

Are you asking
the right questions?

**Buying
Tips**

The Smart Buyer's Guide to Purchasing a Medical or Aesthetic Laser

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Don't Be Fooled by the Brand Name — Be Empowered by What Truly Matters

Don't Buy a Laser Until You Read This!

Buying a laser isn't just about the brand name—it's about what happens after the purchase.

The results you deliver and the safety of your patients depend on how well you're trained, supported, and equipped.

This guide gives you the real checklist smart buyers use to make the right decision the first time.

INTRODUCTION: Why am I sharing this with you? Can you relate?
(1 of 2)

We've seen it time and time again—you invest tens of thousands of dollars in devices that end up collecting dust or, worse, causing harm due to improper training and lack of post-sale support.

The most successful practices aren't built on logos—they're built on knowledge, skill, and reliable partnerships.

INTRODUCTION: What truly matters? Your device is only as good as the skill of the person that uses them!! (2 of 2)

This guide was created to help you cut through the noise. Whether you're buying your first device or adding to an established practice, we want to arm you with the real essentials:

- The importance of in-depth training that teaches more than button-pushing
- The need for responsive support that keeps your business running smoothly
- And the power of understanding treatment capabilities over chasing hype

If you're serious about offering safe, effective treatments—and building a business that lasts—this is the guide for you.

Let's help you make a purchase that pays off for years to come.



TRAINING IS NON-NEGOTIABLE

A powerful laser in the hands of an under-trained operator is a recipe for subpar results—or worse, patient injury and liability.

Proper laser training ensures:

- Safe operation across different skin types and conditions.
- Accurate assessment of indications like pigmentation, vascularity, or skin type.
- Correct parameter selection based on tissue response.
- Confidence in handling unexpected reactions or complications.



Pro Tip: Choose a supplier or partner who offers hands-on training, ongoing clinical support, and access to certification programs—not just a quick demo.



Technical Support = Business Continuity



Lasers are **high-performance** medical equipment. Like any advanced machine, they need **routine service, calibration, and occasional repairs.** Without responsive support, a minor issue can lead to major downtime and revenue loss.

Look for:

- In-house or certified technicians available for repairs and maintenance
- Parts availability and response time
- Phone or remote support options for quick troubleshooting
- A provider who stands by their product long after the sale




Avoid the pitfall of buying from companies who disappear after delivery or from unverified resellers with no service infrastructure.



*Ask the Right **QUESTION** Before You Buy*

**Instead of chasing brand names,
evaluate lasers based on:**

- Wavelength(s) and their interaction with target chromophores (melanin, hemoglobin, water)
- Depth of penetration and thermal effect
- Treatment versatility (e.g., pigmentation, acne scars, vascular lesions, skin tightening)
- Patient comfort and downtime


 **A lesser-known device that delivers great outcomes, backed by solid training and service, often outperforms a top brand used incorrectly.**



Focus on What It Can Treat, Not Just the Brand

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***Ask the right questions
before you buy!! Write
them down.***

- **What kind of training is included? Is it ongoing?**
- **Who services the device, and what is their response time?**
- **Does it need a special code or key to access service maintenance?**
- **What's the cost and availability of consumables or handpieces?**
- **Does shot count expire?**
- **Can it treat darker skin tones?**
- **Are there protocols, manuals, or clinical support included?**
- **Can I get references from actual users?**



Build a relationship, not a transaction.

Choose a company that treats you like a long-term partner.



Your laser partner should:

- **Educate you and your staff**
- **Support you clinically and technically**
- **Help grow your practice with treatment insights, marketing, and upgrades**
- **Be accessible and responsive when you need them most**




FINAL THOUGHTS

Final Thoughts

Don't be sold on hype, logos, or promises of overnight success. Your success depends on three things:

- The effectiveness of the treatments you can offer
- The training you receive to use the device safely and skillfully
- The support you have to keep your business running Interested in training or need guidance before your next laser purchase?

 **Call us 833.286.7669 or email info@vmsbiomedical.com to speak with a laser specialist today.**

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"Your success is our business. Let's build it, together."