

Skin Rejuvenate

Expanding the Future of Aesthetics

Franchise Prospectus

This information is current as of November 2023 and is subject to change.

Hello and welcome.

We are Skin Rejuvenate - Australia's leading destination for non-surgical facial treatments, delivered in an approachable and tailored-to-you way. We are breaking stigmas, redefining outdated perceptions, and serving as the voice of trust, knowledge, and change. We have an unparalleled reputation for premium and natural transformation results using world-class products and cutting-edge technology. We stand against the standard, striving to stand out with a new take on facial aesthetics. We call this the #rejuvenaterevolution.

Our story began in 2016, when a determined and passionate team of doctors and entrepreneurs recognised a gap in the market and a demand for premium yet approachable cosmetic injectables.

After opening our first clinic in Mount Lawley, Western Australia, we quickly became the go-to destination for the most experienced and trusted medical practitioners. The demand grew, we were booked out, and so we set out on our journey to grow. Fast forward to now, we have 10 open clinics in operation and a strong pipeline with over 20 locations confirmed to open in the coming 12 months.

Our commitment to revolutionising the industry continues as we expand our network of business partners, driving growth and shaping Skin Rejuvenate's future. With over 100 available territories across Australia and New Zealand, we invite motivated individuals eager to invest in the thriving aesthetics industry and share in our success.

This prospectus will provide you with exclusive and comprehensive insight into our unique automated revenue model, what success with Skin Rejuvenate looks like, and the pathway to becoming a franchise partner. We are excited about the opportunities available, and I look forward to welcoming you to the Skin Rejuvenate family.



Joshua Mills
Co-founder and Executive Director

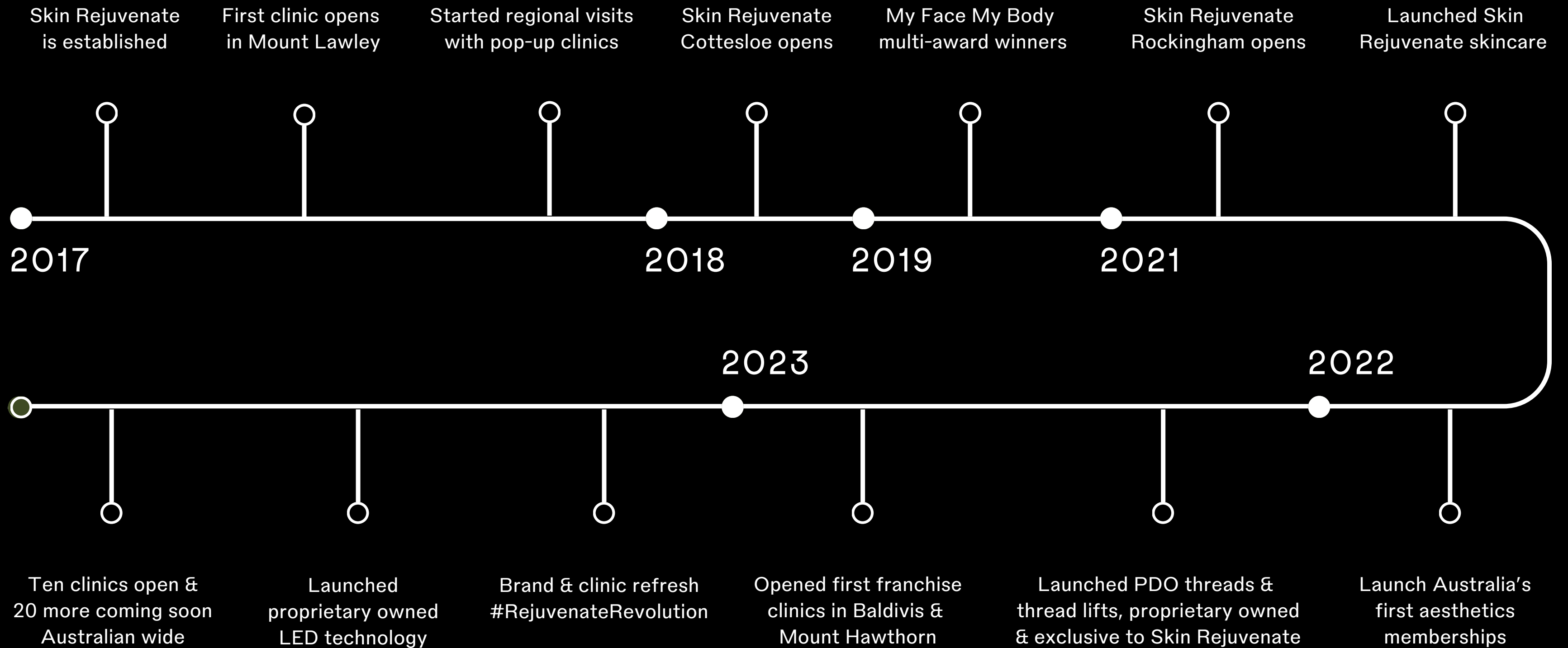


WHO ARE WE

Skin Rejuvenate is Australia's leading destination for non-surgical facial treatments provided by an expert team in an approachable and tailored-to-you way.



OUR TIMELINE



Partner with Skin Rejuvenate

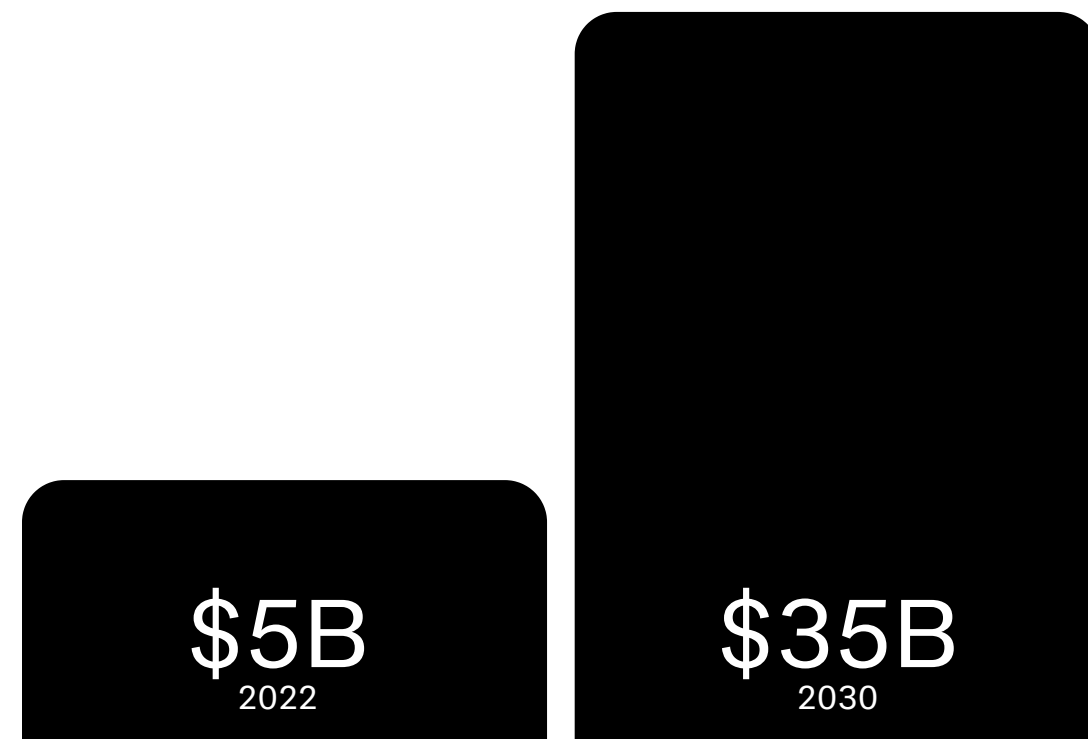
The Market



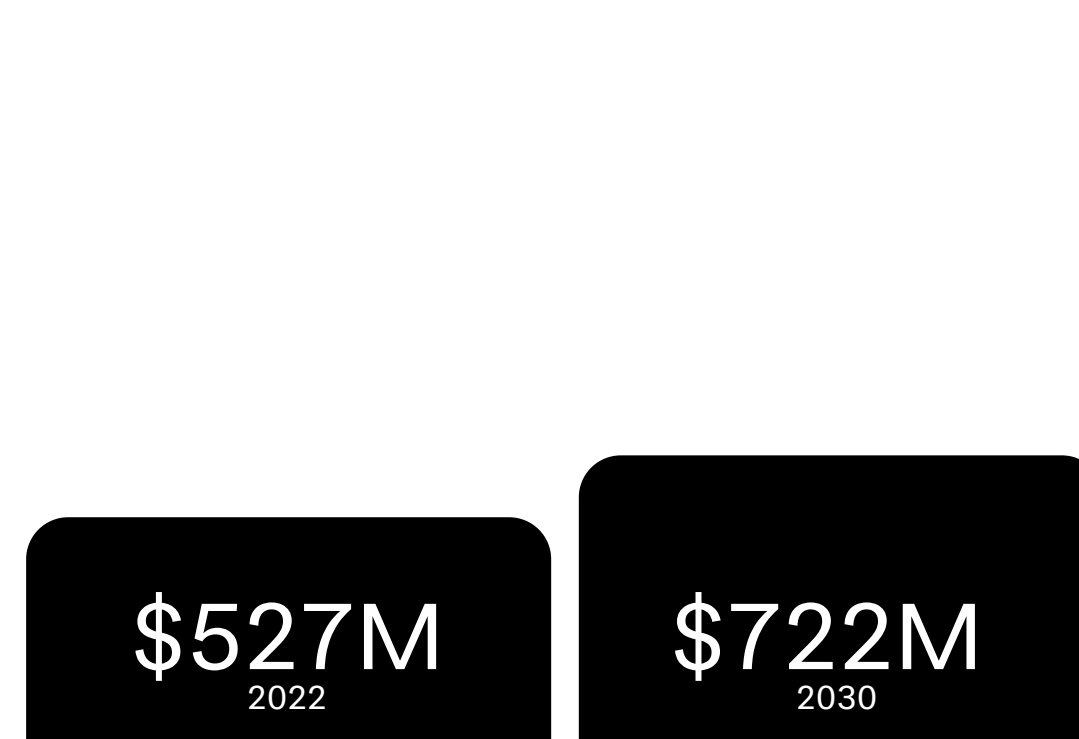
THE MARKET GROWTH

There is a massive opportunity to capture shares in the growing \$5 billion Australian injectables market which is projected to reach \$35 billion by 2030.

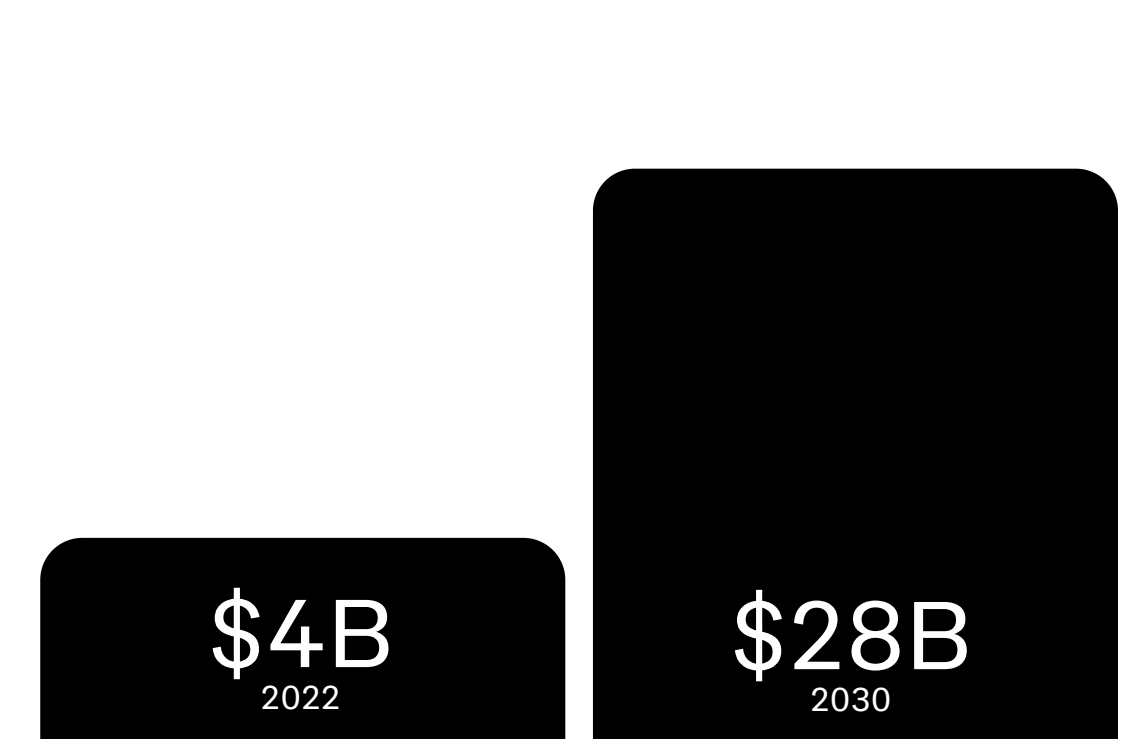
Aesthetic injectables: AU market size



Skin treatments AU market size



Skincare products: AU market size



1. [Grand View Research Australia Facial Injectable Market Size \(2022\)](#). 2. [Imarc Group Australia Skin Treatments Market Report \(2022\)](#). 3. [Imarc Group Australia Facial Care Market Report \(2022\)](#).

WHY WE STARTED

As an industry adapting rapidly, we identified the consumers need for simplified treatments delivered by experts achieving transformative results.

Consumers need consistent, expert care for optimal outcomes

The highest quality of patient results are best achieved through a long-term treatment plan with one trusted provider.

Aesthetics need to be less confusing more approachable

Consumers find the medical jargon intimidating and overwhelming - making it harder for them to decide on treatments or unsatisfied with their results.

Injectables needed to be more accessible

Until now, injectable treatments were a stark choice between low-cost low quality shopping centre chains and intimidatingly expensive independent clinics.

The category

Skin Rejuvenate

Overwhelming choice

An endless treatment options with little direction about what is right for the patient and their unique skin.

Personalised approach

We provide complementary personalised treatment plans curated to suit patient's unique needs, goals and budget.

WHAT SETS US APART

We stand against the standard, striving to stand out with a new take on facial aesthetics.

Jack of all trade

Entry level injectors who offer a wide array of treatments with a main focus on laser hair removal, with cosmetic medicine being secondary.

Expert Practitioner

Our highly trained practitioners are highly skilled in the latest advanced non-surgical treatments and utilisation of skincare knowledge and product.

A rare indulgence

Drastic price discrepancies giving patients no choice but miss out or schedule treatments around promotions leading to dissatisfactory results.

Results on schedule

A affordable high-quality solutions geared by a membership model giving patients amazing skin on schedule with long lasting results.

Indiscreet accessibility

Often located in shopping centres, overlooking patient privacy and comfort in an atmosphere that prioritises quick transactions.

Approachable luxury

Our locations situated for discreteness and accessibility. Our signature clinics are thoughtfully curated for a luxury yet comfortable experience.

Partner with Skin Rejuvenate

The People



OUR PATIENTS

We have turned infrequent solution finders into loyal patients dedicating to preserving their youth through preventive skin care putting their best face forward. We have done this by redefining existing behaviour and engaging with our audience in an approachable way.

Category Patient

- Sees injectables as 'intimidating, risky, secretive, exclusive'
- Primary: Older female
- Secondary: Younger females (through discounts and deals)
- Believes in brand names and "price equals quality" approach
- Confused by medical jargon and not sure what they need

Skin Rejuvenate Patient

- Describes us as 'approachable, luxurious, trustworthy'
- Primary: Younger female and males
- Secondary: Older affluent patients
- Dedicated to their skin schedule
- Seeking knowledge and building passionate

OUR PRACTITIONERS

In our clinics, we cultivate a culture of education and excellence, offering world-class ongoing training driven by award-winning educators and market-lead brands.

	Common Industry Practice	Skin Rejuvenate
Income	Award salary with incentivises on sales targets	Above award salary for all employees with focus on high quality
Focus	Most focus on laser hair removal with cosmetic medicine being secondary	Advanced treatments with world class products and technology
Training	Limited support for up-skilling and reliant on entry level qualifications	12 month specialised training program by world-class educator with ongoing up-skilling
Resources	Limited access to expert support and educational resources for focused learning	Comprehensive patient data for highest quality deliverance and easy access to expert support



Partner with Skin Rejuvenate

The Experience



Partner with Skin Rejuvenate

The experience

SERVICES

Our offerings are what sets us apart. We focus exclusively on providing transformative injectable treatments with natural results and effective long lasting dermal treatment.

Core injectable treatments

- Dermal filler
- Anti-wrinkle
- PDO threads
- Non surgical facelifts
- Platelet-Rich Plasma
- Bio-remodelling

Core dermal treatments

- Advanced Laser treatments
- RF skin needling
- Laser tattoo removal
- Personalised skin peels
- PRP skin needling
- LED therapy



Partner with Skin Rejuvenate

The experience

MEMBERSHIP

Our unique membership model with recurring scheduled treatments maximises patient results and satisfaction while nurturing long-term relationships and delivering the highest quality continuity of care.

- \$99 automatic and recurring monthly fee
- Monthly scheduled treatments with accumulative credit
- Exclusive sign up to Skin Rejuvenate clinic



Partner with Skin Rejuvenate

The experience

PRODUCTS

Our shelves and treatment rooms are stocked with expertly-curated products that blend the power of nature with the smarts of science — and get results.

We are set to relaunch it's premium range of premium skin care curated by world class dermal practioners, exclusive to Skin Rejuvenate.



Partner with Skin Rejuvenate

The experience

CLINICS

Our clinics are the right amount of luxe and laid-back and have been meticulously designed with our core mission to switch up facial aesthetics, providing a welcoming and professional yet approachable professional setting with private treatment rooms.

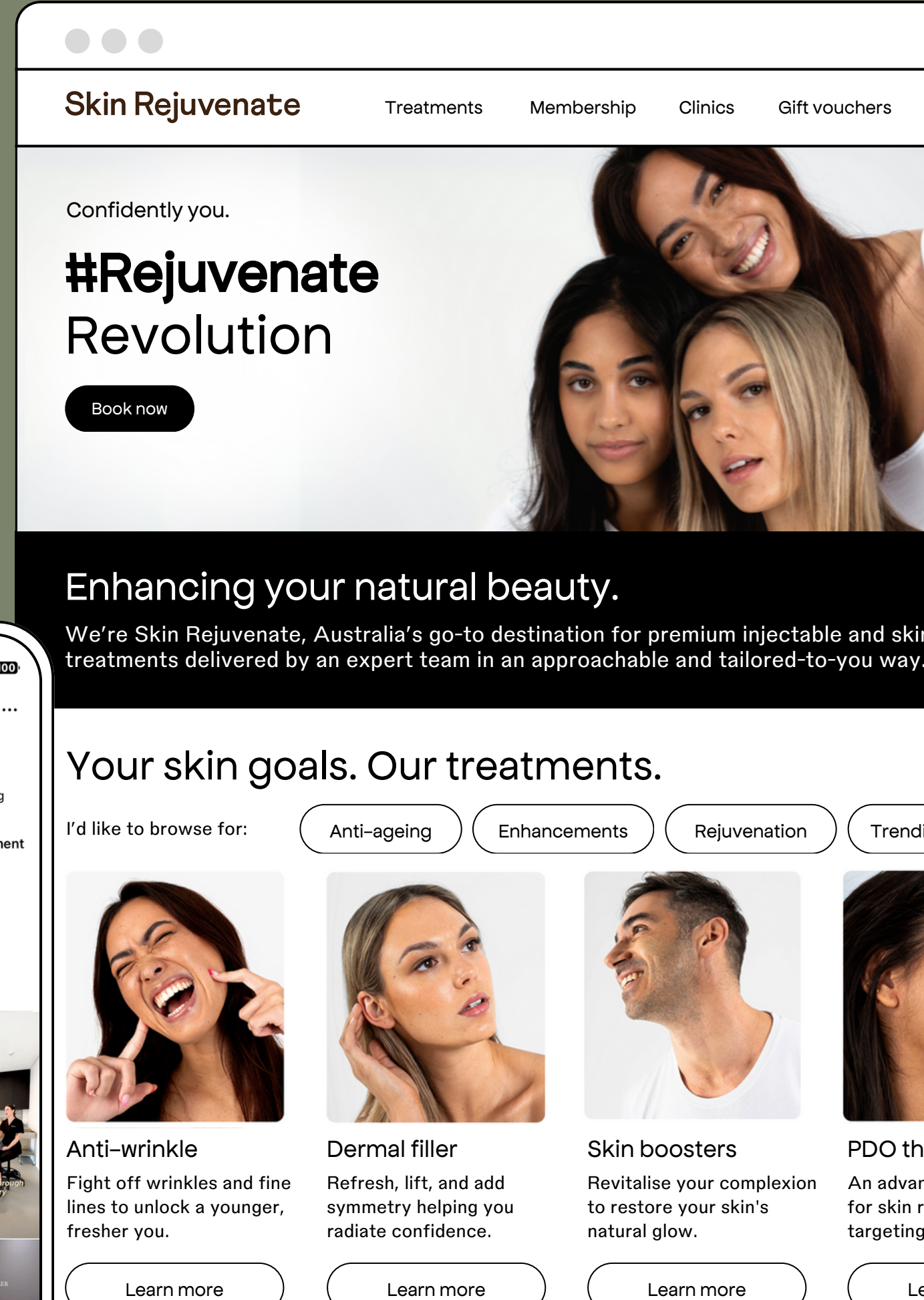
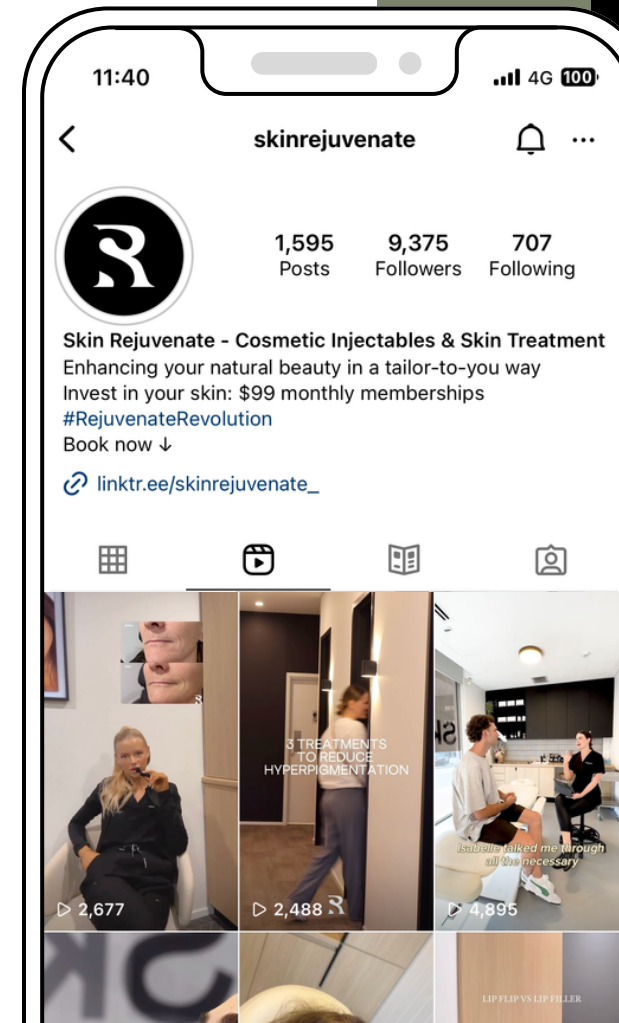
Location matters to us. We steer clear of large shopping centres, focusing instead on high-traffic areas that are both accessible and discreet.



DIGITAL

Our world-class patient database, industry leading website and proprietary technology + algorithms — deliver personalised treatment plans and product recommendations to our patients 365 days a year.

Core to changing to aesthetics game is our presence on social media. Our platforms capture our expertise, educates our audience, and drives engagement and revenue. From visual proof of treatment results to capturing the #rejuvenaterevolution.



The Opportunity



FRANCHISE VISION

We are seeking ambitious individuals eager to invest in the thriving industry and ready to partner with Skin Rejuvenate

Can you execute our mission?

We are proud to be Australia's fastest-growing leader in our industry because we partner with people who are just like us: driven, passionate, success-seeking, all-round entrepreneurial individuals. When you partner with us, you become part of the Skin Rejuvenate family. Ours is a unique franchise model offering 100% ownership and 100% support.



THE MODEL

There are multiple proven and operating avenues for growth when you partner with Skin Rejuvenate.

Recurring revenue

Attractive, recurring revenue before your clinic opens backed by our membership model that nurtures long term patient relationship.

Product sales

Trust built with service provides platform to drive significant product sales with premium skincare products, exclusive to Skin Rejuvenate partners.

Attractive margins

Extensive pricelist with advanced treatments with attractive margins backed by priority owned products and technology.

Diverse customer base

Our new take on aesthetics positions our brand identity with a huge opportunity to grow and expand female market and unlock male market



HOW WE SUPPORT YOU

Our dedication to providing support is continuous – we are here to assist you on your journey towards success.

01

100% ownership

Our unique partnership model offers our franchise partners 100% ownership, ensuring hard work is rewarded and allowing us to continue innovating and leading brand growth – collectively, we maximise success and shape the future of Skin Rejuvenate.

02

Cutting-Edge Technology

Technology is at the core of Skin Rejuvenate. We carry the latest aesthetic technology and products from around the world, some of which are proprietary owned and exclusive to Skin Rejuvenate.

03

Unique business model

Our stand out brand positioning, refined offerings and cutting edge technology, provide you with a proven model backed by an automated revenue stream and extensive resources.

02

Ongoing support

With access to extensive resources including training programs, operations support and business management tools to set you up for success from opening. Our commitment to support is ongoing – support you on the pathway to success.

WHAT MAKES A GREAT FRANCHISE PARTNER

Entrepreneurship and partnership grounded in these traits are our formula for financial success, assuring a mutually beneficial and prosperous venture.

Dedication

The price of success is hard work. This is a full-time business. When it comes to hard work and a need for you to be in-clinic and full time.

Forward looking

We're needing partners who share our growth vision, opening one shop today but dreaming where they could be tomorrow.

Business experience

When it comes to experience, we want individuals who think with their business cap on to progress our brand forward. No medical background required, we are seeking business savvy entrepreneurs eager to expand their portfolio.

Secured finance

We're searching for candidates with a minimum of \$450,000 in liquid assets and a \$650,000+ in total net worth.

WHERE WE ARE GOING

With over 100 territories primed and ready for reservation, our pipeline to growth continues.

Skin Rejuvenate works closely with location and leasing experts to ensure our clinics are strategically placed in high-profile, visible areas with strong foot traffic and accessible features. Opportunities are now available to launch your own Skin Rejuvenate clinic in metro and regional areas across Australia and New Zealand.



PROCESS

Your next steps in becoming an confirmed franchise partner with Skin Rejuvenate

01

Online enquiry

Submit our online form and expect a response from our franchise team within three business days.

02

Phone interview

We'll arrange a discussion to explore the Skin Rejuvenate franchise opportunity and your business profile.

03

Face-to-face

After signing the confidentiality agreement, we'll meet to discuss financials and the application steps in depth.

04

Formal application

Submit your application with request your selected territory to reserve and finance plan.

05

Legal review

Once the finance application fee has been paid, take the necessary time for due diligence with your financial advisors while we review your application.

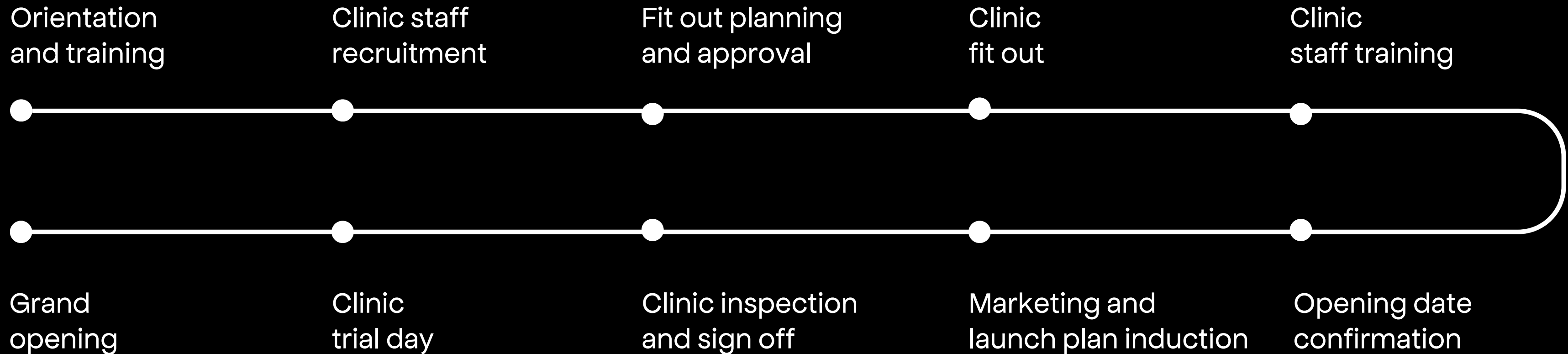
06

Final approvals

Receive formal confirmation as a franchise partner proceeding with the next phase of onboarding and opening your Skin rejuvenate clinic.

PROCESS

Your pathway to opening your Skin Rejuvenate clinic once you are a confirmed franchise partner



YOUR QUESTIONS, ANSWERED

What is the Skin Rejuvenate franchise model?

We offer our franchise partners 100% ownership of their clinic. This means you take 100% of the upside for your work. We also provide ongoing support and training to all franchisees to help you with your new responsibilities.

What are the legal requirements for a franchise?

It's important to seek advice from an expert in franchising. Due diligence plays an important role in your decision-making process and can help you set up the business for success. It's also a good idea to talk with current and former franchisees to learn more about the brand, the industry, and the business as a whole.

How long does it take from application to opening a clinic?

Once your application has been approved this process can take anywhere from 3 – 6 months. During this time you will attend orientation at Skin Rejuvenate HQ, undertake your initial training, be involved in clinic setup and assist in pre-opening marketing initiatives.

What experience or training is required to become a franchisee?

While business experience is always a positive, there are no hard-and-fast requirements or prerequisites. We have a diverse range of franchisees from a variety of backgrounds. All we expect is you to embrace our customer service culture, contribute to the whole group and run your business with passion and energy. We'll teach you the rest.

What training do I get before we open?

Our training schedule has two phases - the first a 5 day orientation training in Perth and the second in store training either in Perth or the state of your business. Then when your store is ready, we come to you to help set up, continue your induction and train your staff.

Am I required to buy stock from the franchisor?

Franchisees purchase stock directly from Skin Rejuvenate or approved suppliers only. Skin Rejuvenate gains no benefit from stores choosing to sell one brand over another. Our only interest is in you buying the correct stock at the right levels to suit your store and market.

YOUR QUESTIONS, ANSWERED

How much does the fit-out cost?

We can provide you an estimate based on similar recently opened stores. It's impossible to provide firm costings at this stage because we go to competitive tender for each project to ensure that you get the best price.

How much does it cost to open a Skin Rejuvenate clinic?

Our franchise model offers one of the lower start-up costs in the industry. For an initial investment of approximately \$450k - \$650k including initial franchise fee for a new clinic.

How much revenue will I make as a clinic owner?

It's impossible to estimate the results of any store - many variables contribute to success, including the motivation of the franchisee. As part of the application process we will provide you with sales and financial comparisons for some existing stores to allow you to make as an informed decision as possible.

Are there any additional costs I can expect?

All charges by Skin Rejuvenate are detailed in the disclosure statement (which you will receive with your draft franchise documents), but in short we charge one franchisee fee for the territory, which covers the first 5 years. There are no additional charges from Skin Rejuvenate in relation to the establishment of the store - though there are professional fees in relation to documentation. In addition there may be a security deposit applicable to your lease and you should discuss this with your financier. You will also need to cover your own costs in relation to professional advice (legal, financial etc) and travel to Perth for orientation training. If you are purchasing an existing store, the outgoing franchisee will be liable for the transfer fee associated with the sale. Territory renewal fees apply after the first 5 years of operation of any territory, please ask how this will impact you and the store you plan to buy.

Do you have formal relationships with banks or other lenders?

Yes, we have relationships with major lenders and will be happy to pass on the details.

Let's chat

Nathan Dubrich, Franchise Manager
Email: nathan@skinrejuvenate.com.au
Phone: 0405 313 771

Skin Rejuvenate

@ skinrejuvenate
rejuvenaterevolution
🌐 skinrejuvenate.com.au