



# LASER PMU & TATTOO REMOVAL

FROM A TO Z

**dermatech-group**<sup>®</sup>  
medical and aesthetical treatments, school and supply

# LASER TATTOO REMOVAL – FACTS & MYTHS

**MYTH 1:** *IT IS NOT POSSIBLE TO REMOVE PIGMENT FROM THE LIPS.*

**FACT:** LIP TATTOOS (PMU) CAN BE SAFELY REMOVED WITH THE RIGHT LASER SETTINGS AND EXPERTISE.



# LASER TATTOO REMOVAL – FACTS & MYTHS

**MYTH 2:** LASER TATTOO REMOVAL ALWAYS CAUSES SCARRING.

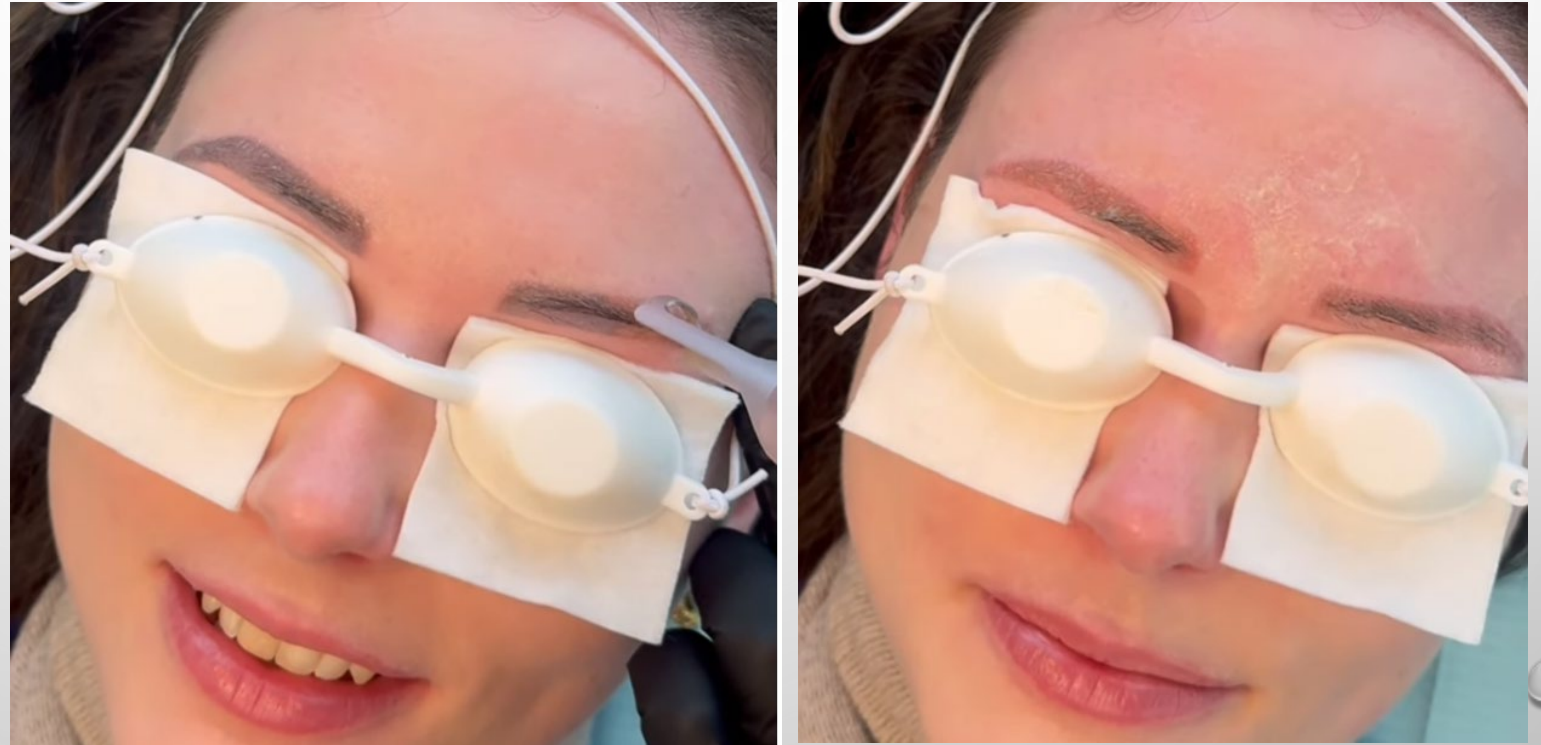
**FACT:** WHEN PERFORMED CORRECTLY WITH PROPER AFTERCARE, LASER REMOVAL RARELY CAUSES PERMANENT SCARRING.



# LASER TATTOO REMOVAL – FACTS & MYTHS

**MYTH 3:** LASER TATTOO REMOVAL IS UNBEARABLY PAINFUL.

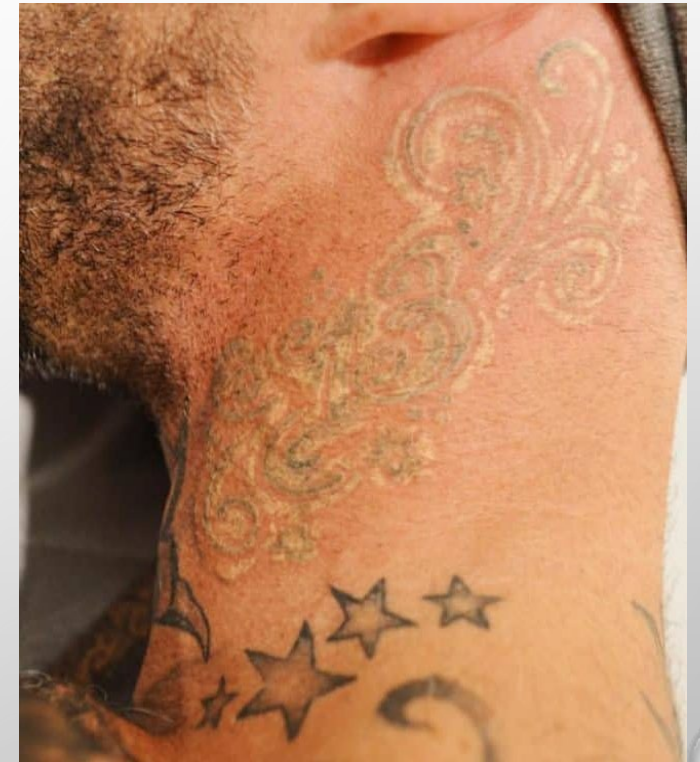
**FACT:** DISCOMFORT VARIES FROM PERSON TO PERSON AND CAN BE MANAGED WITH NUMBING CREAMS AND COOLING DEVICES.



# LASER TATTOO REMOVAL – FACTS & MYTHS

**MYTH 4:** *THERE WILL ALWAYS BE BLEEDING AND OPEN WOUNDS.*

**FACT:** MINOR PINPOINT BLEEDING CAN OCCUR, BUT HEAVY BLEEDING AND OPEN WOUNDS ARE UNCOMMON WHEN THE PROCEDURE IS PERFORMED SAFELY.



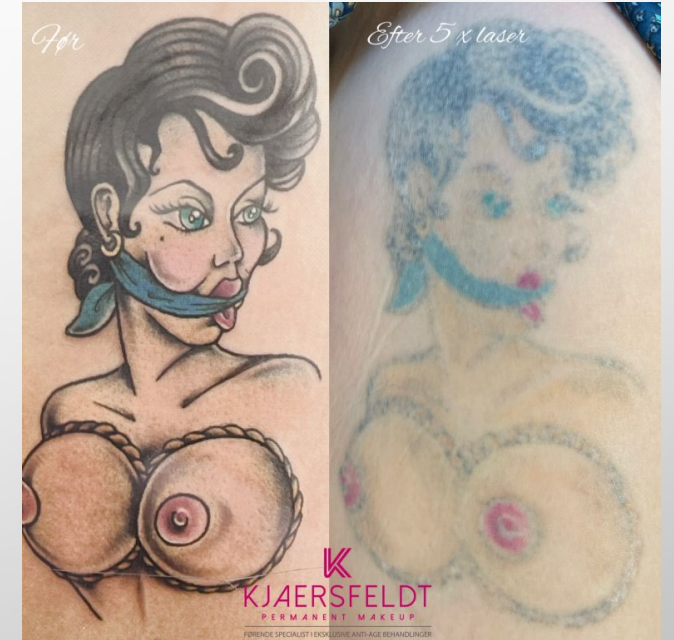
# LASER TATTOO REMOVAL – FACTS & MYTHS

**MYTH 5:** YOU CAN ONLY FULLY REMOVE A TATTOO AFTER 1-3 SESSIONS IF THE LASER COSTS OVER €100,000.

**FACT:** NO LASER—REGARDLESS OF ITS PRICE—CAN GUARANTEE COMPLETE REMOVAL IN A SINGLE SESSION. MULTIPLE SESSIONS ARE TYPICALLY REQUIRED, DEPENDING ON PIGMENT TYPE, SKIN TONE, AND TATTOO DEPTH. ESPECIALLY COLORFUL TATTOOS ARE A CHALLENGE.



13 X PICO LASER (EURO 120.000)



5 X ND YAG LASER (EURO 8.000)

# LASER TATTOO REMOVAL – FACTS & MYTHS

**MYTH 6:** YOU WILL ALWAYS GET BURNS AND WATER BLISTERS.

**FACT:** BLISTERS AND BURNS ARE AVOIDABLE WHEN THE CORRECT ENERGY LEVELS AND TECHNIQUES ARE USED. SLIGHT SWELLING AND REDNESS ARE NORMAL, BUT BURNS ARE A SIGN OF IMPROPER TREATMENT.



# KEY KNOWLEDGE THAT MANY BEGINNER LASER THERAPISTS MISS – BUT IS CRUCIAL FOR SUCCESSFUL RESULTS FROM DAY ONE

WE TEACH YOU TO EDUCATE THEIR CLIENTS ON ESSENTIAL AFTERCARE, WHICH IS VITAL FOR ACHIEVING THE BEST POSSIBLE HEALING AND RESULTS.

- ❖ THE IMPORTANCE **OF A HEALTHY DIET RICH IN FRUITS** AND VEGETABLES (ANTIOXIDANTS SUPPORT THE IMMUNE SYSTEM AND SPEED UP HEALING);
- ❖ **PROPER HYDRATION IS KEY** (HYDRATION SUPPORTS THE LYMPHATIC SYSTEM AND ACCELERATES RECOVERY AFTER TATTOO REMOVAL);
- ❖ **AVOID SUN** EXPOSURE AS IT CAN CAUSE POST TRAUMATIC PIGMENTATION;
- ❖ **AVOID SMOKING** WHICH SABOTAGES HEALING, INCLUDING HOW IT DEPLETES VITAMIN C, WHICH IS ESSENTIAL FOR FAST AND HEALTHY SKIN RECOVERY.

**AFTER OUR COURSE, YOU WILL BE READY TO START YOUR TREATMENTS WITH CONFIDENCE AND BE MORE PROFESSIONAL THAN MOST BEGINNERS IN THE FIELD.**







# 1. KNOWLEDGE AND UNDERSTANDING OF LASER REMOVALS: PMU, TATTOOS AND MORE?



Correction of PMU



Removing tattoos and old PMU



Pigment & piercing stains

# LEARN CORRECT PMU REMOVAL WITH OUR EXPERTISE



# GET SPECIALIZED TRAINING IN THE SAFE AND EFFECTIVE REMOVAL OF PERMANENT MAKEUP (PMU)

REMOVING PMU IS **FUNDAMENTALLY DIFFERENT** FROM TRADITIONAL TATTOO REMOVAL, AS THE PIGMENTS CONTAIN TITANIUM DIOXIDE, IRON OXIDES, AS WELL AS **ORGANIC AND MINERAL PARTICLES**, WHICH CAN **OXIDIZE** AND **CHANGE COLOR** WHEN TREATED WITH LASER.



# LEARN THIS



# AND THIS



# AND THIS...

WITH CORRECT LASER AND TREATMENT TECHNIQUE YOU CAN PERFORM CORRECT THE ERRORS OF PMU ARTISTS AS DOUBLE EYEBROWS AND TOO DEEP EYELINER.

- SEE EXAMPLE OF REMOVAL OF (PICTURE STRAIGHT AFTER LASER – WOW!):
- OLD REDDISH SHADOW ALONG THE NEWER PMU EYEBOW
- MIGRATED EYELINER



**AND THIS...**

EXAMPLE OF **CORRECT**  
**PMU REMOVAL** ( OVER 2 YEARS)

AND

NEW EYEBROW ON **OLD SCAR TISSUE**  
WAS **ABSOLUTELY POSSIBLE!**

*THE SCAR WAS CAUSED BY POOR PMU,  
NOT BY LASER.*

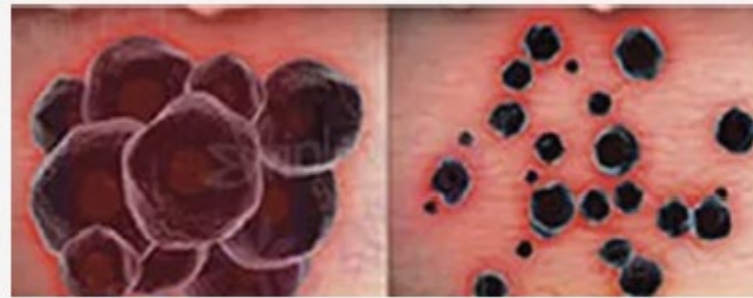


# WHY WILL YOU HAVE SUCCESS IN PMU AND TATTOO REMOVAL?

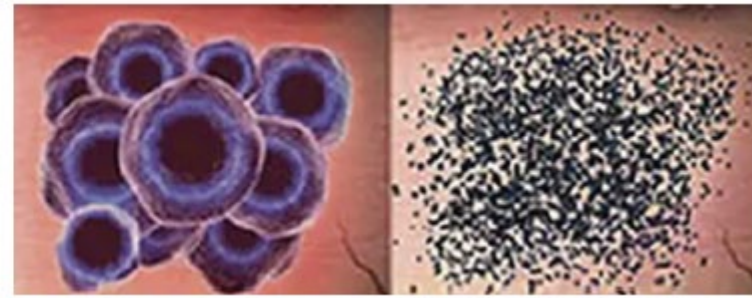




BECAUSE WE TEACH YOU NOT ONLY TO OPERATE THE  
MACHINE, BUT TO UNDERSTAND THE LASER REMOVAL  
PROCESS



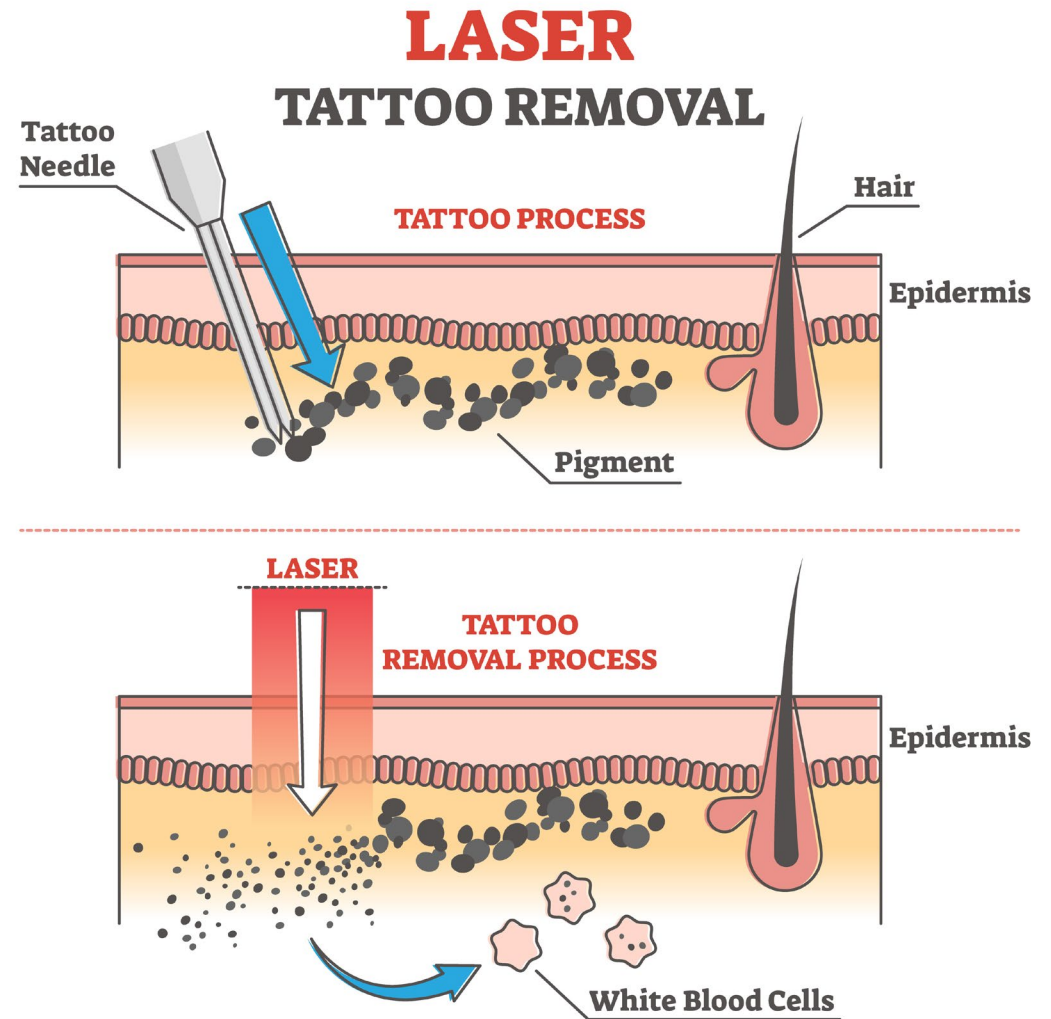
ND YAG



PICOSECOND

HAVE YOU HEARD  
ABOUT  
PHOTOTHERMOLYSIS?

WHAT DOES IT MEAN?



## IT MEANS THAT

LIGHT ENERGY TURNS INTO HEAT ENERGY AND THE INK BREAKS DOWN INTO SMALLER PARTICLES.

THE INK IN THE TATTOO ABSORBS THE LASER LIGHT –  
CONVERTS IT INTO HEAT ENERGY  
AND WE SEE THE THERMAL DAMAGE TO THE INK.

THE BROKEN DOWN PIGMENT PARTICLES ARE RELEASED INTO THE SURROUNDING TISSUE AND TAKEN UP BY THE BODY'S LYMPHATIC SYSTEM.

THROUGH **THE LYMPHATIC SYSTEM**, THE PARTICLES ARE TRANSPORTED TO THE LYMPH NODES WHERE THEY DISSOLVE FURTHER AND **ARE REMOVED FROM THE BODY OVER TIME**.

**THAT IS WHY WE CONTINUE TO SEE THE GRADUAL LIGHTENING OF THE TATTOO UP TO 6 MONTHS AFTER EACH SESSION.**

# EASY STEP BY STEP (WHEN YOU ARE TRAINED CORRECTLY)

- CLEAN THE SKIN WITH WATER. (!) THE USE OF ALCOHOL OR OTHER ALCOHOL-BASED DISINFECTANTS IS NOT PERMITTED BEFORE LASER TREATMENT.
- IF THERE ARE HAIRS IN THE AREA, THEY CAN BE SHAVED OFF (BUT NOT ON THE EYEBROWS).
- SELECT THE CORRECT LENS HEAD BASED ON WHETHER HOT OR COLD PIGMENT IS TO BE REMOVED.
- SET THE LASER POWER TO LOW POWER FOR THE FIRST TREATMENT (E.G. 500 MJ) AND SPEED 5.
- WEAR SAFETY GOGGLES FOR YOURSELF AND THE CUSTOMER.
- ACTIVATE THE LASER FROM STANDBY MODE, TURN ON THE AIR, GET CLOSE TO THE AREA TO BE TREATED AND KEEP THE LASER HANDLE 90 DEGREES AGAINST THE SKIN ON A SMALL DISTANCE FROM IT. THE AREAS THAT TURN WHITE (SHORT-TERM THERMAL REACTION) DO NOT NEED TO BE RE-TREATED, SO MOVE ON TO NEXT AREAS.
- WHEN REMOVING A LARGE TATTOO, WE RECOMMEND TREATING THE AREA WITH SOME SPACE BETWEEN THE LASER 'DOTS' TO PROMOTE EASIER HEALING FOR THE CLIENT.
- AFTER TREATMENT, A NOURISHING CREAM (SUCH AS PANTHENOL, BEPANTHEN) CAN BE APPLIED OR AN ICE PACK CAN BE APPLIED FOR 1-2 MINUTES, BUT THIS IS NOT MANDATORY. DO NOT COVER THE AREA WITH VERY TIGHT CLOTHING.

**MAKE BETTER BUSINESS THEN EVER  
WITH LASER TATTOO REMOVAL - FROM FIRST MONTH!**

**LET'S CALCULATE!**

# REVENUE

## Tattoo & PMU Removal Prices

- **Mini tattoo (1x1 cm) – €30 (2 min)**
- **Medium tattoo (3x3 cm) – €75 (3 min)**
- **Maxi tattoo (7x7 cm) – €120 (5 min)**
- **PMU removal (brows, lips) – €110 (10 min)**

## Calculate the average price per client:

Take all service prices and divide by the number of services offered:

$$(\text{€}30 + \text{€}75 + \text{€}120 + \text{€}110) \div 4 \\ = \text{€}83.75 \text{ average per client}$$

## Example of monthly revenue

With **1 client per day:**

20 min per client = 10 hours/month = 2.5 hours/week

$$\text{€}83.75 \times 30 \text{ days} \\ = \text{€}2,512.50 \text{ per month (18.600 DKK)}$$

With **3 clients per day :**

1 hour per day = 30 hours/month = 7.5 hours/week

$$\text{€}83.75 \times 3 \text{ clients} \times 30 \text{ days} \\ = \text{€}7,537.50 \text{ per month (56.150 DKK)}$$

# THINK ABOUT IT!

Work 7.5 hours per week and earn  
**7,537.50 per month (56.150 DKK)**

It seems every professional has room for this additional income stream....

**NOW IT'S YOUR TURN TO MASTER LASER TREATMENTS AND START EARNING LIKE A PRO!**



**AND NOW IS THE RIGHT TIME FOR THE DEMO  
TREATMENTS!**

**THANK YOU FOR YOUR ATTENTION!**







# CONTACT US

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