

# International Hair Loss Clinic shares their secrets to Success in a Down Economy

Dr. Santiago Alvarez, William C. Blatter B.S., M.M., Dr. Michael Fuhrman

With more than 352 million men and women suffering hair loss in the USA and Europe alone, adding laser treatments to your Salon will increase your revenue stream by tapping into this \$5.4 Billion dollar hair loss market. With an average sale of \$3000-\$4000 per client, salon owners can add more than \$200k to their annual revenue with only one new client per week.

Laser therapy has been used for vision correction, orthopedic surgery, wound healing, fighting acne and a wide range of other medical treatments. Although the laser technology was just recently approved by the FDA to re-grow hair, the Hair Loss Control Clinic (HLCC) has been utilizing lasers as part of their treatment programs for over 16 years. Now with more than 88 locations in 19 countries, President of HLCC, William C. Blatter, shares their secrets to growing their business, even in a down economy.

"It's no secret," says Blatter, "Laser Hair Loss Therapy is an unmatched business opportunity. Money is being made when salons and spas understand how to correctly sell this opportunity, use the proper treatment programs to help clients stop hair loss and re-grow hair. But Laser therapy is different than selling hair replacement or salon services. You're an expert in your current business, so it only makes sense for Salons, Hair Replacement Studios and Spas to find an expert to work with in this new market.

Below are a few key ways to get the best results for your clients while maximizing your full profit potential.

#### Offer all the options:

**Multi-Therapeutic Approach** - HLCC has found that by combining laser therapy with healthy hair products for a multi-therapeutic approach yields the best results. Lasers work great, but not as well as when combined with superior products. Investing in better products means long term customers and ultimately more

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money. Don't settle for generic products. Use 5% Minoxidil w/5% Saw palmetto, DHT blockers with 8 or more DHT blockers, SLS free shampoo w/ 11 DHT blockers and all natural topical products to get the best results.

**Home Treatment Options** - The latest trend in home treatments are home lasers with as many as 75 laser diodes. Designed for results comparable to clinic treatment, with the ease and convenience of home use. Provides additional revenue opportunity by reaching clients beyond their typical selling area.

**Hand Held Lasers** - Everyone knows about the HairMax LaserComb.™ With more and more competition, HLCC has found it best to provide a variety of hand held lasers for better profitability. The key is bundling each hand held laser with a 6-12 month supply of hair loss products, to ensure the best results for the clients, and long term residual income.

#### Marketing - Marketing - Marketing!

**Find a better way to utilize the Internet** - HLCC has found that the best place to spend marketing dollars is the internet and knows the most profitable ways to market on the internet. HLCC works with their Affiliates to utilize the internet to increase revenue, even if they don't have a website. Utilizing Google and other search engines allows you to generate qualified leads in your geographic area, utilizing key industry terms.

#### More diodes = better results:

"With more than 16 years experience under the guidance of three doctors, HLCC

has a 95% success rate in helping clients re-grow their hair." Dr. Santiago Alvarez, Medical Director for HLCC in Southern California says. He credits the concept of Laser Diode Minutes, as a gauge to realistic expectations, along with a multi-therapeutic treatment program. Dr. Alvarez stated, "The more Laser diodes minutes (LDM) a patient gets during each treatment, the better their results will be."

The FDA cleared a laser for hair re-growth, with only one laser diode, in a landmark study showing 93% of respondents grew more hair.

LDM is determined by multiplying the number of laser diodes (5mw 650 nm), by the number of minutes of each treatment, by the number of treatments per week. (160 laser diodes x 30 minutes x 2 times per week = 9,600 LDM) or (30 laser diodes x 30 minutes x 2 times per week = 1,800 LDM)

"The same is true for Home clinic laser and hand held lasers. Use a hand held laser brush, with 5 laser diodes, 3 times a week for 15 minutes and you will have treated with 225 LDM, but use a home clinic with 75 diodes the exact amount of time and you will have treated with 3,375 LDM."

HLCC recently unveiled its most powerful cold laser at an anti-aging conference in Germany. Proven in earlier clinical trials to re-grow hair, low level laser therapy (LLLT) has traditionally been used with 30 to 90 diodes to distribute the laser's rays to the scalp area; today the standard of care is 95 to 160 diodes.

Today, more and more professionals specializing in hair care are offering low-level laser treatment. It is safe, gentle and works on men and women. Next time you have a client with thinning hair, you can help him or her without surgical tools and huge expenses. Again, with an average sale in the \$3-4,000 range, your business can easily grow six figure profits with only one new client a week.