

# Exposure received – October 2015

[www.wedding-expo.co.za/the-burning-question-are-laser-treatments-safe/](http://www.wedding-expo.co.za/the-burning-question-are-laser-treatments-safe/)



## The Burning Question: Are Laser Treatments Safe?

Training is another important concern. It is customer's right to question the service provider on the training that has been provided and documentation to prove this. The customer is also entitled to contact the institution to confirm the training specifications. The equipment is of a very technical manner and therefore adequate training on the products is an absolute necessity.

### The Laser Beautiques commitment to their customers:

At the Laser Beautique they are passionate about the advancement in laser technology and the services that they are able to provide to their clients. "We've invested many hours into researching and testing the technology which we have acquired and use at The Laser Beautique" confirms Tzvia Hermann – owner at The Laser Beautique. "The equipment we have selected is safe and effective to minimize the risk that laser treatments may bring. We believe, in fact, that safety is our most important responsibility. At The Laser Beautique we use the Soprano XL virtually painless laser hair removal technology. The Soprano is the Rolls Royce of laser technology which is the first of its kind to safely treat Asian and Black skin types as well tanned skin and have had a zero instance of damage caused by these lasers to our clients".

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They also conduct a robust training program to their staff and the staffs of the Laser Boutique's franchised outlets, by medical professionals. Every doctor, aesthetician, laser therapist and beauty therapist at [The Laser Boutique](#) is required to pass both a written and practical examination that qualifies them to treat clients and entitles them with a certification that is displayed in their treatment rooms.

Furthermore, The Laser Boutique makes continuing training available by sending the brands top laser therapist along with a medical professional to the branches to give updated tips and training and answer questions which their therapists may have.

“We know that nothing can eliminate *all* risks *all* the time. But we're committed to making laser hair removal as safe as possible for as many people as possible. We introduced sophisticated laser platforms and an innovative proprietary hair removal treatment to the South African market. The technology has been used to safely perform the treatment thousands of times all over the world.” – Tzvia Hermann.

*Since the launch of laser technology in the use of permanent hair removal, non-invasive anti-aging and body contouring treatments, there have been some negative effects reported globally by various media channels.*

*Recently a feature commentary aired by a Canadian television station headlined with “Don't get Burned” and exposed several stories of horrific results of laser hair removal and anti-aging treatments that had gone wrong. The story also went onto identify the factors that that may have contributed to these instances of adverse and harmful results by laser treatments.*

***The Truth Is Simple:*** *Laser treatment, like any other cosmetic treatment is a procedure that contains risks. As in most industry's you will find service providers who put the safety of their clients above all else, and in a lot of cases you also won't find this adage, but rather sub-par service with sub-par technology and equipment. Consumers should be aware of the risks involved so that they can take steps to minimise the potential for burns, loss of pigment and even excessive pain by being informed and making an educated choice on the selection of service provider.*

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*Knowledge is power and The Laser Beautique wants to empower you with the knowledge to make the most informed decision before you book your next laser treatment.*

***What can you do to be more informed?***

*South Africa's Provincial Regulations, along many other countries including Canada, do not fully regulate or monitor laser technology and equipment. So how do you know if a device is right for you and how can you be certain of its effectiveness?*

*Well you don't have to rely on a service providers word alone. The U.S. Food and Administration website offers in-depth information and reviews on the safety and effectiveness of most models of laser treatment devises globally.*

Is it the right treatment for you? Considering the competition, The Laser Beautique believes theirs is the only treatment for you!

To learn more about laser treatments at The Laser Beautique please visit our website [www.thelaserbeautique.co.za](http://www.thelaserbeautique.co.za)

Accept no impersonations and remember, not every laser is a Pain-Free laser.

