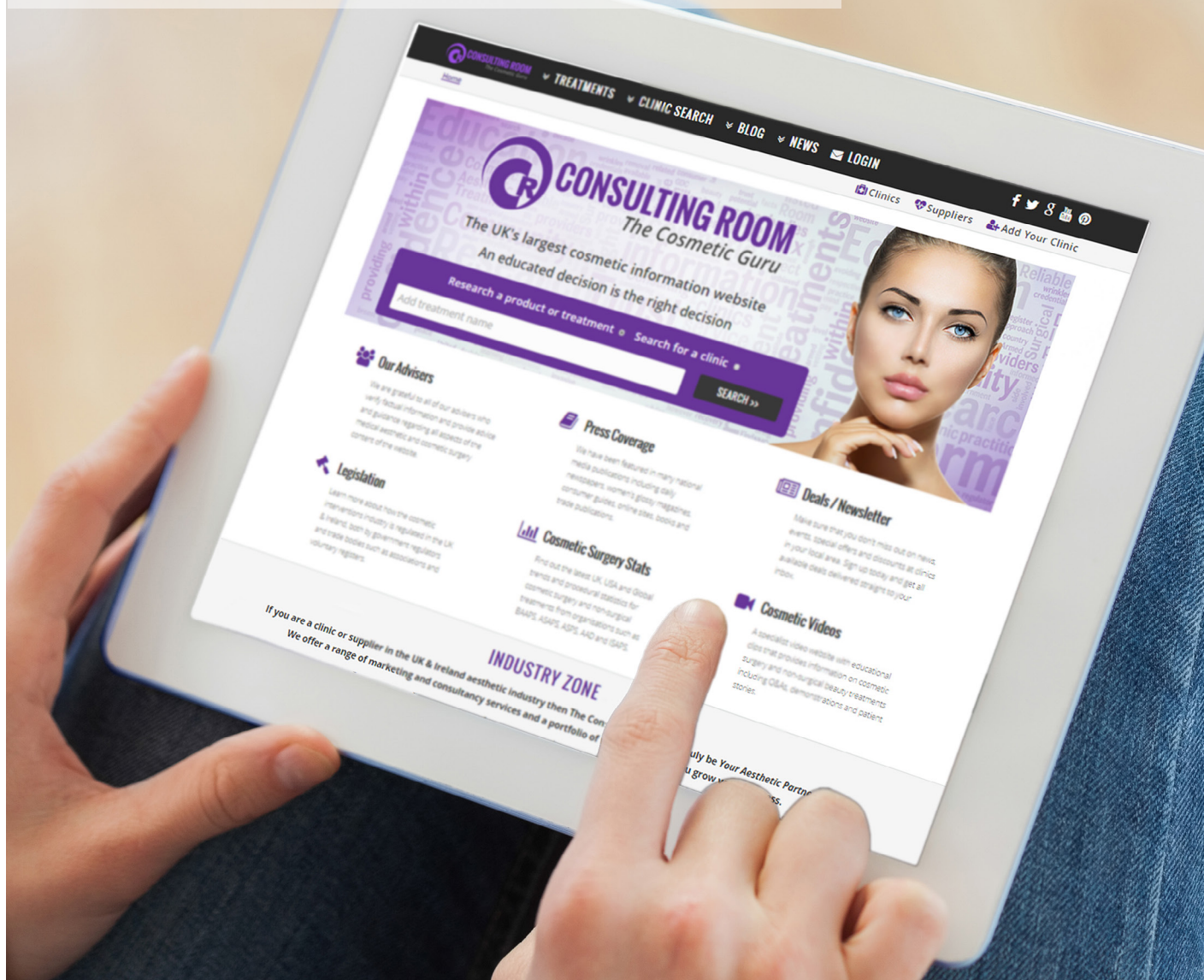


Example Treatment Packages

In this booklet you will find a selection of example packages to help you plan the packages your clinic can offer.



How to get in touch with us

Follow us on Twitter and Facebook to get the latest news and updates from the aesthetic industry as it breaks.

 [/TheConsultingRoom](https://www.facebook.com/TheConsultingRoom)

 [@Consulting_Room](https://twitter.com/Consulting_Room)

Visit www.consultingroom.com, the UK's largest aesthetic website providing clear and unbiased information on surgical and non-surgical treatments or to register:

www.consultingroom.com/members/register/



Alternatively you can contact our team on

01788 577 254

or email us on

admin@consultingroom.com

for an informal chat about how we can help you to develop and grow your aesthetic business.

Example Treatment Packages Guide

This document aims to provide you with some example packages to give you an idea of how to structure package deals. The key benefit of proving packages is it provides you with a regular, reliable income stream and you can provide your customers with some added extras, but in order to make the most of your packages you must take the time to plan out what you want to offer and how you are going to structure the payments.

Here are a few key points to consider when structuring your packages:

Add value

Add value to your packages by including extras that have a low cost to you but a high perceived value to your customers. An express HydraFacial treatment can cost your business as little as £20 per treatment but to the customer is worth £80 - £100. If you have skin imaging equipment, before and afters are a great way to add value and highlight a clients results, or if you sell skincare, offering a percentage discount or loyalty card gives the client a benefit and may boost your skincare sales.

Always stay ahead

Please be aware that GoCardless is not a credit licence, it merely facilitates repeat payments. Structure your plans so that the customer is in effect, pre-paying for your services and spreading the cost. When they come to see you the treatment has already been paid for. When offering services with a high upfront cost to yourself consider including a larger initial payment, taken in cash or on debit/credit card, followed by smaller monthly payments

Monitor payments

There's nothing to stop a customer cancelling their payments through GoCardless!

If a customer cancels their direct debit, or a payment bounces you will be notified, however, you have to make sure you take action, contact the customer, find out if the issue can be resolved. If payment has stopped and no more is forthcoming then make sure you withhold any unpaid treatments.

We suggest that to accurately track the take up of each package you give each one a unique reference number, this will make tracking packages via gocardless and via your customer records easier.

Please note that prices and codes are given as examples, you will have to devise your own pricing strategy and method of labelling your packages.

Package Examples

HydraFacial Express Packages

HydraFacial Express – 4 times per Year

- 4 HydraFacial Express treatments (worth £360)
- 1 HydraFacial Daily Essentials skincare product (worth up to £50)
- 2 VISIA Professional skincare analysis with printout (worth £150)
- Unlimited 10% savings on all retail skincare products

Total Value: £560

Package Offer: £414

Save £146

£150 up front then £22 per month for 12 months

HydraFacial Skin Health for Life

- 6 HydraFacial Skin Health for Life Treatments (worth £720)
- Hand treatment included
- 3 HydraFacial Daily Essentials skincare product (worth up to £150)
- 2 VISIA professional skincare analysis with printout (worth £150)
- Unlimited 10% savings on all retail skincare products

Total Value: £1,020

Package Offer: £820

Save £200

£250 up front then £95 per month for 6 months

Botox

- Frown line treatment with Botox every 3 months for 12 months (worth £1280)
- 2 complimentary Hydrafacial Deluxe treatments (worth £216)
- 2x VISIA professional skincare analysis with printout (worth £150)
- Annual membership card giving you a 10% saving off all retail products
- Unlimited 10% savings on all retail skincare products

Total value: £1646

Package offer: £1210

Save £436

£300 up front then £76 per month for 12 months

Cooltech and VelaShape

- Cooltech and 6 VelaShape Treatments
- 1 Cooltech Treatment (worth £800)
- 1 Complimentary Hydrafacial Deluxe Treatment (worth £108)
- 6 VelaShape Treatments (worth £570)
- Unlimited 10% savings on all retail skincare products

Total value: £1478

Package offer: £965

Save £513

£196.50 per month for 6 months

Dermaroller for Acne Scarring, Wrinkle Reduction and Stretch Marks

- 3 treatments (worth £675)
- One complimentary Hydrafacial Deluxe treatment (worth £108)
- 2 x VISIA professional skincare analysis with printout (worth £150)
- Unlimited 10% savings on all retail skincare products

Total value: £933

Package offer: £599

Save £334

£150 per month for 4 months

Full Face IPL Skin Rejuvenation Treatments

- 6 full face IPL Skin Rejuvenation treatments
- 1 Hydrafacial (worth £90)
- Unlimited 10% savings on all retail skincare products

Total value: £675

Package offer: £625

Save £50

£104 per month for 6 months

Laser Hair Removal

- 6 Hair Removal Treatments using IPL or Laser Hair Removal (worth £400)
- 1 complimentary Hydrafacial Deluxe treatment (worth £108)
- Professional digital VISIA skin analysis consultation (worth £75)
- Unlimited 10% savings on all retail skincare products

Total value: £583

Package offer: £400

Save £183

£67 per month for 6 months

Laser Hair Removal Package 2

- 6 Hair Removal Treatments using IPL or Laser Hair Removal (worth £450)
- 1 complimentary Hydrafacial Deluxe treatment (worth £108)
- Professional digital VISIA skin analysis consultation (worth £75)
- Unlimited 10% savings on all retail skincare products

Total value: £633

Package offer: £450

Save £183

£75 per month for 6 months

eTwo Ultimate Full Face Skin Rejuvenation and Skin Tightening Program

- 3 full face eTwo subablative and combined sublimative treatments (worth £1300)
- One complimentary Hydrafacial Deluxe treatment (worth £108)
- 2 x VISIA professional skincare analysis with printout (worth £150)
- Unlimited 10% savings on all retail skincare products

Total value: £1558

Package offer: £990

Save £568