

# Price Deflation

UK Clinic Price to Consumer Comparison Chart - Non-Surgical Treatments 2013 vs 2009

TREATMENT	UK Average Price 2013	Number of Results	UK Max Price	UK Min Price	UK Min vs. Max Difference	London Average	North Average	South Average	Midlands Average	Scotland Average	National Chains Average	UK Average Price 2009	2013 vs 2009
Botox® (1 Area) *	£187	60	£300	£99	£201	£213	£176	£188	£194	£161	£185	£204	-£17
Botox® (2 Areas) *	£257	52	£360	£165	£195	£275	£234	£246	£265	£243	£306	£278	-£21
Botox® (3 Areas) *	£318	51	£470	£205	£265	£329	£288	£297	£329	£312	£389	£339	-£21
Botox® Hyperhidrosis (Both Axilla)	£456	36	£850	£300	£550	£463	£412	£448	£435	£464	£533	£479	-£23
Restylane® (1ml)	£250	23	£390	£150	£240	£248	£270	£225	£285	£273	-	£299	-£49
Restylane® Perlane (1ml)	£270	10	£350	£175	£175	£261	-	£275	£265	£300	-	£326	-£56
Restylane® SubQ (2 ml)	£478	5	£645	£400	£245	£513	-	£450	-	£400	-	£583	-£105
Juvederm ULTRA® 2 (1.1ml)	£238	21	£390	£150	£240	£272	£224	£213	£263	£200	£220	£282	-£44
Juvederm ULTRA Smile (1.1ml)	£238	7	£299	£199	£100	£225	£225	£210	-	£287	-	-	-
Juvederm VOLUMA (2ml)	£511	13	£600	£320	£280	£548	£448	£523	£598	£472	£500	-	-
Sculptra® (Single Vial)	£426	21	£800	£300	£500	£417	£375	£366	£469	£499	£482	£449	-£23
Restylane® Vital (1ml) (Skin Boosters)	£198	8	£250	£100	£150	£235	-	£206	£143	-	-	£199	-£2
Mirco-needling (Dermaroller)	£268	32	£350	£175	£175	£313	£238	£279	£258	£244	£275	-	-
Microdermabrasion (Session)	£66	18	£95	£45	£50	£80	£55	£64	£71	£57	£67	£68	-£3
Laser/IPL Hair Removal - Underarms (Session)	£83	22	£110	£50	£60	£95	£79	£75	£83	£81	£86	£81	£2
Laser/IPL Hair Removal - Lower Legs (Session)	£174	22	£220	£125	£95	£173	£159	£167	£180	£172	£192	£184	-£10
Laser/IPL Hair Removal - Bikini Line (Session)	£93	22	£120	£65	£55	£96	£79	£83	£110	£92	£104	£93	-£0
VASER® Lipo (1 Area)	£2,332	11	£2,800	£1,950	£850	£2,580	-	£2,000	£2,075	£2,000	£2,300	£2,033	£547

Results based on prices sourced from 60 clinics nationwide.

\* Please note that these values are only relevant for the 60 clinics used for this survey (approx 10 per region). A more extensive look at the UK pricing of Botox treatments is available in our Member Area. This resulted in differing values due to a more in-depth survey which looked at a sample size of 189 clinics nationwide.

# Average Botox Clinic Prices Consulting Room Member Survey (Sample Size 189) UK & Regional



■ ONE AREA (186 Results) ■ TWO AREAS (142 Results) ■ THREE AREAS (144 Results)



## Anti-Wrinkle injections

Lines and wrinkles can be softened when small amounts are carefully injected as specific facial muscles are relaxed.

### Dermal Fillers

**Hyaluronic Acid** is naturally present in your body with high concentrations in your skin. It combines with water to keep your skin hydrated for a youthful look. As we age, our skin loses hyaluronic acid and wrinkles and folds start to appear.

With the JUVÉDERM® range of dermal fillers, we can add Hyaluronic Acid deep within your skin to give you a revitalised and refreshed look.

## Price List

### Anti-Wrinkle injections:

One area:

**£99**

Two areas:

**£198**

Three areas:

**£297**

# Inflation

**1994**

£1.00

£200

**2022**

£2.17

£99 - 1 area toxin

**75% decrease in real terms - should be £400 today just to keep pace with inflation!**

# Ceiling in capacity & hence profit

$$\begin{aligned} &\text{Hours worked/week/practitioner} \\ &\quad \times \\ &\quad \text{Average profit/hour} \end{aligned}$$

# How most small businesses set prices

Research Market place

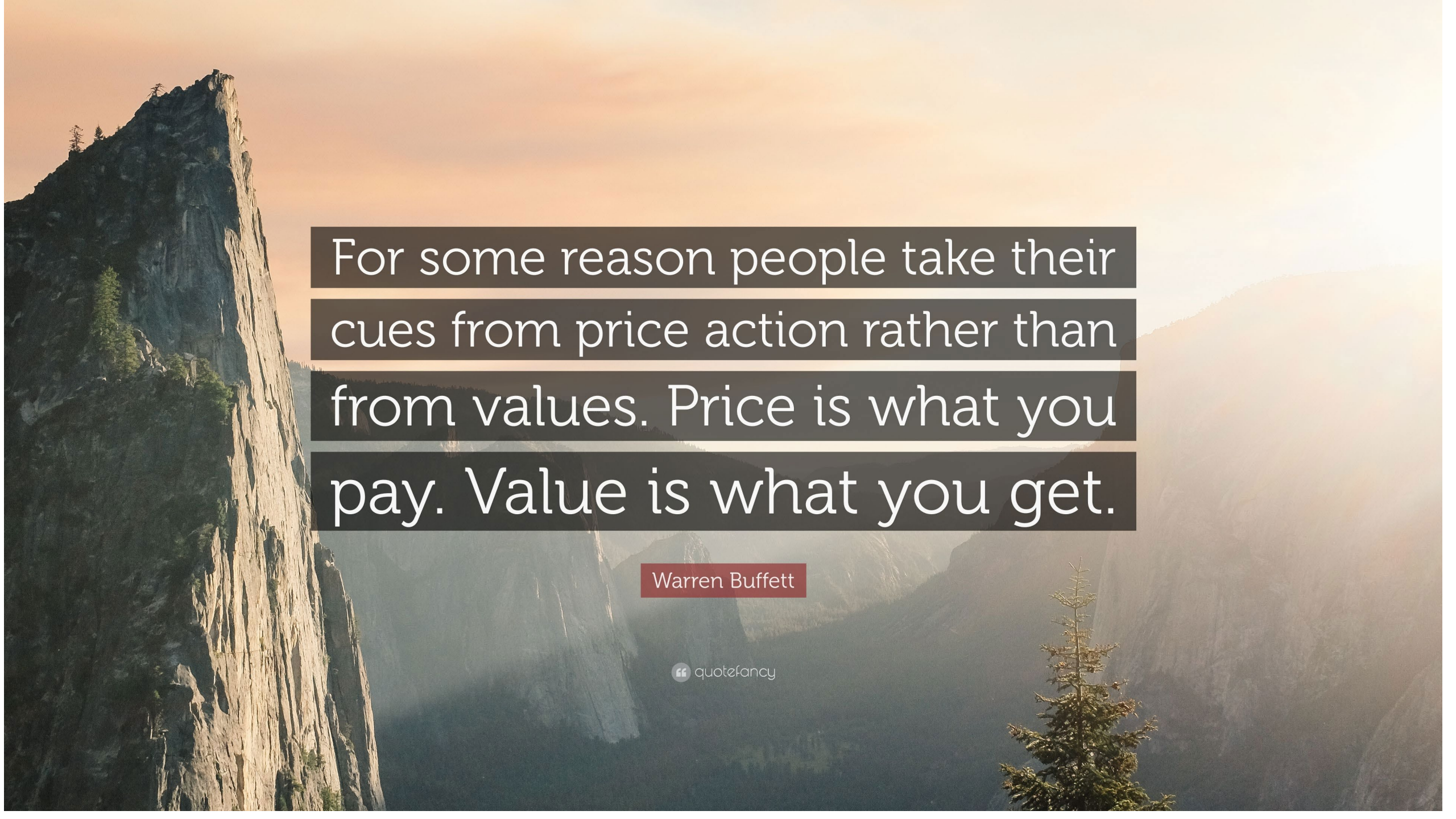
Take average (or slightly below) price

Provide what competitors provide, but with a little more?

**“Come to us because we provide you with more for less”**

# If everyone does this we end up with...

- Poor quality products/equipment/training and -  
\*\*\*\*ty results/experience
- AND - Can't make any money



For some reason people take their cues from price action rather than from values. Price is what you pay. Value is what you get.

Warren Buffett

 quotefancy



# What is Value?

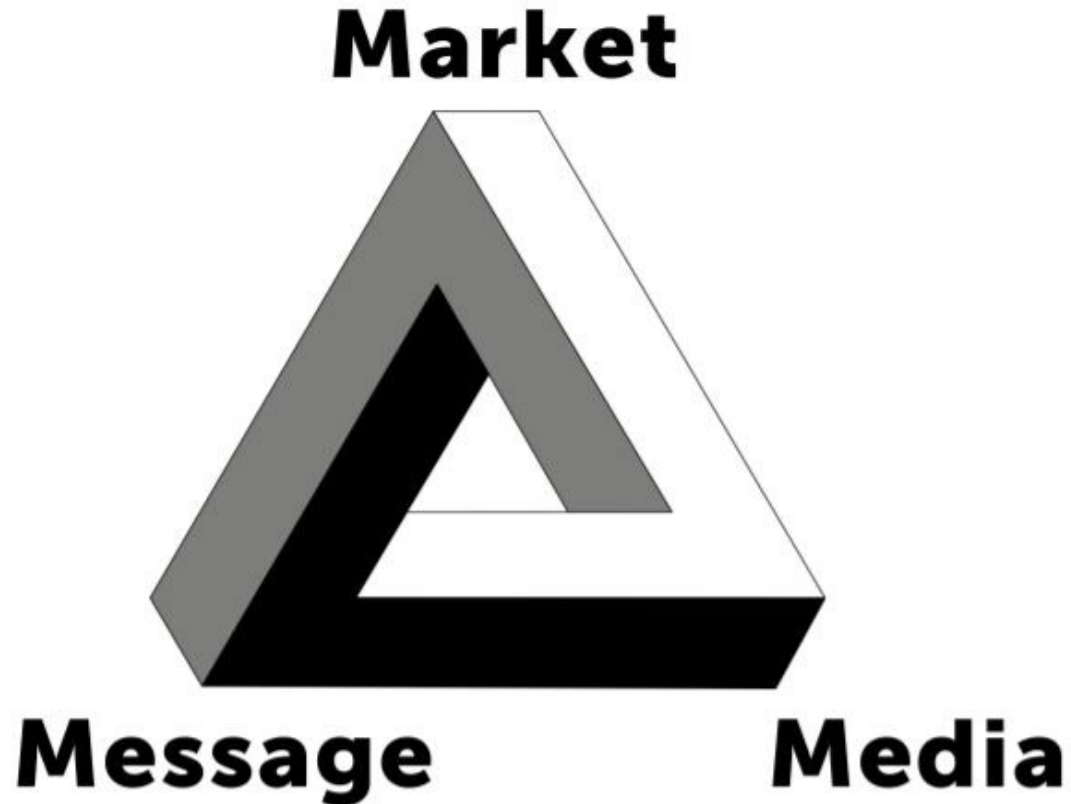
When choosing a product/service we generally believe that what we're getting (VALUE) is worth more than what we are giving in exchange (PRICE)

When perceived VALUE dips below what we pay – stop buying

NOT EASY – BUT.....

Those that understand VALUE (**from a customers perspective**) best will charge the highest price – *rather than those that think that lowering prices = value!*

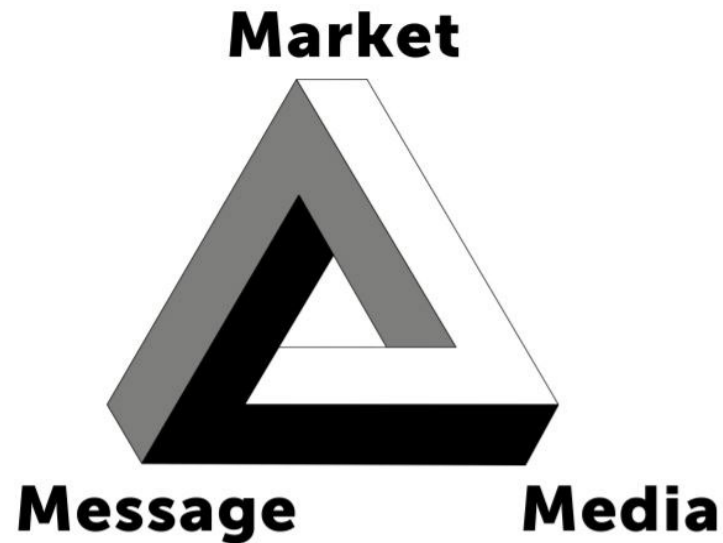
There is one other important factor!



**Many clinics focus more attention on Media than market or message!**

# Your “MARKET” Matters!

Need **DEMAND!** ....Not trying to create demand, trying to channel it!



# 4 characteristics of a “GOOD” Market

Pain/frustration – (problem)

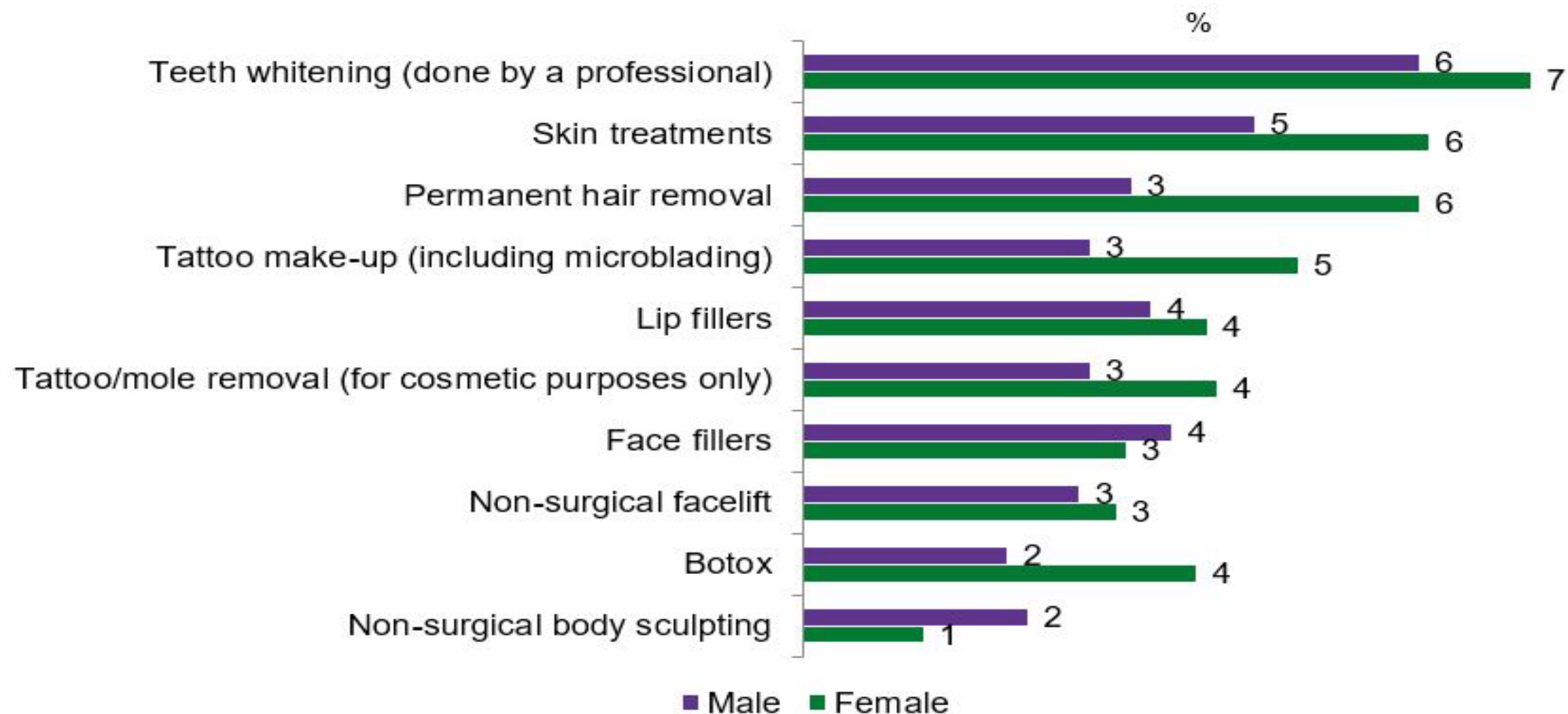
Purchasing Power

Easy to Target

Growing

## PROPORTION OF UK ADULTS WHO HAVE UNDERGONE SELECTED NON-SURGICAL PROCEDURES, BY GENDER, SEPTEMBER 2020

*"Which of the following non-surgical procedures have you ever had?"*

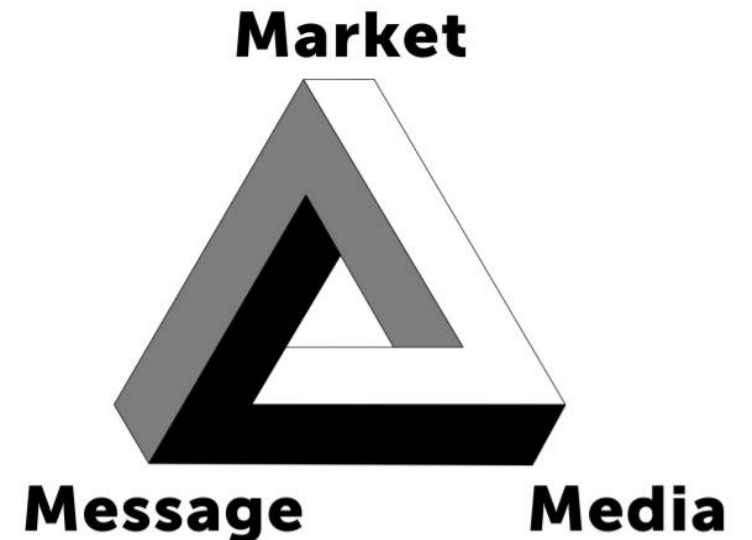


# Toxin - After 27 years

- 3%
- DERBY – 270,000
- 8100
- 25 “providers”
- 324 x £600/annum = £194K turnover  
At 50% margin = £97K Gross profit

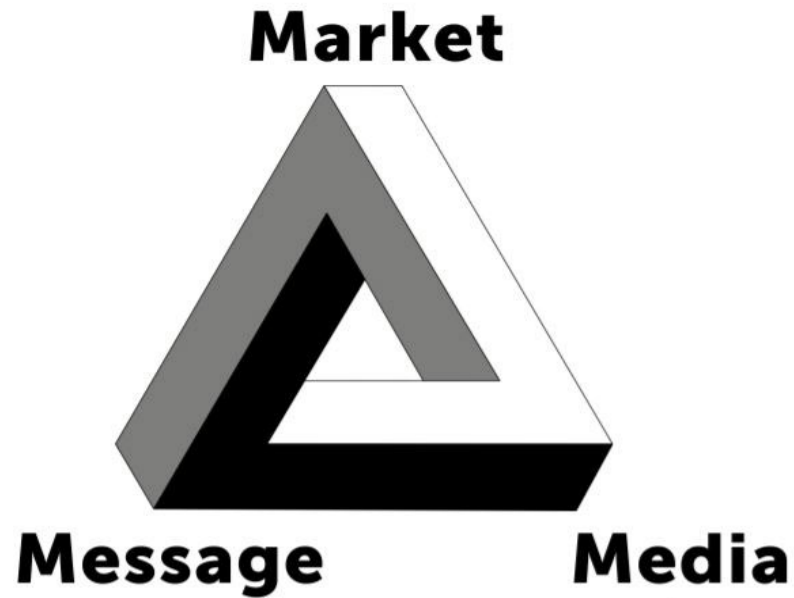
# COMPELLING MESSAGE

Uncovering real hidden value that you can communicate in a way that will support premium pricing?





Your ability to **accurately** and **honestly** think  
like your customers



# Value Equation

Dream Outcome X Perceived Likelihood  
\_\_\_\_\_ = VALUE

Time Delay X Effort and Sacrifice

If there are 2 products that produce a “**Dream Outcome**” for an aesthetic concern – it will be product that with the most **certainty**, in **fastest time**, with the **least effort** that should command a higher price

# So what do your customers really want?

Don't want Botox, lasers, fillers, peels, and inconvenience of coming to see you, **they just want their problem to go away**

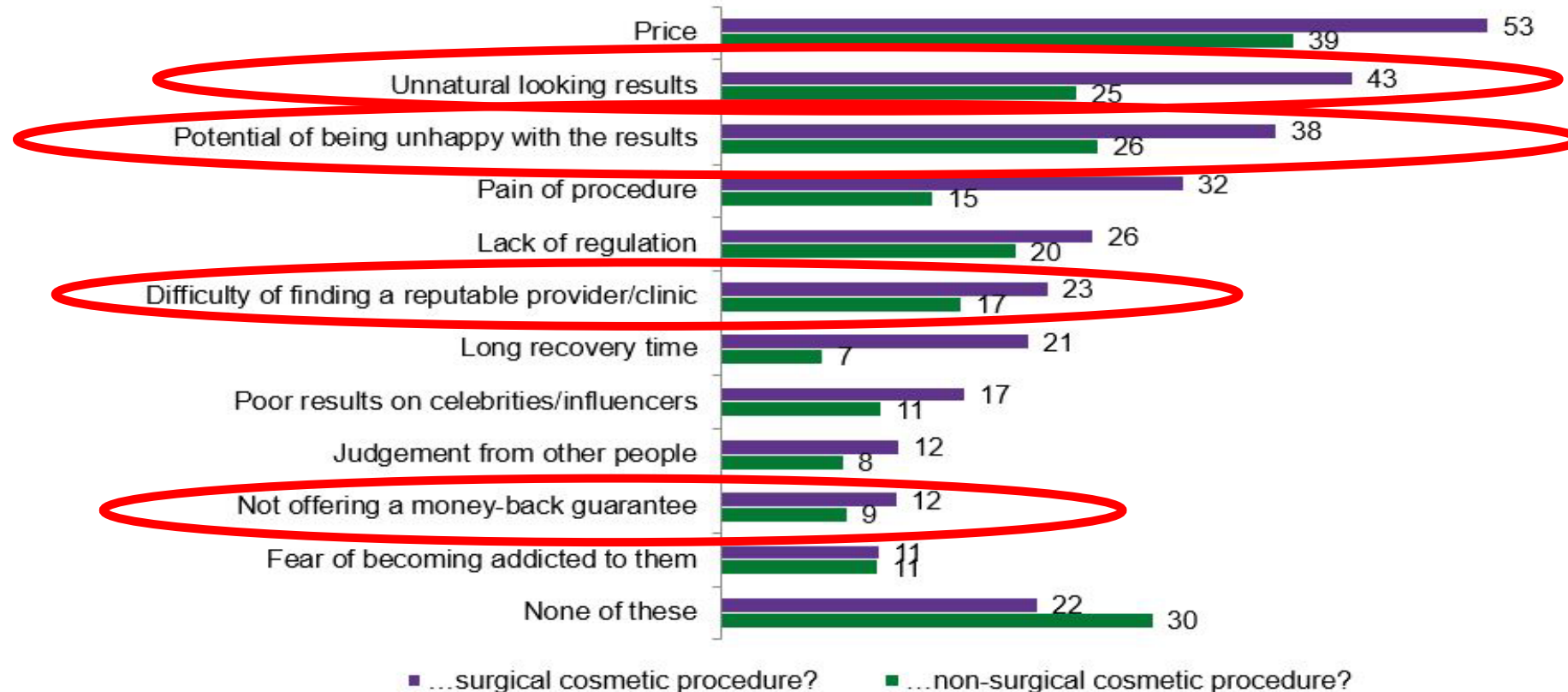
PRICE is always going to be a consideration  
...but what other problems do your customers  
encounter when buying aesthetic treatments?

# TRUST Issue

## Barriers to undergoing cosmetic procedures

MAIN BARRIERS TO HAVING EITHER SURGICAL OR NON-SURGICAL PROCEDURES, SEPTEMBER 2020

*"Which of the following do you think are the main barriers to having a... Please select all that apply."*



Base: 1,946 internet users aged 18+

# Value Equation

Dream Outcome X Perceived Likelihood

= VALUE

Time Delay X Effort and Sacrifice

# Consumer Dream Outcome

Complete solution to their problem

## Perceived Likelihood

Experience/Equipment/Training

Guarantee? – **will it work for me?**



# FILLERS – how much more would you pay?

- Experience
- Artistry
- Communication and agreement on outcome
- Morphing software/guarantee
- Product selection
- How much product?
- Evidence
- Longevity

# Perceived likelihood of achievement

Goal is to increase this in your marketing communication to charge more!

This is where clinics/salons can struggle with either ability/equipment in terms of being confident themselves in delivering outcomes


# Value Equation

Dream Outcome X Perceived Likelihood  
\_\_\_\_\_ = VALUE

**Time Delay X Effort and Sacrifice**

# Fastrack

Package options may vary  
from those listed,  
limited numbers available

For today's packages – ask at 

## FASTRACK SCREAM

Air • Nemesis • Oblivion

£9

## FASTRACK ADVENTURER

The Flume • Rapids • Runaway Mine Train •  
Charlie & The Chocolate Factory™: The Ride

£5

## FASTRACK RITA

£5

## FASTRACK ONE SHOTS

Available on the day from Sales & Information  
only: Air, Nemesis, Oblivion, Flume, Rita, Rapids,  
Sonic Spinball & Runaway Mine Train

RANGING FROM  
£2-£4

PER ATTRACTION

## FASTRACK ULTIMATE

One ride on each of the following attractions – Air,  
Nemesis, Rita, Ripsaw, Duel, Rapids, Hex, Sonic Spinball,  
Runaway Mine Train, Oblivion, The Flume, Enterprise,  
Submission, Charlie & The Chocolate Factory™: The Ride,  
Battle Galleons, Heave Ho & Marauder's Mayhem

£40

## FASTRACK PLATINUM

Unlimited riding all day on each of the following – Air,  
Nemesis, Rita, Ripsaw, Duel, Rapids, Hex, Sonic Spinball,  
Runaway Mine Train, Oblivion, The Flume, Enterprise,  
Submission, Charlie & The Chocolate Factory™: The Ride,  
Battle Galleons, Heave Ho & Marauder's Mayhem.  
Note: Ticket only valid with a wristband

£80





## What is Huel Powder made of?

Oats

Coconut

Peas

Rice

Flaxseed

Sunflower seeds



29g Protein

27 Vitamins  
& Minerals

From \$2.21  
per meal

# “Instant gratification” important to millennials

## Why Deliveroo hidden charges can add £12 to your bill

Written by: Emma Lunn

17/06/2021

Takeaway customers don't just pay delivery and service charges – but more for their food too.



# Time Delay - Goal = Decrease

Broadly speaking, shorter time between purchase decision and desired outcome – more valuable product or service is

# Time Delay

Superior technology/ability – 3 sessions vs 12?

Protocols aimed at delivering initial results more quickly (i.e. combination treatments!)

FASTRACK/PRIORITY booking slots?



# Effort and Sacrifice – Goal = Decrease

Pain

Downtime

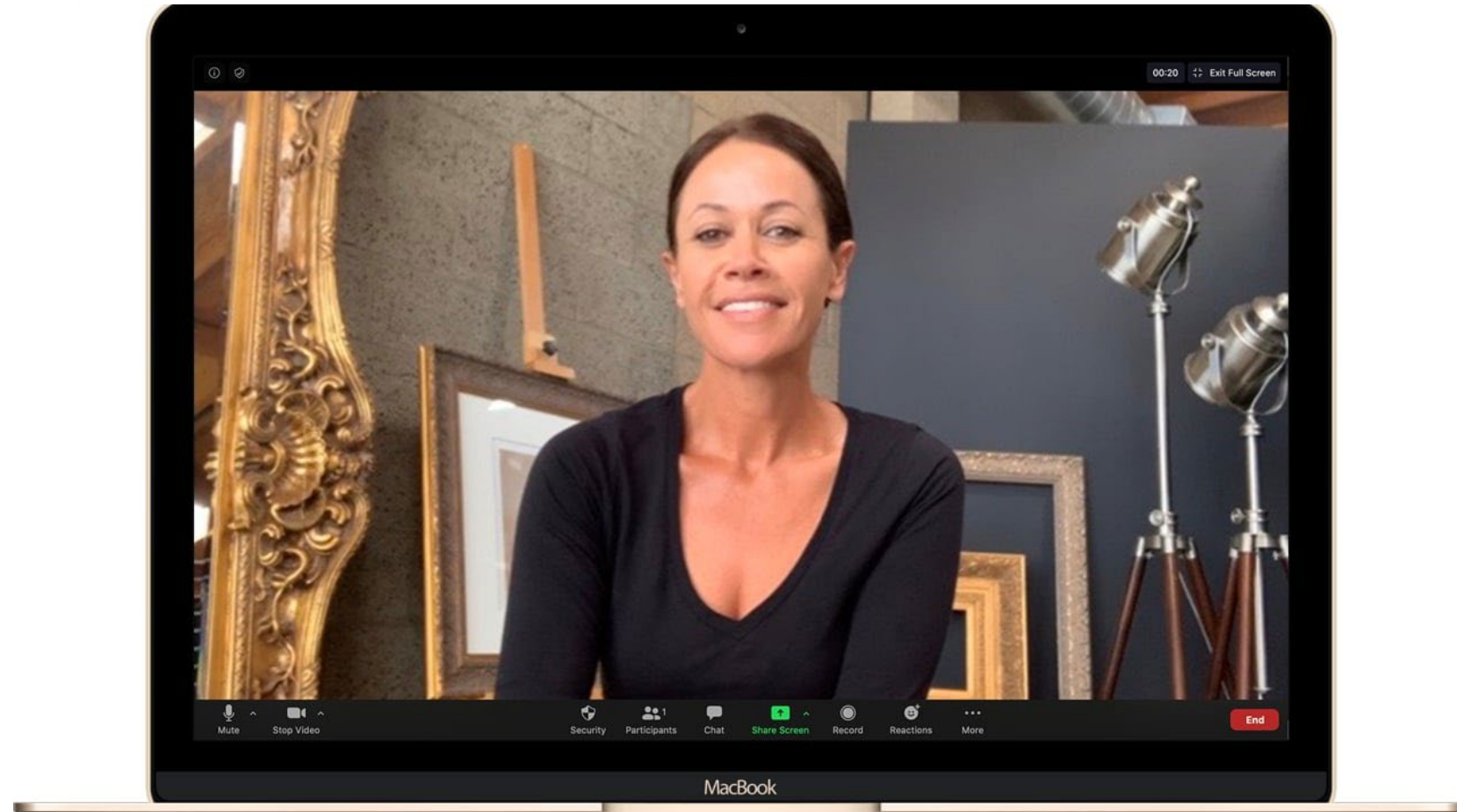
Treatment frequency (toxin)

Recovery time

Travel



Obvious consumer “problem” that the majority in our industry hadn’t addressed?



# What value can you uncover?

Dream Outcome X Perceived Likelihood  
\_\_\_\_\_ = VALUE

Time Delay X Effort and Sacrifice

This **takes time & deep thought** – but steers all your marketing messages towards a better “VALUE” proposition

If you want to charge the highest prices and deliver most value AND make most profit in your area – you have to spend time on crafting the most compelling message that really resonates with your ideal customer!

- Dashboard
- EC Clarity **NEW**
- EMS System
- Resources
- How-to Guides
- Events**
- Local Meetings
- Open House Days
- Business Growth Central
- EC Deals
- Toolbox
- Facebook Group
- Your Account
- EC Leaderboard**
- Search the Index

**PRINTING PROFITS:**  
The Power of Direct Mail

BOOK NOW

MAY 25

**THE IMPLEMENTOR**  
2 DAY WORKSHOP

BOOK NOW

JUL 5 JUL 6

**GETTING & KEEPING CUSTOMERS CONVENTION**

**2022**

BOOK NOW

SEP 25 SEP 26

**Fixing Your Leaky Bucket**

BOOK NOW

NOV 30

### Past Events

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WATCH NOW

**Marketing Unplugged**

WATCH NOW

**THE BEST MANAGEMENT COURSE FOR Business Owners in the WHOLE WORLD EVER**

WATCH NOW

**3 P's in a Pod:**  
Positioning, Publicity & Piers...

WATCH NOW

**WEBSITE WIZARDRY**

WATCH NOW

**Money MASTERCLASS**

WATCH NOW

**2021**  
your best year yet  
The Virtual Planning Event

WATCH NOW

**Ad Astra: TO THE STARS**

How to SCALE your business

WATCH NOW

**Nige's LinkedIn MASTERCLASS**

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**CELEBRITY SUCCESS**  
with Deborah Meaden

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with Jo Fairley

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**CELEBRITY SUCCESS**  
with Jeffrey Archer

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