

Incredible Devices: Website Content Spec (9 Devices)

Purpose: everything needed per device page to convert a clinic owner, medspa operator, or salon owner from cold visitor to booked demo or financing application.

Prepared July 2026. Prices per the 2026 retail sheet.

PART 1: SITE-WIDE STRUCTURE (build this before writing device pages)

The buyer

Not a consumer. A business owner deciding whether to take on a \$15K to \$100K capital commitment. Three questions decide the sale, in this order:

1. Will this make me money, and how fast?
2. Is it legal, safe, and will I be supported if it breaks?
3. Can I afford the monthly payment?

Every device page answers those three, in that order, above the fold or one scroll below.

Mandatory page skeleton (identical on all 9 pages)

Section	Purpose	Position
Hero: device name, one-line positioning, hero image, Health Canada badge, price + monthly payment, two CTAs	Qualify and price-anchor in 5 seconds	Above fold
ROI calculator or ROI table	Answer "will this make me money"	Immediately below hero
Payback period statement	Convert ROI into a decision	Same block as ROI
Treatment indications / what it does	Confirm fit with their existing client base	Scroll 2
Technical specifications table	Satisfy the researcher and the comparison shopper	Scroll 3
What is included in the box	Kill hidden-cost objection	Scroll 4
Training and certification	Kill "my staff can't run it" objection	Scroll 4
Support and warranty	Kill "what if it breaks" objection	Scroll 5
Health Canada licence detail with licence number	Kill regulatory risk objection	Scroll 5
Financing block: down payment, monthly, term, approval time	Kill affordability objection	Scroll 6
Social proof: clinics using it, named testimonials, before/after	Reduce risk	Scroll 6
Comparison vs the obvious alternative	Win the shortlist	Scroll 7
FAQ (8 to 12 questions, schema marked up)	Capture long-tail search, handle objections at scale	Scroll 8
Final CTA with three paths	Close	Bottom

The three CTAs (use everywhere, consistently)

1. **Primary: Book a demo.** Calendar embed, not a contact form. Ask for clinic name, city, device of interest, phone. Four fields maximum.
2. **Secondary: Get financing pre-approval.** Separate path for the buyer who already decided and just needs numbers.
3. **Tertiary: Download the spec sheet.** Email capture for the researcher who is 90 days out. Feeds nurture sequence.

Do not use "Contact Us" or "Learn More" anywhere. Both convert badly.

Trust elements in the global header or footer

- Health Canada Licenced badge (with a link to a page listing every licence number)
- "Made for Canadians" with maple leaf
- Phone number, clickable, in the header on mobile
- Number of Canadian clinics served (get the real number from Joe)
- NAIMA certification logo
- Financing partner logo

What every device page needs that the brochures do not have

The brochures are built for a rep standing in the room. A website has no rep. Add:

- **Warranty terms in writing.** Length, what is covered, parts vs labour, consumable exclusions. This is the single most common unanswered question in device buying and its absence kills deals silently.
- **Consumable cost per treatment.** Gels, tips, masks, cartridges, lamp replacement cost and interval. Buyers who have been burned before will ask. Publishing it is a differentiator.
- **Physical specs.** Footprint, weight, power requirement (110V vs 220V, amperage, dedicated circuit yes/no), water requirement, room ventilation. Clinics have real space and electrical constraints and cannot buy without this.
- **Lead time.** Weeks from order to delivery and installation.
- **Who can legally operate it in each province.** Alberta, BC, Ontario, and Quebec have different rules on who may fire a Class 3 laser and whether medical director oversight is required. A province selector or a single honest paragraph converts better than silence, and it prevents refunds.
- **Trade-in or upgrade path.**
- **Return / buyer remorse policy.**

Get these from Joe once and reuse across all nine pages.

1. ATHENA SUPER ICE

Diode Laser Hair Removal System

Price: \$39,995 | Down payment \$5,000 | \$699/month (taxes and interest extra)

Note: brochures show \$39,900 with "Launch Madness" and "March Madness" framing and an MSRP of \$68,900. Reconcile before publishing. A crossed-out MSRP of \$68,900 next to \$39,995 is a strong anchor but only if \$68,900 is a real, documented list price. If it is not, remove it. Fake anchoring is a Competition Act exposure.

Hero positioning options

- "Full-body laser hair removal in 45 minutes. All six Fitzpatrick skin types."
- "The fastest full-body hair removal device in Canada, and the fastest to pay for itself."

Avoid: "World's Fastest" and "Canada's No.1 Selling" unless you hold documentation. See compliance section.

Technical specifications

Spec	Value
Technology	Multi-wavelength diode laser
Power	1200W
Wavelengths	VERIFY exact nm values (likely 755 / 808 / 1064)
Spot size	12mm x 24mm (X-Large)
Additional applicator	Small nozzle attachment for nose, ears, and other hard-to-reach areas
Cooling	Super Ice contact cooling, applicator tested to -31°C
Lamp	10-bar German lamp, rated 150 million shots
Treatment modes	Static mode and Gliding mode
Skin types	Fitzpatrick I to VI
Interface	Touchscreen with built-in presets by skin type, cooling variance, and treatment area
Full-body treatment time	45 minutes
Footprint / weight / power	VERIFY
Health Canada licence	112158, Class 3, "INCREDIBLE DIODE LASER THERAPY SYSTEM", Device ID 1072141, model ATHENA SUPER ICE CONSOLE V19

Why the specs matter (write this as body copy, not bullets)

The 12mm x 24mm spot is the entire commercial argument. Larger spot means fewer pulses to cover the same skin, which means a full-body treatment fits in a 45-minute appointment. That is what converts a device into revenue: you are selling appointment slots, not laser physics. A clinic running 45-minute full-body slots can book six to eight per day in one room.

The -31°C contact cooling is the retention argument. Pain is the number one reason clients stop coming back mid-package. Cold contact at the applicator means less pain, fewer no-shows on session four, and more completed packages.

The 150 million shot lamp is the cost-of-ownership argument. Quote the replacement cost and interval so buyers can model it. If a competitor's lamp needs replacing at 20 million shots, say so with a source.

Treatment indications

Facial: upper lip, chin, sideburns, jawline, nostrils, ears, centre brow, full face, side of face, neck. Body: full and lower arms, forearms, underarms, chest, stomach and navel, areola, full and lower back, hands and feet, full and lower legs. Sensitive: Brazilian, four bikini line variants, other delicate zones.

ROI block

Retail price per full-body session: \$250. Based on a five-day work week.

Sessions/day	Daily	Weekly	Monthly	Yearly
1	\$250	\$1,250	\$5,000	\$60,000
2	\$500	\$2,500	\$10,000	\$120,000
4	\$1,000	\$5,000	\$20,000	\$240,000

Payback at one session per day: 8 months. At two per day: 4 months. At four per day: 2 months.

The payback line converts better than the revenue table. Lead with it. Also state the monthly payment against monthly revenue: "\$699/month payment against \$5,000/month at one treatment per day."

Add a disclaimer under the table: "Illustrative only, based on a \$250 retail price and a five-day week. Actual results depend on pricing, marketing, and client volume in your market."

What is included

- Device, applicators including the small-area nozzle
- One full day of hands-on training with multiple live models
- NAIMA certification at no extra charge
- Comprehensive Starter Pack with custom marketing designs for the clinic's brand
- Dedicated Business Development Manager
- Online training access
- Ongoing marketing, technical, and training support
- Warranty: VERIFY terms
- Consumables and lamp replacement cost: VERIFY

FAQ (write out full answers)

1. Is it safe on dark skin (Fitzpatrick V and VI)?
2. How many sessions does a client need for permanent reduction?
3. What is the pain level compared with IPL or older diode systems?
4. Who is legally allowed to operate this in my province?
5. What does the lamp cost to replace and when?
6. What are the electrical requirements?
7. What is the warranty and what does it cover?
8. How long from order to installation?
9. Can I finance this if my clinic is under two years old?
10. What is the difference between Athena Super Ice and Plutus Super Ice?
11. Do I need a medical director?
12. What happens if it breaks during a client appointment?

Comparison positioning

Compare against the market-standard diode systems clinic owners already shortlist.

Compare on: spot size, full-body treatment time, cooling temperature, lamp life, price, and payback. Do not name competitors in a disparaging way. State your own numbers and let the buyer do the arithmetic.

2. SKINBRITE MULT-IPL

Multi-Application IPL Platform

Price: \$28,995 | Down payment \$5,000 | \$399/month (taxes and interest extra)

┆ Brochure shows \$28,900 launch and \$47,900 MSRP. Reconcile.

Hero positioning

- "One platform. Hair removal, pigmentation, vascular lesions, acne, and rosacea."
- "The most versatile revenue-per-square-foot device in the room."

The core argument is not power. It is that one purchase opens five service lines instead of one.

Technical specifications

Spec	Value
Power	2500W
SHR handpiece	640 to 950nm, Super Hair Removal technology
SR handpiece	530 to 950nm, Skin Rejuvenation
Spot size	10mm x 50mm
Working modes	In-Motion (gliding, 1 to 10Hz) and Stamp (precision)
Fastest SHR rate	10 shots per second
Handpiece life	1 million shots per handle
Core technologies	OPT (Optimal Pulse Technology) for consistent, stable pulses; AFT (Advanced Fluorescence Technology) for filtered and optimised wavelengths
Skin types	Fitzpatrick I to VI
Interface	Touchscreen with skin type selector, energy and frequency control, shot counter
Health Canada licence	113428, Class 3, "INCREDIBLE SKINBRITE MULT-IPL", Single Device, first issued 2025/06/03. Manufacturer: 3D Medical Technologies, Inc., 12647 238 Street, Maple Ridge, British Columbia V4R 1P9
Footprint / weight / power	VERIFY

Lead the licence line with the fact that the manufacturer is Canadian, in British Columbia. That is a genuine differentiator against Chinese-manufactured IPL and it justifies "Made for Canadians."

Treatment indications

- Hair removal, all skin types (SHR handpiece)
- Pigmentation correction
- Acne reduction
- Vascular lesion removal
- Rosacea, redness, and skin sensitivity correction
- Skin rejuvenation and collagen stimulation, tone and texture

Large areas via In-Motion mode: legs, arms, chest, back. Delicate areas via Stamp mode: upper lip, underarms, bikini line.

ROI block

Retail price per IPL session: \$250. Five-day week.

Sessions/day	Daily	Weekly	Monthly	Yearly
1	\$250	\$1,250	\$5,000	\$60,000
2	\$500	\$2,500	\$10,000	\$120,000
4	\$1,000	\$5,000	\$20,000	\$240,000

Payback at one session per day: under 6 months. Brochure language references clinics reaching ROI in three to six months. Only publish that if you have named clinics who will confirm it.

Add a second ROI angle unique to this device: because it treats five indications, model a blended day (two hair removal, one pigmentation, one rosacea) rather than four identical sessions. It is more believable and it teaches the buyer how to schedule.

What is included

Same package as Athena: one-day hands-on training with models, NAIMA certification, Starter Pack with custom designs, dedicated BDM, online training, marketing / technical / training support. Verify warranty, handpiece replacement cost, and consumable gel cost.

FAQ

1. What is the difference between IPL and diode laser hair removal, and which should I buy?
 2. Is IPL safe on Fitzpatrick V and VI?
 3. Can I treat rosacea and hair removal with the same handpiece?
 4. What is In-Motion mode and why does it matter for treatment time?
 5. What does a handpiece cost to replace at 1 million shots?
 6. What training do my estheticians need to legally operate this in my province?
 7. Warranty terms?
 8. What is the difference between OPT and standard IPL?
 9. Can I add this to a clinic that already has a diode laser?
 10. Electrical and space requirements?
-

3. PLUTUS SUPER ICE

Entry-Level Diode Laser Hair Removal System

Price: \$19,995 | Down payment \$2,995 | \$349/month (taxes and interest extra) | MSRP \$36,900

Hero positioning

- "Full Fitzpatrick I to VI laser hair removal for under \$20,000."
- "The lowest cost of entry into laser hair removal in Canada."

This device has one job on the site: catch the buyer who bounced off the Athena price. Cross-link aggressively from the Athena page ("Not ready for \$39,995? Compare Plutus Super Ice").

Technical specifications

Spec	Value
Power	800W
Technology	Multi-Pulse diode
Spot size	15mm x 30mm (X-Large)
Cooling	Sapphire cooling tip plus dual cooling system: 2-set, 450W TEC (thermoelectric), continuous operation up to 24 hours
Main display	10.4" TFT LCD showing energy density, pulse frequency, water temperature
Applicator display	2.4" LCD showing power density, pulses consumed, applicator cooling temperature
Treatment modes	Smart Mode (automated settings) and Expert Mode (manual parameter control)
Built-in safety monitors	Water flow monitoring to prevent cooling interruption; temperature alert above safe limit; handle over-temperature protection
Skin types	Fitzpatrick I to VI
Wavelengths	VERIFY exact nm
Handpiece / lamp life	VERIFY
Health Canada licence	114230, Class 3, "INCREDIBLE PLUTUS SUPER ICE", System, first issued 2025/10/29
Footprint / weight / power	VERIFY

Note the honest spec position: Plutus has a **larger** spot (15x30 vs Athena's 12x24) but **lower** power (800W vs 1200W). Do not hide that. Explain it: larger spot covers ground faster per pulse, lower power means more passes or more sessions for coarse hair and darker skin types. Sell the trade-off openly. Buyers who catch you burying it will not buy either device.

Treatment indications

Facial: nostrils, ears, upper lip, chin, sideburns, jawline, centre brow, full face, side of face, neck. Body: arms, underarms, chest, stomach and navel, areola, back and lower back,

forearms, legs, hands and feet. Sensitive: Brazilian, four bikini line types, other delicate zones.

ROI block

Retail price per full-body session: \$250. Five-day week.

Sessions/day	Daily	Weekly	Monthly	Yearly
1	\$250	\$1,250	\$5,000	\$60,000
2	\$500	\$2,500	\$10,000	\$120,000
4	\$1,000	\$5,000	\$20,000	\$240,000

Payback at one session per day: 4 months. This is the strongest payback story in the catalogue. Make it the headline of the ROI block.

Drop the "There Will Never Be Another More Affordable Laser Device ... Ever" line. It is unverifiable, it dates badly, and it reads as hype to a buyer comparing three quotes.

Also drop "control hair growth forever." Health Canada and the FDA both treat laser hair removal as permanent hair *reduction*, not permanent removal. Use "long-term hair reduction."

What is included

Same package. Verify warranty, sapphire tip replacement cost and interval, TEC module service interval.

FAQ

1. What is the real difference between Plutus and Athena, and who should buy which?
2. Will 800W work on coarse hair and Fitzpatrick V and VI?
3. What is a sapphire cooling tip and how often is it replaced?
4. What is the difference between Smart Mode and Expert Mode?
5. Can it run back-to-back appointments all day without overheating?
6. Warranty?
7. Who can operate it in my province?
8. Financing for a first-time device buyer?

4. FRACTIONAL MULTI CO2

Fractional CO2 Laser Resurfacing Platform

Price: \$49,995 | Down payment VERIFY | Monthly VERIFY

No source material provided. Every field below must be filled from the manufacturer spec sheet and the Health Canada licence before publishing.

Hero positioning (draft)

- "Ablative resurfacing, scar revision, and intimate rejuvenation on one platform."
- CO2 is the highest-ticket-per-treatment device in most medspas. Lead with revenue per treatment, not technology.

Technical specifications to obtain

Spec	Needed
Wavelength	Confirm 10,600nm
Laser type	RF-excited metal tube vs glass tube. Tube life in hours. Replacement cost.
Power output	Watts
Handpieces included	Fractional scanner, surgical / cutting, vaginal / intimate probe, fine-focus. List exactly which are included vs extra cost.
Scanner	Scan area range, pattern shapes, density and depth control ranges
Pulse modes	Ultra-pulse, continuous wave, super-pulse
Depth of penetration	Range in microns
Cooling	Type
Interface	Screen size, preset library
Health Canada licence	Licence number, class, licence name, first issue date, manufacturer name and address
Footprint, weight, power, ventilation	Confirm. CO2 needs a smoke evacuator. State whether one is included.
Consumables	Tips, probe covers, smoke evacuator filters. Cost per treatment.

Treatment indications to confirm against the licence

Acne scarring, surgical and traumatic scar revision, fine lines and wrinkles, photoaging, pigmentation, skin laxity, stretch marks, actinic damage, benign lesion removal, intimate / vaginal rejuvenation.

Only advertise indications that appear on the Health Canada licence. For a Class 3 or 4 device, off-licence advertising is a real enforcement risk and CO2 intimate-health claims are the most scrutinised category in the industry.

ROI framework

CO2 commands the highest per-treatment price of anything in this catalogue. Typical Canadian retail is \$500 to \$1,200 per full-face fractional session and \$1,500 to \$3,000 for a three-session intimate protocol. **Confirm real market pricing for Alberta before publishing numbers.**

Model conservatively. CO2 is not a daily-volume device. Two to four treatments per week is realistic for most clinics because of downtime and consultation load.

Example structure once you have real numbers:

Treatments/week	Weekly	Monthly	Payback
2			
4			
6			

Additional page requirements specific to CO2

- **Downtime disclosure.** Buyers need to know what they are selling: five to seven days of visible healing. Clinics that do not understand this get refund requests from clients. Address it as a scheduling and pricing strength, not a weakness.
- **Medical oversight.** In most provinces ablative CO2 requires physician or nurse practitioner involvement. State the requirement by province. This will disqualify some visitors, which is correct: it prevents bad sales.
- **Before and after gallery.** CO2 buyers will not purchase without seeing results. This is non-negotiable for this page. Obtain consented clinical images.
- **Training depth.** One day is likely insufficient for ablative CO2. Confirm what training is actually provided and say so honestly.

5. DERMABRITE MULTI PICO

Picosecond Laser Platform

Price: \$69,000 | Down payment VERIFY | Monthly VERIFY

No source material provided. All fields require verification.

Hero positioning (draft)

- "Tattoo removal, pigment correction, and carbon laser facials on one picosecond platform."
- This is the highest-margin service device in the catalogue and the one with the least local competition in most Alberta markets. That scarcity is the pitch.

Technical specifications to obtain

Spec	Needed
Pulse duration	Picoseconds. State the actual number. This is the single most misrepresented spec in the laser market. Many devices sold as "pico" are 300 to 750ps or are nanosecond Q-switched devices mislabelled. Publish the real figure with documentation.
Wavelengths	Confirm which are included: 1064nm, 532nm, 755nm, 694nm, 1320nm
Energy output	mJ per wavelength
Spot size range	mm
Repetition rate	Hz
Laser medium	Nd:YAG, Alexandrite, or both
Handpieces	Zoom handpiece, fractional / holographic lens, carbon facial handpiece. Which are included.
Aiming beam and cooling	Type
Health Canada licence	Number, class, licence name, issue date, manufacturer
Footprint, weight, power	Confirm
Consumables	Tip and lens replacement cost and interval

Treatment indications to confirm

Multi-colour tattoo removal, melasma, sun and age spots, freckles, post-inflammatory hyperpigmentation, naevus of Ota, birthmarks, acne scarring, skin tone and texture, carbon laser facial, tightening.

ROI framework

Pico is priced per session and per treatment area. Canadian market ranges to verify: tattoo removal \$150 to \$500 per session by size, pigment correction \$300 to \$600 per session, carbon facial \$150 to \$250.

The commercial story: tattoo removal clients require six to ten sessions and prepay packages. That is high lifetime value and predictable recurring revenue, unlike single-session services. Build the ROI model around a package, not a session.

At \$69,000 this is the second-highest capital commitment in the catalogue. The page must work harder than any other on financing and on demonstrating that demand exists locally. Consider including a local search volume statistic for "tattoo removal [city]" as demand proof.

Additional page requirements

- Before and after gallery, non-negotiable, showing multi-colour ink and melasma
 - Session count expectations by ink colour, published honestly
 - Safety and Fitzpatrick considerations for pigment treatment on darker skin
 - Provincial operator requirements
-

6. 7-IN-1 HYDR-O2 FACIAL

Multi-Function Hydrodermabrasion Platform

Price: \$14,995 | Down payment VERIFY | Monthly VERIFY

No source material provided. All fields require verification.

Hero positioning (draft)

- "Seven treatments, one machine, no downtime, every skin type."
- "The volume workhorse. Book it every hour, all day."

This is the opposite pitch to CO2. CO2 sells on price per treatment. This sells on throughput and on being the entry service that feeds every other device in the clinic.

The seven functions to confirm and name exactly

Typical configurations include: hydrodermabrasion / vacuum extraction, ultrasonic scrubber, ultrasonic infusion, radiofrequency, cold hammer, oxygen spray or jet, LED or microcurrent, bipolar RF, plasma. **List the actual seven on the unit. Do not publish a generic list.**

Technical specifications to obtain

Vacuum pressure range, tip types and count included, solution bottle capacity and count, ultrasonic frequency, RF frequency and output, oxygen concentration and output rate, LED

wavelengths, screen type, cart or tabletop, footprint, weight, power, consumable cost per treatment (tips, solutions, serums).

Health Canada: confirm licence number and class. Many hydrodermabrasion devices are Class 2 rather than Class 3. If it is Class 2 the operator and oversight requirements are far lighter, which is a major selling point for salons and solo estheticians. Say so.

ROI framework

This is the strongest payback device in the catalogue and the page should say so plainly.

Typical Canadian retail for a hydrofacial: \$150 to \$250 per treatment. Treatments run 30 to 60 minutes with no downtime, so realistic volume is four to six per day.

Example at \$175 per treatment, four per day, five days:

	Amount
Daily	\$700
Weekly	\$3,500
Monthly	\$14,000
Payback	Roughly 5 to 6 weeks of treatment revenue

Verify the retail price assumption before publishing. Even at half that volume the payback story is exceptional and it does not need exaggeration.

Second ROI angle, and the more important one strategically: this device is a client acquisition engine. A \$175 facial brings new clients in the door who then buy laser hair removal packages, CO2, and injectables. Frame it as the top of the clinic's funnel, not just a revenue line. That reframing sells the device to clinics who already have a facial offering.

Additional page requirements

- Retail-priced treatment menu the clinic can copy and use on day one. This is high-value and almost no vendor provides it.
- Consumable cost per treatment, stated, so buyers can compute true margin.
- Comparison against the dominant branded hydrodermabrasion platform on capital cost and per-treatment consumable cost. This is where the sale is won. Be factual, not disparaging.

7. ASTRODOME KOREAN GLASS FACIAL

OxygenCeuticals Post-Treatment Care System

Price: \$14,995 | Down payment \$2,995 | \$299/month (taxes and interest extra)

Your assets show three different prices: \$9,995 (with \$995 down / \$199 per month, and separately with "0" down / \$199 per month), \$12,995, and \$14,995. Your sheet says \$14,995. Pick one and reissue the assets. This is the worst pricing inconsistency in the set.

Hero positioning

- "The upsell that brings clients back. Korean glass skin, no downtime, no contact."
- "Every laser and injectable treatment in your clinic just gained a post-care add-on."

Technology

Component	Detail
LPE (LED Combined) Skin Therapy	Three LED wavelengths. Red + NIR for aging skin. Blue for problematic skin and excess sebum. Violet (red + blue) for reducing skin stress. Each wavelength reaches a different skin depth.
Near Infrared (NIR) Therapy	Penetrates deeper than traditional LED. Three-step action: delivery of NIR energy to the skin, collagen production reaching the dermis, deep heat generation to activate collagen. Stimulates collagen, improves blood circulation, promotes cellular healing.
Negative Ion (Anion) Mist Infusion	Skin soothing and calming, skin activating action, skin recovery and barrier improvement, skin purification and regeneration
Operation modes	Manual via air sprayer, or pre-programmed Auto Mode
Non-contact design	Dome maintains a safe distance from the skin rather than touching it, covering large areas at once
Form factor	Mobile cart with castors, articulating dome arm, folding tray, injector port
Health Canada	Licensed. VERIFY licence number and class.
Footprint, weight, power	VERIFY
Consumables	Oxygen masks, HA gel, toning gel, CryoGel Velvet Mask, cryogenic activator, scalp scaling solution. Cost per treatment: VERIFY.

The non-contact design is the clinical argument and it should lead. Post-laser, post-microneedling, and post-peel skin cannot tolerate contact. A dome that treats at a distance is the only thing you can safely use on day zero after an ablative or injectable treatment. That is the whole business case.

The eight-step Astrodome Facial protocol

Publish this in full. It is the most persuasive asset on the page because it shows the buyer exactly what their staff will do.

1. Oxygen Pore Mask: remove makeup and impurities
2. Oxygen Scaling: cleanse and prep
3. Oxygen Infusion: infuse nutrients based on skin type
4. Oxygen Mask (I): apply HA gel and toning gel
5. Inject Solutions by injector: 6cc to 8cc of Cryogenic Activator
6. AstrodomeFacial Treatment: select suitable programme
7. Oxygen Mask (II): CryoGel Velvet Mask or Oxygen Mask (RT / CT / VC)
8. Scalp Scaling and Finishing: scalp scaling, select finishing products

State total treatment time and how many staff-minutes are hands-on vs unattended dome time. Unattended time is a labour-cost advantage and a scheduling advantage. Say it.

Recommended for (client-facing)

- Individuals with sensitive skin
- Clients who have experienced a change in skin tone
- Clients concerned about enlarged pores and excess oil
- Clients losing skin elasticity and youthful sheen
- Post-laser, post-microneedling, post-peel, post-injectable recovery

ROI block

Retail price per Korean Glass treatment: \$99. Five-day week.

Sessions/day	Daily	Weekly	Monthly	Yearly
1	\$99	\$495	\$1,980	\$23,760
2	\$198	\$990	\$3,960	\$47,520
4	\$396	\$1,980	\$7,920	\$95,040

Payback at two treatments per day: under 4 months.

The stronger pitch for this device is not standalone revenue. It is attachment rate. Frame it as: "\$99 added to every laser, peel, and microneedling appointment you already book." A clinic doing 200 treatments a month that attaches Astrodome to 40% of them adds \$7,920 a month with zero new client acquisition. That math is far more compelling than the standalone table and it is easier for a clinic owner to believe.

Also model consumable cost against the \$99 price so the buyer sees true margin per treatment. If you do not, a sophisticated buyer will assume the worst.

What is included

Same package: one-day hands-on training with models, NAIMA certification, Starter Pack with custom designs, dedicated BDM, online training, marketing / technical / training support. Verify warranty, consumable pricing, and whether a starting inventory of masks and gels is included.

FAQ

1. Can this be used immediately after laser or microneedling?
2. What are the consumables and what do they cost per treatment?
3. How long is one full protocol and how much is hands-on staff time?
4. Do I need an esthetician or can a receptionist run it?
5. Does it treat scalp as well as face?
6. What is the difference between this and a standard LED bed or panel?
7. Warranty?
8. Space and power requirements?

Note: the brochure contact block mixes two brands. Some Astrodome assets route to sales@aestheticsdepot.ca and 647-800-7945, others to hello@incrediblelaser.com and 647-477-9216. Standardise the contact path on your site or you will lose enquiries.

8. OMNISPEC ED1000 MAMBA

Low-Intensity Shockwave Therapy System (Li-SWT)

Price: \$99,995 | Down payment VERIFY | Monthly VERIFY

No source material provided. All fields require verification. This is the highest-value device in the catalogue and the page that most needs to be right.

Hero positioning (draft)

- "Build a men's health service line. Recurring revenue, no consumables, no downtime."
- Do not sell this as a device. Sell it as a service line with a business model attached. At \$99,995 no clinic buys a machine on features.

Technical specifications to obtain

Spec	Needed
Shockwave type	Focused vs radial vs linear. This matters clinically and competitively. Confirm precisely.
Energy density	mJ/mm ² range
Frequency	Hz range
Pulse count	Per applicator lifetime, and applicator replacement cost
Applicators included	Which heads, which indications
Depth of penetration	mm
Treatment protocol	Sessions per protocol, session duration, interval, retreatment interval
Health Canada licence	Number, class, licence name, issue date, manufacturer. Critical: confirm exactly which indications the licence covers.
Footprint, weight, power	Confirm
Consumables	Gel only, or applicator replacement. State it. No-consumable devices are a major margin selling point.

Indications: handle with care

Li-SWT is licensed and marketed for different indications in different jurisdictions. Erectile dysfunction, Peyronie's disease, chronic pelvic pain, and musculoskeletal indications are all treated differently by regulators.

Advertise only what the Health Canada licence states. Do not publish efficacy percentages, cure claims, or "drug-free alternative to Viagra" style framing. Men's sexual health device advertising is among the most enforced categories in Canada and the claims risk here is materially higher than anywhere else in your catalogue.

Safe framing: describe the technology, cite the licensed indication, and reference peer-reviewed literature by citation rather than by summarising outcomes in marketing language.

ROI framework

This is a protocol-based, package-priced service. Canadian clinics typically price a six to twelve session Li-SWT protocol at \$2,500 to \$4,500. Verify Alberta market pricing.

Model it as protocols per month, not sessions per day:

Protocols/month	At \$3,000	Monthly	Payback
2		\$6,000	~17 months
4		\$12,000	~8 months
6		\$18,000	~6 months

The key ROI arguments, in order:

1. **No consumables.** Margin is close to 100% after labour. Verify and then say it, because almost no other device in this catalogue can claim it.
2. **Package prepayment.** Clients pay for the full protocol upfront. That is cash flow, not receivables.
3. **New patient population.** Men who do not currently visit medspas. This is additive revenue, not cannibalised revenue.
4. **Recurring maintenance.** Annual or semi-annual retreatment.

Additional page requirements specific to Mamba

At this price point the page cannot carry the sale alone. It should be a qualification and booking page, not a closing page. Requirements:

- **Business case download.** A gated PDF covering market size, patient acquisition, protocol pricing, staffing, and space. You already built exactly this for The Men's Health Initiative. That document, genericised, is the highest-converting asset you can put behind an email gate on this site.
- **Territory or exclusivity statement.** If Incredible offers any geographic protection, say so. Exclusivity is a powerful closer at \$100K.
- **Medical oversight requirements by province.**
- **Named reference clinics** willing to take a call from a prospect. At \$100K, peer reference beats every other form of proof.
- **Financing detail.** Term length, rate range, approval criteria, whether equipment leasing structures are available. A \$99,995 device is a leasing decision, not a purchase decision, for most clinics.

Consider making the primary CTA on this page "Request the clinic business case" rather than "Book a demo." The buyer is not ready for a demo. They are trying to decide whether

the market exists.

9. SKIN-IQ SKIN ANALYZER

AI Skin Diagnostic Imaging System

Price: \$5,995 | Down payment VERIFY | Monthly VERIFY

Hero positioning

- "Show clients what their skin actually needs. Then sell the treatment plan."
- "The \$5,995 device that sells every other device in your clinic."

This is not a treatment device and it should never be sold as one. It is a consultation and conversion tool. The entire page is about closing rate, treatment plan value, and package retention.

Technical specifications

Spec	Value
Skin concerns analysed	17 core skin issues, including dark circles, roughness, dark spots, pores, fine lines, wrinkles
Spectral imaging technologies	8: white light, UV light, mixed light, brown light, negative polarized light, positive polarized light, red light, Wood's light
Skin testing modes	2: shallow test and deep test
Skin tone support	Fitzpatrick I to VI
Imaging	3-dimensional multi-angle analysis: front face, left face, right face
Comparative analysis modes	3: vertical comparison, horizontal comparison, four-figure comparison
Reporting modes	3: detailed analysis, side-by-side comparison, 17-indicator report
AI simulation	Skin aging simulation predicts the future state of a client's skin
Handheld micro-imager	Localized precise analysis with zoom for close skin inspection
Display	15.6" Ultra-HD touchscreen, folds backward 90 degrees
Operating system	Android
Hardware	Forehead pad, swivelling jaw pad, breathing lamp, collapsible connection shaft, USB port, power port and switch
Health Canada licence	VERIFY. Diagnostic imaging devices are often Class 1 or 2. Confirm before using a licence badge on this page.
Footprint, weight, power	VERIFY
Data and privacy	Critical. See below.

The privacy section you must include

This device captures facial images of clients and stores them for before-and-after comparison. In Canada that is personal information and in some contexts personal health information. Buyers in Alberta are subject to PIPA and, for regulated health professionals, HIA. Ontario clinics are subject to PHIPA.

Publish: where images are stored (on-device vs cloud vs vendor servers), whether data leaves Canada, whether the vendor can access client images, how consent is captured, and how images are deleted.

Most competitors say nothing about this. Saying something is a differentiator, and it prevents a compliance-aware buyer from walking away. Get the answers from Joe in writing.

ROI framework: reframe entirely

Do not build a per-session revenue table. This device does not generate treatment revenue. Build the ROI around consultation conversion:

Argument 1: closing rate. A client who sees UV-imaged sun damage under their own skin buys the treatment plan. A client who hears "you have some sun damage" books a think-about-it. Model it: if the analyzer lifts consultation close rate from 40% to 55%, on 30 consultations a month at an average \$800 treatment plan, that is \$3,600 a month in incremental revenue. Payback under two months.

Argument 2: plan value. The 17-indicator report justifies multi-modality plans instead of single treatments. It turns a \$250 facial sale into a \$1,200 series.

Argument 3: retention. Side-by-side progress imaging is the single best tool for keeping clients through session four to six of a package, which is where packages usually die.

Argument 4: the AI aging simulation. Showing a client their skin in ten years without intervention is the highest-converting single moment in an aesthetic consultation. Feature it prominently, including a screenshot.

Argument 5: it sells your other devices. If the clinic also owns a laser, IPL, or CO2, the analyzer feeds all of them. Cross-link from this page to every other device page and vice versa. Bundle it.

Bundle strategy

At \$5,995 this is your best bundle attachment. On every other device page include: "Add the Skin-IQ Analyzer to close more consultations. [Price] when bundled." Verify the bundle price and cost floor against your allocation sheet before publishing any bundled figure.

FAQ

1. Does it diagnose medical conditions? (Answer carefully: it analyses and images, it does not diagnose. Say this explicitly.)
2. Where are client photos stored and who can access them?
3. Does it work on all skin tones?
4. How long does one analysis take?
5. Can I brand the reports with my clinic logo?

6. Does it integrate with my practice management software?
 7. Do I need training to interpret the reports?
 8. What is the warranty?
 9. Is there a subscription or software fee? (Critical question. Answer it.)
-

PART 3: PRICING AND FINANCING PAGE

Publish one master table. Buyers compare, so let them compare on your site rather than across three tabs.

Device	Price	Down payment	Monthly	Category
Skin-IQ Skin Analyzer	\$5,995	VERIFY	VERIFY	Diagnostics
7-in-1 Hydr-O2 Facial	\$14,995	VERIFY	VERIFY	Facial / volume
Astrodome Korean Glass Facial	\$14,995	\$2,995	\$299	Post-care
Plutus Super Ice	\$19,995	\$2,995	\$349	Hair removal, entry
SkinBrite Mult-IPL	\$28,995	\$5,000	\$399	Multi-application IPL
Athena Super Ice	\$39,995	\$5,000	\$699	Hair removal, premium
Fractional Multi CO2	\$49,995	VERIFY	VERIFY	Ablative resurfacing
DermaBrite Multi PICO	\$69,000	VERIFY	VERIFY	Pigment / tattoo
OMNISPEC ED1000 Mamba	\$99,995	VERIFY	VERIFY	Men's health

Add to this page:

- Financing partner name, term lengths, rate range, approval criteria, typical approval turnaround
- What documentation a clinic needs to apply
- Whether new businesses (under 12 or 24 months) can qualify
- Lease vs purchase and the tax treatment difference (state it as general information, note that clinics should confirm with their own accountant)
- Bundle pricing, if you publish it at all

Every device page should link here, and this page should link back to every device page.

PART 4: SHARED CONTENT BLOCKS (write once, reuse on all 9 pages)

Training and certification block

- One-day hands-on training with multiple live models included with every purchase
- Expert trainers with years of industry experience
- Free NAIMA (North American Institute of Medical Aesthetics) certification, no extra charge

Named trainers, with photos:

- **Maneesha Fraser**, Veteran Trainer Medical Devices, Chief Instructor at NAIMA. 20+ years in medical aesthetics spanning clinical treatments, practice management, sales, and business consulting. Life and business coach since 2019. Chief Trainer and Educator for NAIMA Education.
- **Gabrielle Chemali**, Ambassador and Bilingual Trainer, Aesthetics Depot and Incredible Devices. Nurse. Serves Montreal and surrounding regions, trains medical clinics, medspas, and salons across Quebec. 514-209-6730.
- **Fozia Johri, NP**, Nurse Practitioner, Medical Director, and owner of 3D Lifestyle Toronto. Covers Ontario, Quebec, and all of Western Canada.

Named trainers with credentials and photos is one of the strongest trust signals available to you. Give this block real estate on every page, not a footer link.

Add if available: post-purchase support hours, how to book refresher training, whether training is on-site or at a facility, and who pays travel.

Support and marketing block

- Dedicated Business Development Manager
- Comprehensive Starter Pack with custom marketing designs for the clinic's own brand
- Online training included
- Marketing support
- Technical support
- Training support

Make this concrete or it reads as filler. "Marketing support" means nothing. "Your BDM builds you a launch campaign with social assets, a treatment menu, and pricing in your brand within two weeks of installation" means something. Get the specifics and write them.

Health Canada compliance block

Build one page listing every licence:

Device	Licence No.	Class	Licence name	First issued
Athena Super Ice	112158	3	INCREDIBLE DIODE LASER THERAPY SYSTEM	VERIFY
SkinBrite Mult-IPL	113428	3	INCREDIBLE SKINBRITE MULT-IPL	2025-06-03
Plutus Super Ice	114230	3	INCREDIBLE PLUTUS SUPER ICE	2025-10-29
Astrodome Glass Facial	VERIFY	VERIFY	VERIFY	VERIFY
Fractional Multi CO2	VERIFY	VERIFY	VERIFY	VERIFY
DermaBrite Multi PICO	VERIFY	VERIFY	VERIFY	VERIFY
7-in-1 Hydr-O2 Facial	VERIFY	VERIFY	VERIFY	VERIFY
OMNISPEC ED1000 Mamba	VERIFY	VERIFY	VERIFY	VERIFY
Skin-IQ Analyzer	VERIFY	VERIFY	VERIFY	VERIFY

Link each to the Health Canada Medical Devices Active Licence Listing (MDALL) record so buyers can verify independently. Very few competitors do this. It is cheap credibility and it survives due diligence.

Social proof block

The "Our Happy Clients" collage in the existing decks is weak as web content because it is unnamed. Convert it:

- Three to five named testimonials: clinic name, city, owner name, device, and a specific outcome ("we booked 31 full-body packages in our first eight weeks")
- Total number of Canadian clinics served
- A map or city list showing coverage
- One case study per major device: clinic profile, device purchased, what changed in the first 90 days, revenue result if they will share it

Named social proof with numbers outperforms photo collages by a wide margin. Ask Joe for permission to name accounts.

PART 5: COMPLIANCE AND CLAIMS REVIEW

You are a paralegal, so this will be short. These are the claims currently in the brochure set that I would not publish on a website without documentation. A brochure handed over in a demo and a public webpage are different exposure profiles: the webpage is indexed, archived, and citable by a competitor complaint.

Superlative and comparative claims requiring substantiation:

- "Canada's No.1 Selling Laser Hair Removal System" (Athena)
- "Canada's No.1 Skin IQ Analyzer"
- "World's Fastest Hair Removal Device" (Athena)
- "The Most Powerful, Compact and Versatile IPL in North America" (SkinBrite)
- "Canada's Most Affordable Laser"
- "#1 Korean Glass Facial Device" (Astrodome)
- "Canada's Best-Priced IPL Technology"

Under the Competition Act, performance and comparative claims must be based on adequate and proper testing conducted before the claim is made. "No.1 selling" needs sales data. "World's fastest" needs a defined, tested metric. If Joe holds the substantiation, keep the claim and footnote the basis. If not, rewrite to a factual equivalent: "45-minute full body treatment time" instead of "world's fastest."

Efficacy claims to change:

- "Control hair growth forever" (Plutus). Change to "long-term hair reduction." Permanent removal is not the accepted claim for diode laser.
- "There Will Never Be Another More Affordable Laser Device ... Ever" (Plutus). Unverifiable future claim. Remove.
- "Guarantees safe operation" (Plutus safety monitors). Change to "monitors and alerts." Do not guarantee safety on a Class 3 device.

Income and ROI claims: The daily/weekly/monthly/yearly revenue tables are earnings claims. They are common in this industry and defensible if clearly framed as illustrative with stated assumptions. Keep them, but on every instance:

- State the assumed retail price and the five-day week
- Add: "Illustrative only. Not a projection or guarantee of earnings. Results depend on your pricing, market, marketing, and client volume."
- Do not use "Spoiler Alert: it's up to \$1k/day and \$240k/year" as a standalone headline without the assumptions attached. Detached maximum-figure claims are the highest-risk formulation.
- "Not Just the World's Fastest Laser Device... BUT The Fastest Payback Device" combines an unsubstantiated superlative with an earnings claim. Rewrite.

Indication claims: For every device, advertise only indications appearing on the Health Canada licence. This is most acute for the Mamba (men's sexual health) and the CO2 (intimate rejuvenation). These two categories draw the most regulatory attention in Canada.

Diagnostic language: The Skin-IQ Analyzer should never be described as diagnosing anything. "Detect and analyze" is acceptable. "Diagnose," "medical assessment," or anything implying clinical diagnosis is not.

Discount and MSRP framing: Crossed-out MSRPs (\$68,900 for Athena, \$36,900 for Plutus, \$47,900 for SkinBrite, \$19,995 for Astrodome) require that the higher price is a genuine ordinary selling price. Ordinary price claims are specifically addressed in the Competition Act. Also: "Launch Price," "Launch Madness," "March Madness," and "Limited Time Offer" have all been running for months across your asset set. A perpetual limited-time offer is an ordinary-price problem and it also destroys urgency with repeat visitors. Either run real dated windows or drop the framing and just publish the price.

Testimonials: If you name clinics or use client before-and-after images, get written consent covering web and social use, and disclose any material connection (free training, discount, referral fee) alongside the testimonial.

None of this requires you to soften the pitch. The factual specs on these devices are strong enough to sell without the superlatives, and factual specs are what a comparison shopper is actually looking for.

PART 6: BUILD PRIORITY

If you are launching in stages:

1. **Athena, Plutus, SkinBrite, Astrodome.** You have full source material. These four can go live this week.
2. **Skin-IQ.** Nearly complete, needs licence and data-privacy answers only.
3. **Pricing and financing page, training page, compliance page.** Shared infrastructure, high conversion impact.
4. **7-in-1 Hydr-O2 and Fractional Multi CO2.** Need full spec sheets.
5. **DermaBrite Multi PICO and OMNISPEC ED1000 Mamba.** Highest ticket, need the most supporting material, should not launch as thin pages.

Single list of what to get from Joe

- Reconciled final price for every device (nine numbers, one each)
- Down payment and monthly for CO2, PICO, Hydr-O2, Mamba, Skin-IQ
- Full manufacturer spec sheets for CO2, PICO, Hydr-O2, Mamba

- Health Canada licence numbers and classes for the six unconfirmed devices, plus licensed indication wording
- Warranty terms for all nine
- Consumable list and cost per treatment for all nine
- Footprint, weight, electrical, water, and ventilation requirements for all nine
- Lead time from order to installation
- Substantiation for every superlative claim, or approval to rewrite them
- Permission to name reference clinics and use consented before/after images
- Financing partner details, terms, rates, approval criteria
- Bundle pricing rules
- Skin-IQ data storage and privacy answers
- Territory or exclusivity terms, particularly for Mamba