

Before you buy a beauty franchise, here is how Nirvana Beauty Laser Clinics is keeping up with trends

Offering unisex beauty treatments targeted at the younger generation, Nirvana Beauty Laser Clinics is focused on personalised treatments and results.



The brand's services include laser hair removal and non-surgical face lifting and body shaping.

"Franchisees have access to the brand's reputation and great systems in place," says Suzan Akil, co-founder and operations manager.

"We are always introducing new treatments," she adds.

"(But) we don't just follow trends; we do a lot of research around a trend to see if it really works."

Franchisee profitability in her view is about optimising the single unit franchise, and growth from the brand's loyalty program and client referrals. Consistency is also important.

"Popular treatments such as face lifts, waxing and laser hair removal are here to stay," says Akil.

"The bottom line is results."

Ideal franchise sites are not necessarily shopping centres but areas with ample parking and high foot traffic. Franchisees are preferably familiar with the beauty industry and have business experience.

The initial investment cost of a Nirvana Beauty Laser Clinics franchise is \$500,000 and the model offers a full franchise to buyers, or the choice to own a 51/49 percent share with the company. Marketing support is also provided from the network.

Akil's advice for potential franchisees considering the beauty industry is to do their research, understand the industry, and be passionate about the business. She says that franchisees should be aware that business hours can mean weekend work.

"Potential franchisees need to be committed and put in at least 38 hours a week," she says.

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