



HAIR – APPARENT

What is the future of hair removal going to look like?

An ever increasing Demand.

The demand for effective removal of hair has never been greater. Recent surveys suggest that the depilation of hair in the UK is estimated to be worth more than £300 million a year alone. It is argued that over 90% of females (& a rapidly increasing male requirement) are regularly removing unwanted hair, in fact it's estimated that 70% of this group would like permanency in their hair reduction.

The introduction of "laser" hair removal 20 years ago was seen as the perfect answer, but both regulation and investment costs were prohibitive to the core market.

Quite simply the best solution was going to be expensive and probably painful!

Capturing a market:

For any product or service to become truly successful it has to match the demands of the market it is aimed at. The treatment must be **ACCESSABLE** to a wide customer base and yet **AFFORDABLE** to engage in.

SUPER HAIR REMOVAL is here! – The revolution is coming!

Initially developed in 2008, using the laser and IPL technologies, S.H.R. delivered proven results in permanent hair reduction faster and better to all skin types. Unfortunately the cost of the technology limited its availability.

In 2014 Cosmedico Medical launched their **SkinPULSE e-motion S.H.R** system into the UK. The German manufacturer with 40 years' experience provided a system that allowed for safer, pain free hair removal, better and faster than ever! And at up to a 1/3 of the cost. 2015 sees the same technology now available in the **SkinPULSE e-motion baby!** A system that allows today's high street salon the

opportunity to offer the latest in "laser hair removal" faster and better than before.

With treatments times often less than 10 minutes, high volumes can be achieved allowing for treatment prices from as little as £20 delivering hourly revenues in excess of £200. With a huge demand, affordable prices available to all hair types the S.H.R. revolution is coming.

Josh Yardley – Director of Cosmedico in the UK sees a shift in the market. *"The introduction of S.H.R technology at an affordable price will see today's operator be able to achieve high profit, from fast affordable, permanent and pain free hair treatments, why would a consumer want to wax?"*

SkinPULSE S.H.R success has already proven to leading clinicians such as Dr Martyn King, owner of the Cosmedic Clinic in Tamworth who explains *"We have had IPL devices for hair reduction and skin rejuvenation for over 10 years and have owned various makes and models. Each new machine promised better results and the latest technology but they all had drawbacks in one form or another, until now. We absolutely love our latest device, the SkinPULSE SHR - we are able to treat all skin types, all hair colours, all year round and best of all, it is pain free and much quicker than any other machine that we have ever owned before. Our patients also love it as much as we do as results are better and the treatment is so much quicker and more comfortable. Best of all is the price, we would have expected to pay significantly more for technology as good as this and it is a fraction of the cost at similar machines we were looking at, it has paid for itself within 3 months of owning it! I would highly recommend the SkinPULSE SHR to patients and practitioners."*



COSMEDICO[®]
Medical Systems

The SkinPULSE SHR multi treatment platform and SkinPULSE e-motion baby are available in the UK from Cosmedico Medical – 01344 411480, info@cosmedipl.co.uk or www.cosmedipl.co.uk