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Laseraid

Aesthetic laser venture launches with multi-million investment and acquisition



Picture shows: Tom Acland (left) and Jamel Hussain of Laseraid UK

The UK's first 'one stop shop' for supplying the growing market in aesthetic laser technology has been launched in a partnership between Laseraid International and Australian market leader Laseraid supported by a multi-million investment from blue chip investors

In recent years, the use of lasers by clinics, doctors and dermatology specialists has boomed as technology has become available to assist with a wide range of treatments including laser hair removal, tattoo removal, skin rejuvenation, fat freezing, body contouring and facial treatments. Laseraid UK has been launched to support the buyers and users of this growing technology on an all-inclusive subscription model, where users can package the rental of the machine, servicing costs, training and marketing into one fixed monthly payment.

Successful entrepreneur Tom Acland is heading up Laseraid International and is launching in the UK with significant funding from a group of international investors, enabling the cornerstone acquisition of one of

the UK's largest service providers to aesthetic laser clinics. Mr Acland, who sold his national chain of Cafe2U mobile coffee vans in 2018, leads the business as CEO and is a significant shareholder.

The business gives current and aspiring aesthetic clinic owners cost-effective and reliable access to market leading laser devices including Alma Soprano, Candela Gentlemax and Cynosure Elite, plus training and support services, building on its enduring success in Australia.

“The use of aesthetic lasers has sky-rocketed in the UK in the last few years. We saw from the success of Laseraid in Australia that there was a huge demand for fixed cost subscription of reliable, affordable new and used laser equipment that included professional training and the support of a national network of service and repair technicians - which is what we are launching with Laseraid UK,” said Mr Acland.

“The investors and I can see that the model and services Laseraid developed in Australia over many successful years are in even greater demand here in the UK where the need for laser devices is continuously growing alongside the market. We have the funding to secure stock, build the UK's most versatile subscription/rental, sales, service and training centre and employ a team of engineers to offer a much improved range of professional services to the UK's clinic and aesthetics community.”

The business, based in Borehamwood, Hertfordshire, has launched with the acquisition of an established and successful provider to the growing industry, One Light Lasers, that was founded in 2015 by Jamel Hussain. The deal, for an undisclosed sum, sees Mr Hussain join Laseraid UK as commercial director and a shareholder.

Mr Acland adds: “We are very excited to be working with Jamel – the successful One Light Lasers business he has built is a great fit with our subscription model and will enable us to have a significant impact on the UK market very quickly. Together, we will be able to offer a comprehensive package, enabling clinics to grow to their full potential.”

Commenting on the deal, Mr Hussain said: “I am thrilled to have joined the Laseraid business, with its deep resources and national and international ambition, I truly believe we will make a huge difference. One Light Lasers had already made its mark in the UK market and changed the way the industry operates, joining Laseraid we will be able to speed up that process on an international level.

“The new model is compelling and offers business owners a whole new way of owning and running laser-related services. In addition, the funding and management experience Tom and the investors bring will enable us to increase our choice of equipment and services, and, crucially, to offer the industry's first subscription and rental packages to include a range of hardware, training, advice and related services.”

Laseraid currently employs a team of eight staff, with plans to invest in more recruitment over the coming months.