

# Vanité *Clinic*

## EXPRESS



# Prospectus

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## Welcome Note from Asif Mukhtar, Clinic Director of Vanite Clinic

Dear Prospective Franchisee,

Welcome to Vanite Clinic!

It is with great pleasure and excitement that I introduce you to the Vanite Clinic Express franchise opportunity. As the Clinic Director, I have had the privilege of overseeing the growth and success of our brand, and I am thrilled to extend this opportunity to ambitious entrepreneurs like yourself.



Vanite Clinic was founded with a vision to provide top-notch aesthetic treatments, comprehensive training programs, and exceptional patient care. Over the years, we have built a reputation for excellence, combining cutting-edge technology with a team of highly trained professionals. Our commitment to quality and innovation has allowed us to stand out in the aesthetic industry, and we are now ready to share our proven business model with you.

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Our franchise program is designed to provide you with the tools, support, and guidance you need to establish a successful Vanite Clinic in your region. From our extensive range of aesthetic treatments and medical services to our CPD-accredited training programs, we ensure that every aspect of our operations meets the highest standards. As a medical-led clinic with a private pharmacy and qualified prescribers, we prioritize safety and efficacy in all our services.

By partnering with Vanite Clinic Express, you will be joining a brand that is synonymous with quality and excellence, poised for tremendous success in this vibrant market.

I invite you to explore this prospectus and learn more about the incredible opportunities that lie ahead. We are here to support you every step of the way, from the initial training to ongoing marketing and operational assistance. Your success is our success, and we are committed to helping you achieve your business goals.

Thank you for considering Vanite Clinic as your franchise partner.

Warm regards,



**Asif Mukhtar B.Sc.(Hons), M.Sc, MRPharmS/GPhC 2205980**

Clinic Director

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## Introduction

Welcome to Vanite Clinic Express, an innovative franchise opportunity designed for pharmacies looking to expand their service offerings with minimal investment. This model allows pharmacies to integrate a designated aesthetic treatment room within their existing premises, providing high-demand beauty and aesthetic services under the trusted Vanite Clinic brand.

## About Vanite Clinic

Vanite Clinic is a leader in the aesthetic and beauty industry, recognised for delivering top-quality treatments and exceptional patient care. With a strong reputation built on trust, innovation, and expertise, Vanite Clinic has established itself as a brand synonymous with excellence. The Vanite Clinic Express model now extends this proven business concept to pharmacies, allowing them to tap into the growing aesthetics market.

## Franchise Opportunity Overview

The Vanite Clinic Express franchise offers a compact and efficient solution for pharmacies. This model allows pharmacy owners to capitalise on the increasing demand for aesthetic services without the need to open a full-scale clinic. It is designed to seamlessly integrate into your pharmacy, providing clients with convenient access to high-quality treatments in a familiar setting.

### Key Benefits:

- **Minimal Investment:** The Vanite Clinic Express model requires only a small, designated space within your pharmacy, making it a cost-effective investment.
- **Increased Foot Traffic:** Offering aesthetic services attracts new customers and enhances the overall value of your pharmacy.

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- **Established Brand:** Benefit from the Vanite Clinic brand's strong reputation and loyal client base.
- **Comprehensive Support:** Receive full training, marketing assistance, and operational support to ensure the success of your new service offering.

## Services Offered

Pharmacies that partner with Vanite Clinic Express will be able to offer a range of popular aesthetic treatments, including:

- Skin Rejuvenation
- Anti-Aging Injections
- Dermal Fillers
- Minor Cosmetic Procedures
- Consultation Services



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These treatments are designed to meet the needs of customers seeking professional, high-quality aesthetic care in a convenient and trusted setting.

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# Franchise Fee: A Strategic Investment in Your Future

## Understanding the Franchise Fee

The franchise fee for Vanite Clinic Express is an essential component of your investment, designed to provide you with the tools, support, and brand power needed to ensure your success. The fee ranges from **£24,950 + VAT to £29,950 + VAT**, depending on the specific requirements and potential of your chosen location. This fee is a one-time payment that grants you the right to operate under the Vanite Clinic Express brand and access our comprehensive support system.



## Branding Options and Treatment Services:

- **Standard Branding (£24,950 + VAT Tier):** This package includes essential branding elements such as the Vanite Clinic logo, standard colour schemes, and basic marketing materials. The treatments offered under this package include:

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- Skin Rejuvenation
  - Anti-Aging Injections
  - Dermal Fillers
  - Minor Cosmetic Procedures
  - Consultation Services
  - Aesthetics Room Fit and Design
- **Enhanced Branding (£29,950 + VAT Tier):** This premium package provides a more personalised brand presence with tailored marketing materials, premium signage, and additional treatments. Besides the standard treatments, this package includes advanced services such as:
    - Phlebotomy
    - PRP (Platelet-Rich Plasma)
    - Diagnostic Blood Testing
    - Hair Transplants
    - Other Cosmetic Surgery Treatments in partnership with our clinic in Istanbul

Feature	Standard Branding (£24,950 Tier)	Enhanced Branding (£29,950 Tier)
<b>Branding Elements</b>	Basic logo usage, standard colour schemes, basic marketing materials	Tailored marketing materials, premium signage, personalized branding
<b>Treatment Services</b>	<ul style="list-style-type: none"> <li>▪ Skin Rejuvenation</li> <li>▪ Anti-Aging Injections</li> <li>▪ Dermal Fillers</li> <li>▪ Minor Cosmetic Procedures</li> </ul>	All services in Standard, plus: <ul style="list-style-type: none"> <li>▪ Phlebotomy</li> <li>▪ PRP (Platelet-Rich Plasma)</li> </ul>

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- Consultation Services

- Diagnostic Blood Testing
- Hair Transplants
- Cosmetic Surgery Treatments (Istanbul partnership)

**Signage**

Basic signage provided

Premium signage included

**Support & Training**

Initial training for 2 staff members

Extended training, additional support, and mentorship

**Market Reach**

Local marketing support

Comprehensive digital and traditional marketing strategies

**What the Franchise Fee Covers:**

1. Brand Licensing:

- The fee grants you the right to operate under the Vanite Clinic Express name, a brand synonymous with quality and trust in the aesthetic industry. This includes the use of our trademarks, logos, and marketing materials, which have been carefully crafted to attract and retain customers.

2. Initial Training:

- To support the successful launch of your Vanite Clinic Express franchise, we offer free training for up to 2 key individuals per franchise location. Typically, this includes

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the franchise owner and one lead aesthetic practitioner. This ensures that the most critical staff members are well-prepared to deliver the core services of your clinic.

- **Free Basic Training:** Covers the essential skills and knowledge required to start offering aesthetic treatments, ensuring your clinic can begin operations smoothly and effectively.
  
- **Paid Additional Training:** Should you wish to train additional staff members beyond the initial two, we offer advanced training programs at a discounted rate. This allows you to upskill your team without incurring significant costs, while also ensuring that your clinic can offer a broader range of services.
  
- Our training strategy is designed to maximise the success of your franchise while keeping costs manageable. By limiting free training to 1-2 key individuals, we ensure that the critical aspects of service delivery are covered without compromising your financial investment. Additional training options are available to further enhance your clinic's capabilities and service offerings.

### 3. Marketing Support:

- The franchise fee includes access to our proven marketing strategies and materials. This support helps you launch and promote your services effectively, from the initial opening to ongoing campaigns designed to attract and retain customers.

### 4. Operational Support:

- Beyond the initial training, Vanite Clinic Express provides continuous operational support, including:
  - **Marketing Assistance:** Access to a comprehensive marketing strategy, including digital and traditional marketing approaches.
  - **Operational Guidance:** Ongoing advice and resources to help you maintain service quality and adhere to Vanite Clinic standards.

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- **Technical Support:** Assistance with the latest techniques and technologies in the aesthetics industry.
- By offering a balanced approach to training, we ensure that our franchisees are fully supported without unnecessary financial strain, contributing to the long-term success of your Vanite Clinic Express franchise.

## **Why the Franchise Fee is a Strategic Investment**

### Access to a Proven Business Model:

- By investing in the Vanite Clinic Express franchise fee, you are buying into a business model that has been carefully developed and tested to ensure success. This reduces the risks associated with starting a new business from scratch, giving you a solid foundation on which to build.

### Exclusive Territory Rights:

- Your franchise fee also secures your rights to a designated territory, protecting you from competition within the Vanite Clinic Express network. This exclusivity allows you to establish and grow your business without the threat of another franchisee entering your market.

### Immediate Brand Recognition:

- The Vanite Clinic brand is well-known and respected in the aesthetics industry. As a franchisee, you benefit from this established reputation, allowing you to attract customers more quickly than you might with a new, unrecognized brand.

### Ongoing Innovation and Development:

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- A portion of the franchise fee contributes to the continuous development of new services, products, and marketing strategies that will keep your business competitive. Vanite Clinic Express is committed to staying at the forefront of the aesthetic industry, ensuring that your franchise remains relevant and profitable.

## **Conclusion**

The franchise fee for Vanite Clinic Express represents a strategic investment in a proven and growing business model. By partnering with us, you are not just purchasing the right to use a brand name; you are gaining access to a comprehensive support system designed to help you succeed in the lucrative aesthetic services market. Whether you are an established pharmacy owner or a new entrepreneur, the Vanite Clinic Express franchise fee provides the foundation you need to build a successful and profitable business.

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# Founding Franchisee Incentives

To encourage the success of our first Vanite Clinic Express franchises, we are offering exclusive incentives to the first five franchisees. These incentives are designed to reduce initial costs, provide additional support, and offer unique growth opportunities. Here's what you can expect as a founding franchisee:

## 1. Reduced Franchise Fees:

- **20% Discount on Franchise Fee:** We are offering the first five franchisees a 20% discount on the initial franchise fee. For example, if the standard fee is £24,950, early adopters can secure their franchise for just £19,960. If the standard fee is £29,950, the discounted fee would be £23,960.
- **Deferred Payment Options:** To further ease the financial burden, the discounted franchise fee can be paid in instalments, providing more flexibility during the initial setup phase.

## 2. Exclusive Territories:

- **Territory Protection:** Founding franchisees will receive exclusive rights to operate in a specific geographic area, ensuring no direct competition from other Vanite Clinic Express locations within their region.
- **Expansion Rights:** As the brand grows, these franchisees will have the first right of refusal for additional territories, allowing them to expand their operations without competition.

## 3. Enhanced Support and Training:

- **Extended Training:** Receive additional training sessions covering advanced topics or enjoy one-on-one mentorship from the Vanite Clinic team, tailored specifically to your business needs.

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- **Personalised Setup Assistance:** A dedicated consultant will assist with every step of the setup process, including site selection, interior design, and marketing strategy, ensuring your franchise is launched smoothly and effectively.

#### 4. Marketing and Launch Support:

- **Launch Marketing Package:** Benefit from a comprehensive marketing package, including local advertising, social media campaigns, and promotional materials, all designed to ensure a strong and successful launch.
- **Free Marketing Services:** Founding franchisees will also receive free or heavily discounted marketing services for the first year, such as social media management or local SEO optimization, to boost visibility and attract customers.

#### 5. Lower Royalty Rates:

- **Reduced Royalty Rate:** To help establish your business, we offer a reduced royalty rate for the first year, at 4% instead of the standard 6-8%. This provides more financial breathing room as you build your customer base.
- **Royalty Holiday:** Consider taking advantage of a "royalty holiday," where no royalties are due for the first 3-6 months of operation, further reducing initial financial pressures.

#### 6. Equipment and Supply Discounts:

- **Discounted Equipment:** Enjoy discounts on the initial purchase of essential equipment and supplies needed to set up your aesthetic room.
- **Free Initial Stock:** Receive your first set of consumables or skincare products at no cost or at a significant discount, helping you start operations smoothly.

#### 7. Enhanced Branding Opportunities:

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- **Founding Franchisee Recognition:** Be recognised as one of the founding members of Vanite Clinic Express, with special branding and features on the Vanite Clinic website showcasing your pioneering status.
- **Exclusive Events:** Gain access to exclusive brand events or conferences, where you can network with Vanite Clinic leadership and other franchisees.

#### 8. Profit-Sharing or Performance Bonuses:

- **Performance-Based Bonuses:** If your franchise exceeds certain revenue targets in its first year, you may receive a financial bonus or a reduction in future fees, rewarding your success and encouraging continued growth.

#### 9. Extended Contract Terms:

- **Longer Contract Period:** Founding franchisees can enjoy longer franchise agreements, such as 10 years instead of the standard 3 years, with fixed fees, providing more stability and assurance for your investment.

#### 10. Testimonial Opportunities and Case Studies:

- **Feature as a Success Story:** As a founding franchisee, you'll have the opportunity to be featured in Vanite Clinic marketing materials and case studies. This can serve as valuable promotion for your business and help attract more customers.

#### **Conclusion:**

These incentives are designed to reward early adopters and ensure their long-term success within the Vanite Clinic Express network. By offering a mix of financial benefits, enhanced support, and exclusive opportunities, we aim to create a strong foundation for our founding franchisees, ensuring they are well-positioned for growth and profitability.

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## Royalty Structure Options

Vanite Clinic Express is committed to offering flexible financial arrangements that suit the diverse needs of our franchisees. To ensure you have the best financial structure for your business model, we provide two distinct royalty payment options. You may choose the option that aligns best with your revenue expectations and financial planning.

### Option 1: Percentage-Based Royalty

Under this option, franchisees will pay a percentage of their gross revenue as a royalty fee. This model aligns your royalty payments with the success of your business, allowing you to contribute more as your revenue grows.

- **Royalty Rate:** 6% to 8% of gross revenue.
  
- **Benefits:**
  - **Scalable Payments:** As your business grows, your payments adjust accordingly.
  - **Performance-Based:** Only pay more when your revenue increases, making it easier to manage during slower periods.

### Option 2: Minimum Monthly Royalty Payment

For those who prefer predictable, consistent costs, this option allows you to pay a fixed minimum royalty fee each month. This provides clarity and stability in your financial planning, regardless of your monthly revenue fluctuations.

- **Minimum Payment:** £250 to £500 per month.
- **Benefits:**
  - **Predictable Costs:** Provides consistency and helps in budgeting.
  - **No Surprises:** A fixed cost that remains the same, offering peace of mind.

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## **Choosing Your Option**

During the franchise agreement process, you can select the royalty structure that best fits your business model and financial preferences. Both options ensure that you receive the same level of comprehensive support, training, and access to the Vanite Clinic brand's resources.

## **Why Choose Vanite Clinic Express?**

Whether you opt for the percentage-based royalty or the minimum monthly payment, Vanite Clinic Express is dedicated to your success. Our flexible royalty structure is just one of the many ways we support our franchisees, offering tailored solutions to meet your unique needs.

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## Aesthetic Room Design and Fit-Out Options

Vanite Clinic provides a complete design and fit-out package. This option ensures that your aesthetic room is expertly crafted to meet our exact standards, providing a consistent and professional environment that reflects the Vanite Clinic brand.



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	Aesthetic Room Feature	Details
1	Flooring	Laminate Flooring
2	Cabinets	Custom-built cabinets
3	Display Cabinets	Custom-built display cabinets
4	Design Work	In line with Vanite Clinic Express branding
5	Sink Installation	Installation of a sink (plumbing services not included)
6	Electrical Work	Offered at an additional cost
7	Aesthetic Chair	Chair worth £1,000 (provided to first 10 franchisees)

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## Consumables and Equipment

To ensure the highest standards of service and maintain brand consistency, all Vanite Clinic Express franchisees are required to purchase their consumables, treatment kits, and equipment directly from Vanite Clinic. This includes, but is not limited to:

- Skincare Products
- Treatment Kits (e.g., dermal fillers, anti-aging injections)
- Marketing Materials
- Staff Uniforms
- Specialised Equipment

### Advantages:

- **Quality Assurance:** All products are rigorously tested and approved to meet the highest standards of safety and effectiveness.
- **Consistent Branding:** Using standardised products ensures that every client receives the same high-quality experience, regardless of location.
- **Simplified Ordering:** Franchisees benefit from a streamlined ordering process, with all necessary supplies available from a single, trusted source.

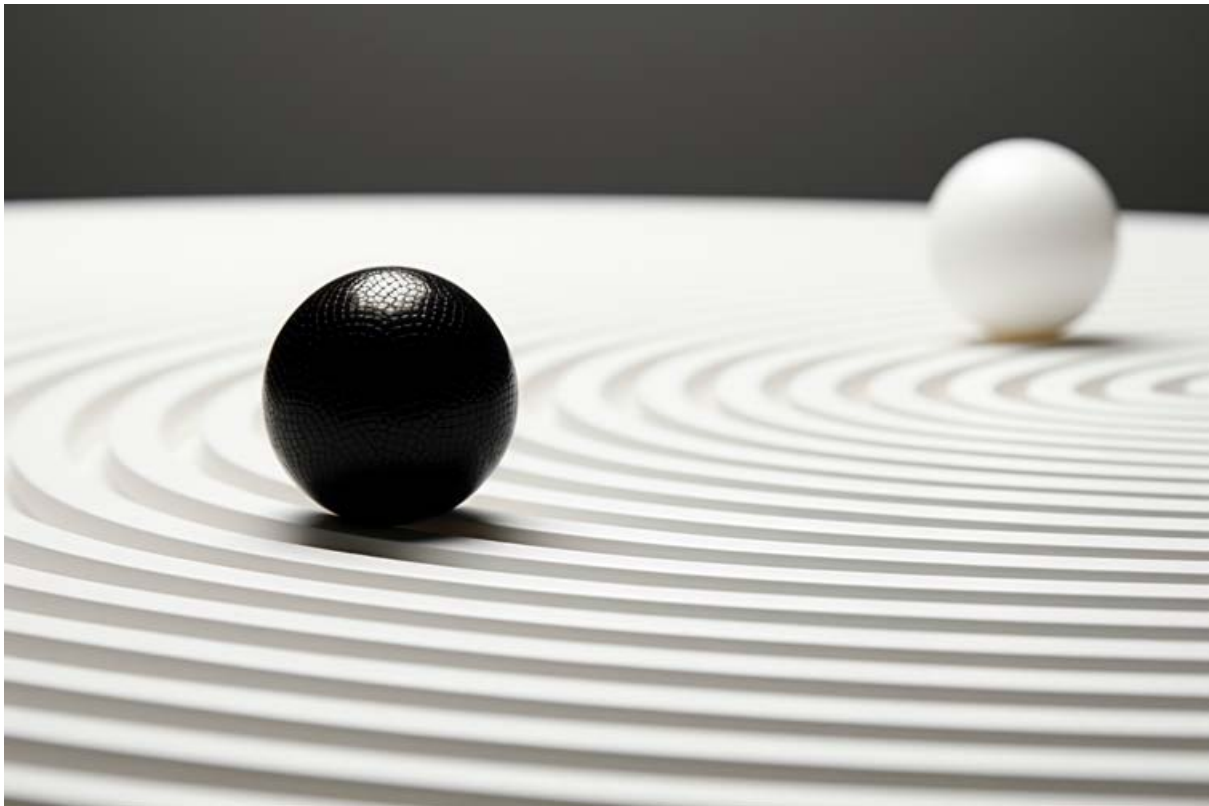
### Pricing and Ordering:

Vanite Clinic offers competitive pricing on all consumables and equipment. Detailed pricing information and an easy-to-use ordering system will be provided upon franchise approval. Regular updates and promotions are also available to support franchisees in managing their costs effectively.

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## Simplicity and Scalability: The Vanite Clinic Express Advantage



### **Low Barrier to Entry**

One of the standout features of the Vanite Clinic Express model is its ease of integration into existing pharmacies, designed specifically to minimise disruption while maximising potential. For pharmacy owners, this means you can add high-demand aesthetic services to your offerings without the complexities and costs typically associated with launching a new service line.

### **Minimal Disruption to Operations:**

Vanite Clinic Express requires only a small, dedicated space within your pharmacy—such as a consultation room or a partitioned area—allowing you to introduce aesthetic services without affecting your core operations. This streamlined setup means that your pharmacy

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can start offering these new services quickly and efficiently, enhancing your business without compromising existing operations.

### **Turnkey Solution:**

We provide a comprehensive, turnkey solution that includes everything you need to get started—room design, equipment, and training. This significantly lowers the barrier to entry, especially for pharmacy owners who may be new to the aesthetics field. With Vanite Clinic Express, you don't need to worry about sourcing equipment or managing logistics; we handle all the details, allowing you to focus on delivering excellent service.

### **Affordable Setup Costs:**

Compared to launching a full-scale clinic, the setup costs for Vanite Clinic Express are remarkably low. This makes it an attractive option for pharmacy owners looking to diversify their revenue streams with minimal financial risk. By investing in Vanite Clinic Express, you can tap into the lucrative aesthetic services market without a substantial upfront investment.

### **Ease of Training:**

We understand that new services require new skills. That's why Vanite Clinic Express includes comprehensive training programs for your staff, ensuring they are confident and proficient in delivering high-quality aesthetic treatments from day one. This minimizes the learning curve and ensures your team is ready to provide exceptional care to your customers.

### **Scalability: A Model Built for Growth**

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Vanite Clinic Express is not just simple to implement—it's also highly scalable, offering pharmacy owners a clear pathway to growth, whether they operate a single location or a chain of pharmacies.

### **Replication Across Multiple Locations:**

Once Vanite Clinic Express is successfully integrated into one of your pharmacies, the model can be easily replicated across additional locations. Our standardised procedures, equipment, and training programs are designed with scalability in mind, ensuring consistent service quality and customer experience no matter how many locations you operate.

### **Growth Opportunities:**

For pharmacy chains or owners with multiple branches, Vanite Clinic Express provides an unparalleled opportunity to expand your service offerings. By rolling out the model across several locations, you can quickly grow your business and capture a larger share of the aesthetic services market. This scalability allows you to increase your market presence and revenue without the need to develop a new business model for each location.

### **Brand Consistency:**

Scalability is not just about growth; it's also about maintaining the high standards your customers expect. With Vanite Clinic Express, you can ensure that all your locations deliver the same exceptional service and customer experience, building a strong, consistent brand that drives customer loyalty and repeat business.

### **Flexible Expansion:**

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Whether you're starting with one location or planning to expand across a chain of pharmacies, Vanite Clinic Express offers flexible expansion options. Begin with a single pharmacy, see success, and then gradually scale up based on performance and demand. This phased approach reduces financial risk and allows you to adjust the rollout based on real-world results.

## **Conclusion**

Vanite Clinic Express is designed to make entering the aesthetics market as simple and scalable as possible for pharmacy owners. With a low barrier to entry and the potential for significant growth, this model offers a unique opportunity to enhance your pharmacy's services and increase revenue. Whether you're looking to enhance a single location or expand across multiple sites, Vanite Clinic Express provides the tools, support, and flexibility needed to succeed in this rapidly growing market.

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# Market Potential for Aesthetic Services in Pharmacies

## 1. Market Research: The Growing Demand for Aesthetic Services in the UK

The UK aesthetic services market has been experiencing significant growth, driven by the increasing popularity of non-invasive procedures and the public's growing interest in aesthetic enhancements. According to The British Association of Aesthetic Plastic Surgeons (BAAPS), the UK has seen a consistent rise in demand for non-surgical treatments such as Botox and dermal fillers, with an estimated 100,000 Botox injections administered in the UK each year.

Additionally, the UK Aesthetic Medicine Market Report projects that the market will grow at a compound annual growth rate (CAGR) of 10.5% from 2021 to 2026. This surge is largely attributed to the growing accessibility of these treatments and the increasing number of qualified professionals offering such services in non-traditional settings, including pharmacies.

Pharmacies, with their established presence in communities and trusted status, are ideally positioned to capitalize on this trend. A study conducted by YouGov revealed that 70% of UK consumers trust pharmacies to provide accurate health information, and this trust extends to the provision of safe and reliable aesthetic services.

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## 2. Consumer Trends: Convenience and Non-Invasive Treatments in the UK

In the UK, convenience is a significant driver of consumer behaviour, particularly in the healthcare and beauty sectors. The rise of non-invasive aesthetic treatments, which offer minimal downtime and quick results, aligns perfectly with the needs of modern consumers who value efficiency and accessibility.

According to a report by Mintel, 56% of UK adults aged 25-44 have considered or are considering undergoing non-surgical cosmetic procedures. This demographic is particularly drawn to treatments that can be easily incorporated into their routine, making pharmacies an ideal location for these services. With pharmacies already serving as accessible, community-centered locations, the addition of aesthetic services offers a compelling opportunity to meet this demand.

Moreover, the 'Health and Beauty Retailing in the UK' report indicates that UK consumers increasingly prefer to access multiple services in one convenient location. The ability to receive aesthetic treatments during a routine visit to the pharmacy fits perfectly with this trend, providing a unique selling point for pharmacies offering Vanite Clinic Express services.

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### **3. Pharmacy as a Trusted Provider in the UK**

Pharmacies in the UK have long been trusted providers of healthcare services, with many expanding their roles to include vaccinations, health checks, and medication management. This expansion into more clinical roles has set the stage for pharmacies to also offer aesthetic treatments, further enhancing their service offerings.

The UK's 'General Pharmaceutical Council (GPhC)' has supported the role of pharmacies in delivering a broader range of health services, which can include aesthetic treatments, provided they adhere to strict safety and ethical standards. This endorsement adds credibility to the concept of Vanite Clinic Express, making it a natural extension of the services pharmacies already provide.

Research by 'Pharmacy Business' magazine shows that 80% of UK consumers would trust their local pharmacy to deliver aesthetic treatments if conducted by qualified professionals. This trust, coupled with the convenience of receiving treatments at a familiar and accessible location, makes the pharmacy an ideal setting for the Vanite Clinic Express model.

#### **Conclusion:**

The UK market for aesthetic services is robust and growing, with a clear consumer preference for convenience and non-invasive treatments. Pharmacies are uniquely positioned to tap into this market, leveraging their trusted status and accessibility to offer high-demand services. Vanite Clinic Express is poised to meet this demand, providing pharmacy owners with a lucrative opportunity to expand their service offerings and enhance customer loyalty. By integrating aesthetic treatments into their existing business model, UK pharmacies can significantly increase their revenue while meeting the evolving needs of their customers.

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# Consumer Trends in the Aesthetic Services Market

## Growing Demand for Non-Invasive Procedures

In the UK, there has been a notable rise in the demand for non-invasive cosmetic procedures. According to the British Association of Aesthetic Plastic Surgeons (BAAPS), non-surgical treatments such as Botox and dermal fillers have been growing consistently, with a 15% increase in procedures observed in 2022. This trend is driven by the accessibility, affordability, and minimal downtime associated with these treatments.



### Implication for Vanite Clinic Express:

Pharmacy owners can leverage this growing demand by incorporating non-invasive aesthetic treatments within their existing operations. The convenience of accessing these services in a local pharmacy setting aligns with consumer preferences for quick and effective cosmetic solutions.

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## **Convenience as a Key Driver**

Modern consumers, particularly in the UK, prioritise convenience when choosing services. A report by 'Mintel' on health and beauty retailing highlights that 56% of UK adults aged 25-44 prefer to access multiple services in one location. The popularity of "on-the-go" treatments, which fit into busy schedules, underscores this trend.

### **Implication for Vanite Clinic Express:**

Pharmacies, as trusted and accessible healthcare providers, are ideally positioned to meet this demand. By adding aesthetic treatments to their offerings, pharmacies can attract customers who value the ability to receive beauty treatments alongside their regular health needs, enhancing the overall customer experience.

## **Rise of the Self-Care Movement**

The self-care movement has gained significant momentum, particularly following the global pandemic. Consumers are increasingly investing in their well-being, which includes aesthetic enhancements as part of their broader self-care routines. Reports by 'Global Data' indicate that the UK's beauty and personal care market has been strengthened by this growing focus on self-care.

### **Implication for Vanite Clinic Express:**

As self-care continues to grow in importance, offering aesthetic services in a pharmacy setting allows consumers to integrate these treatments into their wellness routines. Pharmacies can market these services as essential components of comprehensive self-care, appealing to health-conscious consumers.

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## **Consumer Trust in Pharmacies**

Research by 'Pharmacy Business' magazine reveals that 80% of UK consumers trust their local pharmacy to provide accurate health information and services. This trust extends to cosmetic treatments, provided they are administered by qualified professionals.

### **Implication for Vanite Clinic Express:**

By leveraging this existing trust, pharmacies can effectively market aesthetic services as safe, reliable, and professionally administered. This distinguishes them from less reputable providers in the beauty industry, making the pharmacy a preferred destination for aesthetic treatments.

## **Shift Towards Personalised Experiences**

Consumers increasingly seek personalised services that cater to their specific needs and preferences. A study by 'Accenture' found that 91% of consumers are more likely to engage with brands that offer relevant recommendations. This trend is particularly relevant in the beauty industry, where personalised aesthetic treatments are highly sought after.

### **Implication for Vanite Clinic Express:**

Pharmacies can utilise their deep knowledge of local communities to offer personalised aesthetic services tailored to the specific needs of their customers. This personalisation drives customer loyalty and repeat business, especially in the community-focused environment of a pharmacy.

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# Financial Overview: Understanding the Investment and Potential Returns

## Financial Projections

Vanite Clinic Express is designed to be a financially rewarding opportunity with a clear path to profitability. To help you make an informed decision, we've outlined detailed financial projections based on market research, expected customer flow, and our pricing models.



## Revenue Projections:

Our financial projections are based on conservative estimates of customer flow and average treatment pricing. For example, if your pharmacy offers an average treatment price of £150, and you expect to serve 10 clients per day, your daily revenue could reach £1,500. Extrapolating this over a typical week or month provides a solid estimate of your potential earnings.

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- **Monthly Revenue:** With 10 clients per day, 5 days a week, your monthly revenue could reach £30,000.
- **Annual Revenue:** Projected over a year, this could result in approximately £360,000 in revenue.

### **Break-Even Analysis:**

Understanding how quickly you can recoup your initial investment is crucial. Based on the initial costs and expected profit margins, Vanite Clinic Express franchisees can typically expect to break even within the first 6-12 months of operation.

- **Example:** If your total initial investment is £30,000 and your expected monthly profit is £5,000, you could break even in just six months.

### **Profit Margins:**

Our model emphasises high profit margins through efficient operations and competitive pricing. For instance, with monthly operational costs estimated at £3,000 and monthly revenue at £30,000, your profit margin could be as high as 70%.

### **Long-Term Profitability:**

Vanite Clinic Express is designed for long-term success. Over the first three to five years, franchisees can expect steady growth in profitability as customer awareness and loyalty increase. This model also allows for potential expansion, further enhancing revenue opportunities.

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## Breakdown of Costs

Transparency in costs is vital to building trust and helping you plan effectively. Below, we outline the key financial commitments involved in launching and running a Vanite Clinic Express franchise.

### Initial Costs:

- **Franchise Fee & Room Fit-Out:** The initial franchise fee is **£24,950**, which now includes both the franchise fee and the full fit-out of the aesthetic room. This covers your **brand licensing, initial training, marketing support**, and the complete room setup, ensuring you are fully equipped to launch your business.
- **Setup Costs:**
  - **Room Fit-Out:** Included in the franchise fee, covering the design and fitting out of the aesthetic room with furniture, equipment, and décor.
  - **Additional Equipment:** Any further equipment costs, such as treatment beds, machines, or other tools, can range from **£2,000 to £8,000**, depending on your specific needs.
  - **Initial Inventory:** For skincare products, treatment materials, and consumables, the costs range from **£1,500 to £3,000**, depending on the stock required for your initial launch.

### Ongoing Costs:

- **Royalties:** The ongoing royalty fee is 6-8% of gross revenue, or a minimum monthly payment of £250 to £500, depending on your revenue. These royalties contribute to the continued development of the brand and ongoing support for your business.
- **Marketing Fees:** A separate marketing fee of 1-2% of gross revenue supports national and regional marketing campaigns that help drive traffic to your location.

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- **Operational Costs:** Monthly operational costs, including staff wages, utilities, and consumables, are estimated at £3,000. This ensures that your business remains profitable while maintaining high standards of service.
- **Insurance and Licensing:** You'll need to budget for professional liability insurance and any local licensing fees, which vary depending on your location but are essential for operating safely and legally.

### **Financial Incentives:**

For our founding franchisees, we offer exclusive incentives, including reduced franchise fees and lower royalty rates for the first year. These incentives are designed to reward early adopters and reduce the initial financial burden, helping you achieve profitability even sooner.

### **Conclusion**

Vanite Clinic Express offers a clear and compelling financial opportunity for pharmacy owners looking to expand their services into the rapidly growing aesthetic market. With detailed financial projections, transparent cost breakdowns, and substantial profit potential, this model is designed to deliver both short-term returns and long-term success. By partnering with Vanite Clinic Express, you're not just investing in a business—you're investing in a future of growth and profitability.

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## Financial Projections by Year

Understanding the financial potential of the Vanite Clinic Express franchise is crucial for prospective franchisees. Below, we provide detailed financial projections over the first five years of operation, tailored specifically for the UK market. These projections are based on comprehensive market research, expected customer flow, pricing models, and the scalability of the Vanite Clinic Express model.



### Assumptions:

- |  |                                    |
|--|------------------------------------|
| ▪ Average Treatment Price:             | £150 per session                   |
| ▪ Initial Average Clients per Day:     | 10 clients                         |
| ▪ Monthly Operating Days:              | 20 days                            |
| ▪ Annual Client Growth Rate:           | 10%                                |
| ▪ Franchise Fee Average, Room Fit-Out: | £25,000 (one-time, Year 0)         |
| ▪ Ongoing Royalties:                   | 7% of gross revenue                |
| ▪ Marketing Fees:                      | 1.5% of gross revenue              |
| ▪ Monthly Operational Costs:           | £3,000 (increasing by 5% annually) |
| ▪ Initial Inventory Costs:             | £2,500 (Year 0)                    |

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- Equipment: £5,000 (Year 0)

## Year 1: Establishment and Initial Growth

### Revenue Projections:

- Average Clients per Day: Starts at 10, increasing to 12 by year-end
- Monthly Revenue:
  - Starting at 10 clients/day:  $£150 \times 10 \times 20 = £30,000$
  - Ending at 12 clients/day:  $£150 \times 12 \times 20 = £36,000$
- Average Monthly Revenue: Approximately £33,000
- Annual Revenue:  $£33,000 \times 12 = £396,000$

### Cost Breakdown:

- **Initial Setup Costs (Year 0):**  $£25,000 + £2,500 + £5,000 = £32,500$  (one-time)
- Royalties: 7% of £396,000 = £27,720
- Marketing Fees: 1.5% of £396,000 = £5,940
- Operational Costs:  $£3,000 \times 12 = £36,000$
  
- **Total Annual Costs (Excluding Initial Setup):**  $£27,720 + £5,940 + £36,000 = £69,660$

### Profit Analysis:

- Annual Profit:  $£396,000 - £69,660 = £326,340$
- Break-Even Point: Achieved within the first year, as the annual profit (£326,340) significantly exceeds the initial investment (£32,500).

## Year 2: Building Momentum

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### Revenue Projections:

- Annual Client Growth: 10% increase
- Average Clients per Day: 12.1
- Monthly Revenue:  $£150 \times 12.1 \times 20 \approx £36,300$
- Annual Revenue:  $£36,300 \times 12 = £435,600$

### Cost Breakdown:

- Royalties: 7% of  $£435,600 = £30,492$
- Marketing Fees: 1.5% of  $£435,600 = £6,534$
- Operational Costs:  $£3,000 \times 1.05$  (5% increase) =  $£3,150/\text{month}$ ;  $£3,150 \times 12 = £37,800$
  
- **Total Annual Costs:**  $£30,492 + £6,534 + £37,800 = £74,826$

### Profit Analysis:

- Annual Profit:  $£435,600 - £74,826 = £360,774$

### Year 3: Expanding Reach

#### Revenue Projections:

- Annual Client Growth: 10% increase
- Average Clients per Day: 13.31
- Monthly Revenue:  $£150 \times 13.31 \times 20 \approx £39,930$
- Annual Revenue:  $£39,930 \times 12 = £479,160$

#### Cost Breakdown:

- Royalties: 7% of  $£479,160 = £33,541$
- Marketing Fees: 1.5% of  $£479,160 = £7,187$
- Operational Costs:  $£3,150 \times 1.05 = £3,307.5/\text{month}$ ;  $£3,307.5 \times 12 \approx £39,690$
  
- **Total Annual Costs:**  $£33,541 + £7,187 + £39,690 = £80,418$

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### **Profit Analysis:**

- Annual Profit:  $£479,160 - £80,418 = £398,742$

### **Year 4: Consolidating Success**

#### **Revenue Projections:**

- Annual Client Growth: 10% increase
- Average Clients per Day: 14.64
- Monthly Revenue:  $£150 \times 14.64 \times 20 \approx £43,920$
- Annual Revenue:  $£43,920 \times 12 = £527,040$

#### **Cost Breakdown:**

- Royalties: 7% of  $£527,040 = £36,893$
- Marketing Fees: 1.5% of  $£527,040 = £7,906$
- Operational Costs:  $£3,307.5 \times 1.05 = £3,472/\text{month}$ ;  $£3,472 \times 12 = £41,664$
  
- Total Annual Costs:  $£36,893 + £7,906 + £41,664 = £86,463$

### **Profit Analysis:**

- Annual Profit:  $£527,040 - £86,463 = £440,577$

### **Year 5: Scaling for Growth**

#### **Revenue Projections:**

- Annual Client Growth: 10% increase
- Average Clients per Day: 16.10
- Monthly Revenue:  $£150 \times 16.10 \times 20 \approx £48,300$
- Annual Revenue:  $£48,300 \times 12 = £579,600$

#### **Cost Breakdown:**

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- Royalties: 7% of £579,600 = £40,572
  - Marketing Fees: 1.5% of £579,600 = £8,694
  - Operational Costs: £3,472 x 1.05 = £3,646/month; £3,646 x 12 = £43,752
- 
- Total Annual Costs: £40,572 + £8,694 + £43,752 = £93,018

**Profit Analysis:**

- Annual Profit: £579,600 - £93,018 = £486,582

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## Summary of Five-Year Financial Projections

Year	Annual Revenue (£)	Annual Costs (£)	Annual Profit (£)
1	396,000	69,660	326,340
2	435,600	74,826	360,774
3	479,160	80,418	398,742
4	527,040	86,563	440,577
5	579,600	93,018	486,582

### Key Highlights:

- **Break-Even Point:** Achieved within the first year, as the annual profit (£326,340) exceeds the initial investment (£32,500).
- **Consistent Growth:** Annual profits increase steadily each year, driven by a 10% growth in client numbers.

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- **Scalability:** The model demonstrates strong scalability, with each additional year building on the previous one, leading to substantial long-term profitability.

## **Conclusion**

The financial projections for Vanite Clinic Express illustrate a robust and profitable business model with significant growth potential. By leveraging the trusted and accessible pharmacy setting, franchisees can achieve rapid break-even and enjoy increasing profitability over time. These projections, grounded in market research and realistic growth assumptions, provide a clear and compelling financial roadmap for prospective franchisees considering the Vanite Clinic Express opportunity.

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## Risk Management

At Vanite Clinic Express, we understand that launching a new service within your pharmacy comes with potential challenges. Whether it's lower-than-expected customer flow, economic downturns, or unforeseen operational hurdles, we are committed to supporting our franchisees through all phases of their business journey. Below, we outline the key risks and the strategies we have in place to mitigate them, ensuring the long-term success of your franchise.



### 1. Lower-than-Expected Customer Flow:

**Risk:** One of the primary concerns for any new service is the potential for lower-than-expected customer flow, particularly in the initial months of operation.

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### **Mitigation Strategies:**

- **Targeted Marketing Support:** We provide comprehensive marketing support tailored to your local market, ensuring that potential customers are aware of the new services available at your pharmacy. This includes local advertising, social media campaigns, and promotional events designed to drive foot traffic.
- **Ongoing Analysis and Adjustments:** Our team will work closely with you to monitor customer flow and service uptake. If numbers are lower than anticipated, we will assist in adjusting marketing strategies or offering promotions to attract more customers.
- **Flexible Service Offerings:** Vanite Clinic Express allows for the flexibility to introduce new or additional services based on customer demand, helping to maintain steady business growth.

### 2. Economic Downturns:

**Risk:** Economic fluctuations can impact consumer spending, particularly on non-essential services such as aesthetics.

### **Mitigation Strategies:**

- **Diversified Service Portfolio:** By offering a range of services that appeal to different customer needs and budgets, your franchise can attract a broad customer base, reducing dependency on any single revenue stream.
- **Value-Based Promotions:** During economic downturns, we help franchisees implement value-based promotions that appeal to cost-conscious consumers, ensuring continued patronage even during tougher times.
- **Operational Efficiency:** We provide guidance on managing operational costs efficiently, allowing you to maintain profitability even when revenues may be temporarily reduced.

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### 3. Operational Challenges:

**Risk:** Every business faces operational challenges, whether due to staff turnover, supply chain issues, or unexpected equipment failure.

#### **Mitigation Strategies:**

- **Comprehensive Training:** Our robust training programs ensure that your staff are well-equipped to handle day-to-day operations smoothly. Additionally, we offer ongoing training opportunities to keep your team up-to-date with the latest industry practices.
- **Supply Chain Support:** Vanite Clinic Express maintains strong relationships with reliable suppliers, ensuring consistent access to high-quality products and equipment. In the event of supply chain disruptions, we work swiftly to find alternative solutions.
- **Technical and Operational Support:** Should you encounter any operational issues, our dedicated support team is available to assist you promptly, minimizing downtime and maintaining service quality.

### 4. Reputation Management:

**Risk:** The success of an aesthetics service heavily relies on maintaining a positive reputation. Negative customer experiences or public relations issues can significantly impact your business.

#### **Mitigation Strategies:**

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- **Consistent Quality Control:** We enforce strict quality control measures to ensure that all treatments meet the high standards expected by Vanite Clinic. Regular audits and customer feedback loops help identify and rectify any issues quickly.
- **Crisis Management:** In the unlikely event of a reputational issue, Vanite Clinic Express provides crisis management support, helping you manage the situation effectively and maintain customer trust.

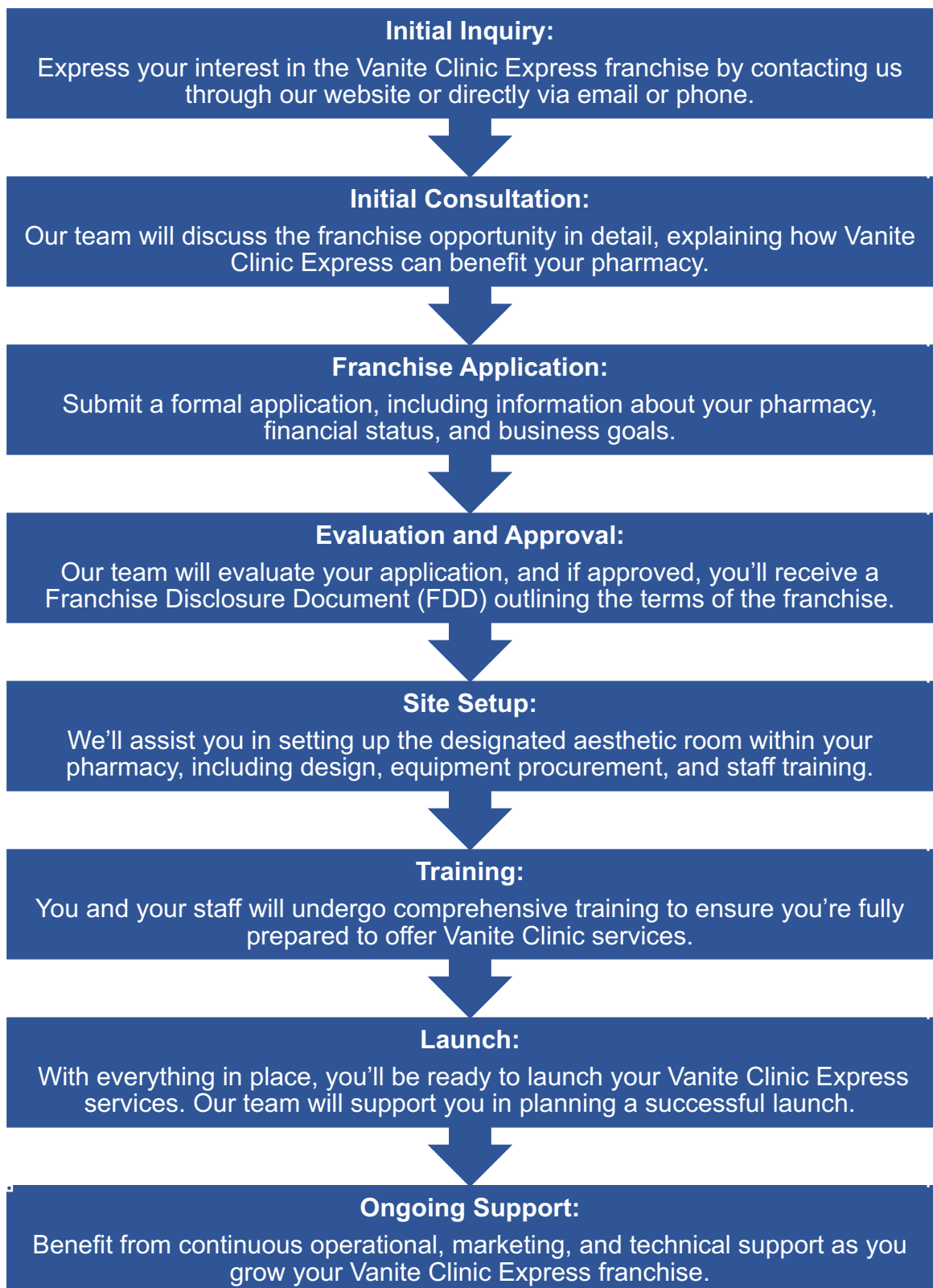
## Conclusion

Vanite Clinic Express is dedicated to ensuring that our franchisees are equipped to navigate the various risks associated with running a business. By providing comprehensive support, tailored strategies, and a proactive approach to risk management, we help our franchisees build resilient and successful businesses. With Vanite Clinic Express, you can confidently expand your service offerings, knowing that you have a trusted partner committed to your success.

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## Steps to Become a Vanite Clinic Express Franchisee



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## **Conclusion**

Vanite Clinic Express represents a unique opportunity for pharmacies to enter the booming aesthetics market with minimal investment and maximum support. Join the Vanite Clinic family and start offering high-demand aesthetic treatments that enhance the value of your pharmacy and attract new customers.

For more information or to start your application, please contact us at 0121 687 0025

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**For More Information Contact**



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