

Empowering Clinics, Transforming Futures

How Laseraid is Leading the Charge in Flexible Device Solutions

At the heart of the thriving aesthetic industry is the need for innovative technology, reliable support, and a partner who truly understands the unique challenges clinics face. Laseraid has emerged as a trailblazer in this space, combining industry expertise, exceptional service, and a forward-thinking approach to empower clinics and practitioners across Australia and New Zealand.

Exceptional Technology and Unmatched Service

A key part of Laseraid's success lies in its extensive portfolio of partnerships with leading brands such as Lumenis, Viol and Laseroptek. These collaborations ensure that clinics have access to cutting-edge devices designed to elevate their offerings and enhance their competitive edge in the market.

Flexible Plans for Every Need

Laseraid recognise that every clinic is unique, with its own aspirations, challenges, and operational needs. To meet these diverse requirements, they offer a variety of access options that empower clinics to access the latest technology in a way that works best for them with 3 flexible device plans.

The Subscribe Plan offers a commitment-free way to integrate premium devices into your services, ideal for clinics wanting flexibility without long-term agreements. With simple weekly payments, you can provide cutting-edge treatments without financial strain.

The Subscription to Own Plan combines flexibility and ownership, allowing you to enjoy subscription benefits while working toward full ownership. Predictable monthly payments help you manage finances and build equity in your equipment.

Or you can choose The Own Plan, which lets clinics purchase devices



From left to right: Laine Porter – Account Manager & Clinical Trainer (VIC, SA, TAS & WA), Ashlee Middleton – Commercial Sales Manager ANZ, Holly Westerweller – Area Sales Manager (NSW, ACT, QLD, NT), Richard New – CEO, Jessica Sluga – Area Sales Manager (VIC, SA, WA, TAS), Hiba Leondis – Training Manager ANZ, Nicole Dean – Account Manager & Clinical Trainer (NSW, ACT, QLD, NT)



outright, perfect for those making long-term investments.

Partnering for Success

Laseraid is committed to strong partnerships, collaborating with companies like The Skin Bar, Evolution Laser Clinics and Wesfarmers Medi Aesthetics group to introduce advanced devices like the Sylfirm X, resulting in exceptional outcomes. Their expertise and reputation are further highlighted by securing the contract to service Laser Clinic Group's clinics, focusing on Candela device repairs and operational efficiency.

The Team Behind the Vision

Laseraid's success is built on the strength, dedication, and expertise of its exceptional team, which has grown significantly over the past year. By onboarding outstanding talent across various departments, Laseraid has further solidified its commitment to innovation and growth, ensuring that its vision continues to flourish.

In this exclusive Q&A, the team shares their journey, insights, and what makes Laseraid a true game-changer for clinics across Australia and New Zealand.

Let's start with the big one—what made you join the Laseraid team?

Holly: I've always been drawn to companies that empower their clients, and Laseraid does exactly that. What sealed the deal for me was their focus on building lasting partnerships and providing exceptional support. It's more than just selling devices—it's about helping clinics thrive.

Ashlee: I'd worked with Laseraid during my time at Lumenis and was really impressed by their business model. Clinics were no longer taking out huge loans or refinancing their homes just to purchase equipment—it was a solution the industry desperately needed.

Ashlee, what was important to you when rebuilding the Commercial Team at Laseraid?

It was important to build a team of exceptional, knowledgeable professionals who are well-respected within the industry. Each team member brings established relationships and deep industry connections, which is invaluable in our field. What truly sets us apart, though, is our customer-centric mindset - we're committed to understanding and meeting our clients' unique needs.

Nicole, you have worked with a lot of brands in the industry. How do you find the devices, such as SylfirmX and Laseroptek, compare to the other brands you have worked with?

The Sylfirm X and Laseroptek devices are outstanding in terms of both performance and versatility. Compared to other Microneedling RF devices I have worked with, Sylfirm X stands out for its precision and adaptability in treating a wide range of skin conditions with minimal discomfort and downtime. It offers advanced features like continuous wave and pulsed modes, which provide better control and flexibility for clinicians. Laseroptek, on the other hand, offers excellent efficacy and safety with its innovative q-switch and picosecond technologies, enabling faster and more effective treatments with superior results. Both the SylfirmX and the Laseroptek systems, in my experience, deliver consistent, high-quality outcomes, making them great additions to any clinical practice.

Holly, Many of your customers that you advise are nurses, what advantages does being an RN yourself provide when discussing opportunities with your clients?

As an RN, I understand the challenges nurses face in aesthetic and medical fields. This experience allows me to offer tailored advice on how Laseraid's devices can improve their practice and patient outcomes, building trust and fostering long-term relationships.

What makes Laseraid's subscription plans a game-changer?

Jess: Many clinic owners value flexibility and support while starting or growing their businesses. Our subscription plan allows clients to



try new devices or upgrade without significant financial commitments. With a three-month trial probation period, they pay a weekly rental fee that includes all subscription features such as training and servicing. If the device doesn't meet their needs, they can return it with seven days' notice.

What do you love most about working at Laseraid?

Jess: For me, it's the relationships. I love getting to know clinic owners, understanding their goals, and being part of their journey to success. It's so rewarding to see a clinic grow and know we played a part in that.

Hiba: I love watching clinics gain confidence through regular training. Seeing someone go from being nervous to completely comfortable using a device, is the best feeling.

What role does Laseraid play in helping clinics stay competitive in a fast-evolving industry?

Hiba: Training is a huge part of this. We ensure that clinics not only have access to the best devices but also know how to use them effectively. Our tailored training programs empower the operator with the confidence and skills to deliver outstanding results, which helps them stand out in a competitive market.

Holly: I also think our approach to support makes a big difference. We're not a typical supplier; we're a partner. Regular check-ins, business advice, and the ability to upgrade devices as needed mean clinics always have what they need to stay ahead.

What excites you most about Laseraid's future?

Richard: Our partnerships with leading brands and the new technologies we're

bringing to market. We're constantly innovating, which keeps us ahead of the curve. I'm thrilled about the new technologies we're bringing to market in 2025. Stay tuned—there's more to come!

Laseraid also handles servicing. How does this support clinics?

Lainie: I think this is one of the most underrated aspects of what Laseraid do. Knowing they have regular and ongoing support from their account manager and service team gives clinics peace of mind. Find out more information at LASERAID.COM.AU