

**YOU HAVE
QUESTIONS?**

**WE HAVE
ANSWERS!**

NATIONAL LASER
I N S T I T U T E

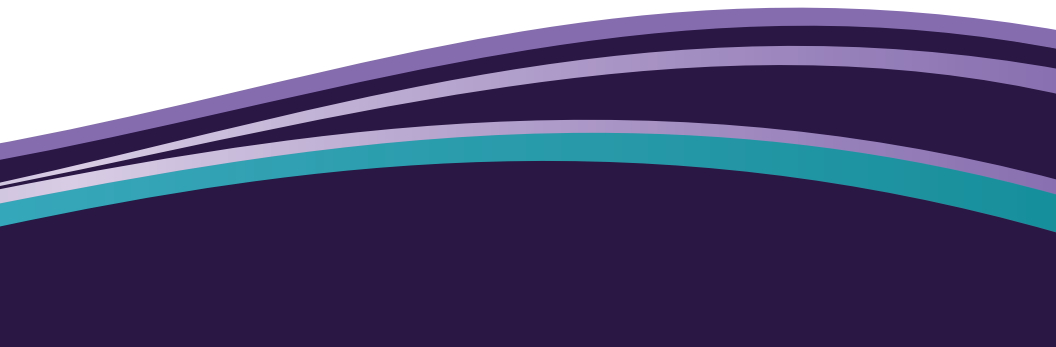


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YOU HAVE QUESTIONS? WE HAVE ANSWERS!

WHAT MAKES US UNIQUE

1. A Medical Aesthetics Focus!

Our educational focus is, and always has been medical aesthetics. It's our passion! In fact, our instructors have a combined 200 years of experience with laser, IPL, radiofrequency and other modalities. The expertise of our instructors and our relationships with the largest laser manufacturers in the world allow us to provide the most comprehensive medical aesthetics education in the industry.

2. Hands-On Clinical Training in a Luxury Medical Spa!

NLI students gain "real world" experience in an on-site luxury retail medical spa. Other schools incorporate their hands-on training in an improvised spa setting with a few treatment beds located inside the school. NLI gives students the chance to perform clinical treatments on real clients while also observing the day-to-day situations and events that take place on the job.



Fun Fact: Did you know NLI has over 100 employees with a special dedicated team that work around the clock to book clients for you so we can provide a live hands-on medical spa experience during your course?

3. A Variety of Instructors!

NLI students get to experience a variety of instructors with different backgrounds and teaching styles. This makes each educational session fun and unique! Throughout the comprehensive course, students will have at least 15 different expert instructors in classroom theory alone. All of our instructors have a minimum of 5-20 years working with laser full-time. During a student's clinical hands on training we provide a different instructor everyday so that you are exposed to a variety of teaching methods so that we keep you engaged during the learning experience! The instructors include physicians, nurses, certified laser experts, plastic surgeons, dermatologists, skincare specialists and guest speakers from the country's top medical aesthetic brands.

4. **State-of-the-Art Technology!**

NLI is the pioneer and largest medical aesthetics-training center in North America. We have trained more people to use cosmetic lasers than any other school in the nation. Our track record of educational excellence has led the leading laser manufacturers to seek out NLI as a partner. Through these partnerships, the companies outfit NLI with the most advanced equipment.

5. **First-Rate Reputation!**

NLI is a pioneer in this industry. Our courses have been credited with creating a safety standard for the use of cosmetic lasers. In fact, the company's founder, Louis Silberman, advised an Arizona senatorial committee on laser safety regulation. The committee's input led to Arizona becoming the first state in the country to create specific requirements for cosmetic laser providers. NLI is also routinely featured in national skincare publications, including *Skin Inc.*, *Dermasope* and *Les Nouvelles Esthétiques & Spa*.



6. **Training Programs to Fit Your Needs!**

NLI has developed the most comprehensive training programs available today. We offer courses that vary in length and treatment modalities to meet your professional needs.

7. **Exclusive Marketing Seminar!**

NLI is the only medical aesthetics-training school in the country that includes a marketing program for students. This program is taught by nationally recognized marketer Louis Silberman. Silberman's business acumen has been featured in numerous publications including *Skin Inc.*, *Les Nouvelles Esthétiques & Spa*, *Dermascope*, *Entrepreneur Magazine* and *Fortune Small Business*. During this special marketing session, students gain tools and tips for marketing themselves to potential employers, opening their own businesses, and attracting clientele! This five-hour in-depth program that also includes a detailed manual and DVD. (See page 13 for more details.)

Fun Fact: In the late 90's, Silberman created the sixth most visited pharmacy website in the world attracting 500,000 unique visitors each month! He continued on to open the

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doors of National Laser Institute, which we are proud to say it has become the largest laser training institute and medical spa in the world!

8. **Happiest Students from All Over the World!**

Our students come from all over the United States and all around the globe. Students travel to NLI from Mexico, Canada, Europe, Australia, the Bahamas and more. It's simply amazing how far our reputation has spread!

9. **Guaranteed Education and FREE Refresher Training!**

We guarantee that NLI students will leave our courses with the competence and confidence to go out in the working world the next day. But, if you need a refresher course (perhaps you start a new job that offers treatments that you haven't performed in a while), you are able to come back and attend our classroom theory sessions at no cost.

10. **InWithSkin.com**

InWithSkin.com is the largest medical aesthetics resource on the web. Our students will have exclusive access to the site's Resume Exchange, a job placement vehicle that connects you with potential employers in your area!

11. **Online Medical Aesthetics Library**

National Laser Institute offers its graduates access to the first and largest online medical aesthetics library. This resource is ideal for those who would like to expand their research and knowledge in the anti-aging industry. This comprehensive library is filled with thousands of pages of information that range from clinical studies, treatment information, business development, equipment information, career tools, medical aesthetic news, and much more. We have also included a vast amount of informative videos on all relevant topics as well as sample client forms to help aid you in your business ventures.

12. **Smile, You're on Camera!**

We videotape all of our students during the duration of their training in our comprehensive laser course. This allows our instructors to sit with you one on one after the filming to show you your technique and help on any areas of improvement before you step foot into the working world. We want you to be comfortable and confident with your new and exciting skill set! You even get to take the video footage home with you!

FAQ'S

1. What are the prerequisites to become a cosmetic laser technician?

Arizona Answer: In Arizona, you are required to complete at least 64 hours of education at an approved facility to meet the basic requirements. Our comprehensive laser course will provide you with the education and hands-on training needed to meet state requirements.

Texas Answer: In Texas, you are required to have 40 hours of didactic (classroom education) and you must perform 100 hands-on laser hair removal treatments.

Out of State Answer: Many of our prospective students ask us: "Can I do laser if I don't have a degree or aesthetician license?" After completing a National Laser Institute training course, you will be certified to perform cosmetic laser treatments and other medical aesthetic procedures.

The industry, however, is regulated on a state-by-state basis. In most states, after completing our National Laser Institute training, anyone is qualified to work in a supervised setting. Most states allow anyone with a National Laser Institute certificate to perform laser procedures in a qualified med spa, doctor's office or laser center.

In most cases, cosmetic injections such as BOTOX®, dermal fillers, or sclerotherapy must be performed by a registered nurse, physician assistant, or physician. In some states a licensed vocational nurse or medical assistant may be allowed to inject patients. The regulations vary from state to state. Our admissions advisors can give you more information specific to the state you are looking for.

2. Where can I stay if I don't live near the school?

Answer: We have arranged discounted room rates for our students at hotels nearby. The hotels also provide shuttle service to and from the school each day. Most of our students travel from out of state or country to come in for a two-week training course. (In Dallas, we have the Embassy Suites within a few walking steps from the school)

3. What are the prerequisites to attend your school?

Answer: Students must be over 18 years of age and have a high school diploma or GED.

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4. **When are you opening a location in New York, Chicago, Boston, etc?**

Answer: We are hoping to have a school in your area in the next 6-12 months. Our destination courses are one week in length and we have expanded to several cities to accommodate students nationwide. One of our helpful admissions advisors can give you the most up-to-date information about courses near you. However, 80% of our students still choose to fly or drive into the Texas or Arizona campus the full two-week comprehensive laser course.

5. **Where can I work after I am certified? Do you offer job placement?**

Answer: Laser technicians are often found working in medical spas, physicians' offices, laser clinics and other establishments. Data shows that last year, there were 2,100 medical spas open for business across the country!

Here at National Laser Institute, we frequently receive inquiries from med spas, offices and clinics across the country seeking NLI graduates. As the requests come in, we distribute the leads to our alumni. We also have a team that works to build relationships with medical spas nationwide so that we are a resource for our students and for employers who are looking to hire laser technicians. While no school in the country can "guarantee" you a job, we are confident that our reputation speaks for itself. In the laser world, we believe that completing our course is similar to graduating from a university with Ivy League prestige.



6. **Do I have to be an aesthetician or have a medical background to work in the cosmetic laser industry?**

Answer: The answer in most cases is, no! With the exception of just a few states (CA, NJ, FL, OH) you do not have to have any previous training to become a cosmetic laser technician. An admissions advisor can advise you on state regulations where you currently live or where you might be looking to move in the near future.

We have even found that a few students will commute if they live close to a bordering state that has more lax regulations. It is not a matter of where you live but where you are working. Although laser certification is a natural and profitable complement to an aesthetician's career, anyone can become a certified laser technician. We see it here all the time; from stay-at-home moms to career changers, our students come from all walks of life with many different levels of experience.

7. **Do I have to take a certification test in my home state after graduation?**

Answer: No, after you graduate there are no additional tests. All tests are given during the course, and we work with students to make sure everyone passes with flying colors. Since we first opened, none of our students have ever failed. We provide specialized attention, so if you do happen to have difficulty, we will work with you to review the material and retake the exam while you are here.

8. **What is the age ranges in class? Am I too old or too young?**

Answer: Our students range from age 18 – 60! It's never too late to start a career that you love!

9. **Is your school approved or accredited?**

Answer: Yes. National Laser Institute has the highest regulatory bodies overseeing our coursework and we are approved by the post-secondary board of education in Texas and Arizona.

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10. What kind of equipment do you train on?

Answer: We utilize the most reputable, fastest growing and most widely recognized manufactures in laser, IPL and other devices. However, far more important than the equipment you train on is the skill set, techniques and safety protocols you gain. In your lifetime working with lasers, you will most likely use a variety of equipment and its quite simple to shift from one to the next. What you learn here can be applied universally to all types of equipment.

11. How does your price compare to other schools?

Answer: There are courses on the market from \$2,000 - \$10,000. You will find these courses offer anywhere from 16-100 hours of education. On an hourly basis, we are extremely competitive, however we are not the least expensive school out there, and we never will be. If you are simply seeking a "certificate" then we are not the school for you. If you are seeking certification from the most comprehensive and high-quality program in the country, then NLI is the right choice for you. We truly believe you get what you pay for. Experts consider us the "Harvard" of the industry.



One of ways we deliver a superior educational experience is the way we have designed our courses to emphasize structure and organization. We feel it is crucial that your education consists of day-to-day continuous instruction presented in a structured fashion. Many of our competitors operate the hands on/clinical portion as an open lab in a "come and go as you please" environment. We do not believe this the best way to learn. At NLI, your course will start on a Monday, and that whole week from 9am-6pm you will be in the didactic (classroom education) portion of the program. After that, you will start your hands on/clinical portion of the course in our on-site medical spa.

12. What kind of demand is there for Laser Techs in my area?

Answer: Medical aesthetics is a \$16 billion industry; it's just at its infancy.

13. Will I be able to open up my own business after this?

Answer: Yes. The best part about this industry is that there are endless opportunities! You can go into business for yourself, be an independent contractor, work under a doctor or work at a medical spa, salon or gym.

14. What procedures will I learn?

Answer: National Laser Institute trains students in laser hair removal, IPL hair removal, photofacial skin rejuvenation, laser tattoo removal, fractional laser wrinkle reduction, radiofrequency skin tightening, laser acne reduction, laser vein reduction, laser cellulite reduction, laser facials in addition to microcurrent, micro-needling, dermal infusion technologies, and advanced chemical peels. We spend the greatest amount of our time on the two most popular procedures: laser hair removal and skin rejuvenation. We want you to be most proficient in the procedures you will be performing frequently.

15. I am not sure I can afford it.

Answer: Can you afford not to? The medical aesthetics industry has rapidly increased, even in an economic slump. Invest in yourself and your future. If you love the medical aesthetics industry and plan on spending the rest of your life in it, what's a few hundred dollars a year spread out over your working career to be in a booming field that you love? Take the dive in, you will love it!

16. Do you offer any kind of financing?

Answer: Yes, our helpful admissions advisors will guide you through the financing process. We work with a variety of lenders, including Sallie Mae. The student loan you receive may also cover your travel expenses.

17. How do I go about getting a grant?

Answer: Please speak with an admissions advisor to learn more about grant opportunities.

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18. What is the difference between the Comprehensive class and the CORE class?

Arizona and Texas Answer: In both Arizona and Texas, you will need to take the Comprehensive Course to have the required hours of education needed for certification.

Out of State Answer: Our Comprehensive laser course is by far our most popular course. We offer the course monthly in Arizona and Texas. However, on occasion, we find a student who cannot get a full two-weeks off of work, and he or she will take our CORE class, which is a condensed training program that we have modeled off our Comprehensive laser course.

19. If I am training to be an aesthetician why might I consider laser?

Answer: Because it's the perfect marriage, the spa client will evolve to doing laser and the laser client will evolve to doing spa services! You capture all the business vs. half of it!



HOW MUCH DO LASER TECHNICIANS MAKE? Laser Technician Salaries and Market Analysis

How much money can I make as a Laser Technician?

In this booming and ever-changing industry there are new and exciting technologies coming out every year. The more well-rounded that you are in your skill set, the more attractive you are in the marketplace. Remember that though laser hair removal is the most sought after procedure, if your prospective employer knows you are proficient in photo facials, fractional wrinkle and acne scar reduction, skin tightening and tattoo removal etc. you are a far more valuable employee, thus your potential for salary will be so much higher.

A few examples of different pay structures we see in the industry:

Working for a medical spa, day spa or physician's office?

These are possible scenarios that we commonly see:

- The first and most common is a 'blend' of an hourly rate plus a commission. We have seen the hourly rates range from \$15 per hour to \$25 per hour and in addition pay a commission ranging from 3%-15%.
- The second one is a commission only rate which could range from as low as 20% to as high as 40%.
- The third is negotiating a fixed hourly rate.
- So now ask yourself; "Well this is great, but what does that mean to me on a dollars and cents basis?"

Assumptions to determine your earning power:

- Average hour of laser hair removal is \$150+
- Average hour of IPL photofacial is about \$350.
- If in an 8 hour day you did 6 'laser' hours and 2 photofacial hours - based on above rates your 'revenue' for that day would be $6 \times \$150 = (\$900) + 2 \times \$350 = (\$700) = \$1,600$ per day
- If your 'rate' was a fixed 25% commission with no base salary you would make $\$1,600 \times 25\%$ or $\$400$ per day $\times 5$ days a week = $\$2000 \times 4.2$ weeks = $\$8400$ per month or $\$100,800$ a year.

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- If your 'rate' was \$15 per hour plus 10% commission, you would make $\$1,600 \times 10\% = \160 per day + $\$15$ per hour $\times 8$ hours = $\$120$ for a total of $\$280$ per day $\times 5$ days a week = $\$1,400 \times 4.2$ weeks = $\$5,880$ per month or $\$70,560$ a year.
- If you made what NLI pays our laser technicians, you would be earning $\$20$ per hour plus 10% commission, you would make $\$1,600 \times 10\% = \160 per day + $\$20$ per hour $\times 8$ hours = $\$160$ for a total of $\$320$ per day $\times 5$ days a week = $\$1,600 \times 4.2$ weeks = $\$6,720$ per month or $\$80,640$ a year.

Self-employed scenario:

- If one is a little more entrepreneurial spirited and chooses to either open their own location or rent a room in someone else's location or negotiate a partnership deal with a physician.
- If you choose to open your own business, there are medical spas across the country doing anything up to a million dollars in gross revenues, but of course their bottom line is a function of what their overhead is.
- Of one rents a room at a hair salon, spa or doctor's office, they will be able to have the same upside as #1 above and actually much less overhead, which is a good option to consider.



HOW DO I BECOME SUCCESSFUL IN THIS FIELD?

Marketing DVD

Nationally recognized health and beauty marketer Louis Silberman takes you above and beyond his classroom presentation to bring you many more exciting and innovative marketing methods to use. This will show employees, independent contractors and business owners how to create and increase sales. This DVD is a must-have.

Client Development Kit

- Twenty key methods to gain new clients.
- Five key methods to retain existing clients.
- Five key cross sells to clients during a treatment.
- Business plan worksheet

Product And Vendor Info

- Information on the top five Laser and IPL equipment vendors
- Everything you need to know when researching equipment for you or your employer
- Information on the top five skin care lines targeting a medical spa consumer
- Information on the top three microdermabrasion companies

Business Paperwork Package

- Forms for new clients, progress notes and treatment log, and treatment consent forms*

* Consent form requirements may vary from state to state

Operation Materials

- Sample menu of services
- Sample follow-up cards
- Sample e-mail newsletter format
- Five key tips for writing a great newsletter



*Included in your course, you will receive
NLI's medical spa marketing DVD and
business development kit.*

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MEDICAL AESTHETICS MARKET PLACE

Medical aesthetic procedures are growing in popularity every year!

- The number of med spas in the U.S. has grown by 500% in the past 10 years.
- Revenue at med spas is expected to grow 18% per year through 2016.*
- 12 million non-invasive cosmetic procedures were performed in 2012.*
- Baby boomers are fueling the growth of the aesthetic anti-aging market, while younger customers are flocking to cosmetic laser procedures like hair and tattoo removal.*
- The top five non-invasive procedures for 2012 all saw growth over the previous year:**

- 1) BOTOX® 6.1 million procedures (up 8% from 2011)
- 2) Soft Tissue Fillers 2 million procedures (up 5% from 2011)
- 3) Chemical Peel 1.1 million procedures (up 2% from 2011)
- 4) Laser Hair Removal 1.1 million procedures (up 4% from 2011)
- 5) Microdermabrasion 974,000 procedures (up 8% from 2011)

*Source: Marketdata Enterprises

** Source: American Society of Plastic Surgeons



ARIZONA COMPREHENSIVE LASER COURSE SCHEDULE

Here is a sample course schedule as to what you would be learning each day!*

COURSE / DATE	TIME	LECTURE
Classroom/Didactic Monday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Understanding Hair and Skin Lunch Understanding Hair and Skin
Classroom/Didactic Tuesday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 4:00pm 4:00pm - 6:00pm	ABC's of Laser Lunch Laser Physics Tissue Interaction
Classroom/Didactic Wednesday	9:00am - 11:00am 11:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 3:30pm 3:30pm - 5:30pm 5:30pm - 6:00pm	Laser and Intense Pulse Light Summary Understanding Client Care Lunch Laser and Intense Pulse Light Safety Laser Overview Dermatologist Guest Speaker
Classroom/Didactic Thursday	9:00am - 12:00pm 12:00pm - 1:00pm 1:00pm - 2:00pm 2:00pm - 4:00pm 4:00pm - 6:00pm	Clinical Laser Applications Tattoo Removal Overview Lunch Radiofrequency and Skin Tightening Laser Safety Officer
Classroom/Didactic Friday	9:00am - 11:00am 11:00am - 12:00pm 12:00pm - 1:00pm 1:00pm - 6:00pm	CPR Training Laser Guest Speaker Lunch Business Development & Marketing Seminar

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ARIZONA COMPREHENSIVE LASER COURSE SCHEDULE

{Continued}

COURSE / DATE	TIME	CLINICAL
Clinical Treatments & Observation Saturday - Monday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Clinical Hands-On Laser/IPL Hair Removal Lunch Clinical Hands-On Laser/IPL Hair Removal
Clinical Treatments & Observation Tuesday - Thursday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Clinical Hands-On Intense Pulse Light/Photofacial Lunch Clinical Hands-On Intense Pulse Light/Photofacial & Laser Acne Reduction
Clinical Treatments & Observation Friday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Clinical Hands-On Laser Tattoo Removal Lunch Clinical Hands-On Laser Tattoo Removal
Clinical Treatments & Observation Saturday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Clinical Hands-On Anti-Aging / Wrinkle Reduction Lunch Clinical Hands-On Anti-Aging / Wrinkle Reduction
Clinical Treatments & Observation Sunday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Clinical Hands-On Laser Vein Reduction/ Laser Cellulite Reduction/ Laser Teeth Whitening Lunch Radiofrequency Skin Tightening
Clinical Treatments & Observation Monday	9:00am - 1:00pm 1:00pm - 2:00pm	Medical Aesthetics Day: Microcurrent, Dermal Infusion, Advanced Microdermabrasion, MicroPen and Lamprobe Lunch

AZ Optional Day Clinical Treatments & Observation Tuesday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Chemical Peels Lunch Chemical Peels
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*Classes are subject to change without notice.

TEXAS COMPREHENSIVE LASER COURSE SCHEDULE

Here is a sample course schedule as to what you would be learning each day!*

COURSE / DATE	TIME	LECTURE
Classroom/Didactic Monday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Understanding Hair and Skin Lunch Understanding Hair and Skin
Classroom/Didactic Tuesday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 4:00pm 4:00pm - 6:00pm	ABC's of Laser Lunch Laser Physics Tissue Interaction
Classroom/Didactic Wednesday	9:00am - 11:00am 11:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 3:30pm 3:30pm - 5:30pm 5:30pm - 6:00pm	Laser and Intense Pulse Light Summary Understanding Client Care Lunch Laser and Intense Pulse Light Safety Laser Overview Dermatologist Guest Speaker
Classroom/Didactic Thursday	9:00am - 12:00pm 12:00pm - 1:00pm 1:00pm - 2:00pm 2:00pm - 4:00pm 4:00pm - 6:00pm	Clinical Laser Applications Tattoo Removal Overview Lunch Radiofrequency and Skin Tightening Laser Safety Officer
Classroom/Didactic Friday	9:00am - 11:00am 11:00am - 12:00pm 12:00pm - 1:00pm 1:00pm - 6:00pm	CPR Training Laser Guest Speaker Lunch Business Development & Marketing Seminar

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COURSE / DATE	TIME	CLINICAL
Clinical Treatments & Observation Saturday - Monday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Clinical Hands-On Laser/IPL Hair Removal Lunch Clinical Hands-On Laser/IPL Hair Removal
Clinical Treatments & Observation Tuesday - Wednesday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Clinical Hands-On Intense Pulse Light/Photofacial Lunch Clinical Hands-On Intense Pulse Light/Photofacial & Laser Acne Reduction
Clinical Treatments & Observation Thursday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Clinical Hands-On Laser Tattoo Removal Lunch Clinical Hands-On Laser Tattoo Removal
Clinical Treatments & Observation Friday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Clinical Hands-On Anti-Aging / Wrinkle Reduction Lunch Clinical Hands-On Anti-Aging / Wrinkle Reduction
Clinical Treatments & Observation Saturday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Clinical Hands-On Laser Vein Reduction/ Laser Cellulite Reduction/ Laser Teeth Whitening Lunch Radiofrequency Skin Tightening
Clinical Treatments & Observation Sunday	9:00am - 1:00pm 1:00pm - 2:00pm	Medical Aesthetics Day: Microcurrent, Dermal Infusion, Advanced Microdermabrasion, MicroPen and Lamprobe Lunch

TX Optional Day Clinical Treatments & Observation Monday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Clinical Hands-on Laser/IPL Hair Removal Lunch Clinical Hands-on Laser/IPL Hair Removal
TX Optional Day Clinical Treatments & Observation Tuesday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Clinical Hands-on Laser/IPL Hair Removal Lunch Clinical Hands-on Laser/IPL Hair Removal
TX Optional Day Clinical Treatments & Observation Wednesday	9:00am - 1:00pm 1:00pm - 2:00pm 2:00pm - 6:00pm	Chemical Peels Lunch Chemical Peels

*Classes are subject to change without notice.

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800.982.6817

www.nationallaserinstitute.com

National Laser Institute is the most prestigious medical aesthetics training facility in the world, educating medical and aesthetic professionals for over a decade.

