

Cosmetic clinics

A guide to transforming sporadic injectable appointments into committed patient relationships

2026

MEMBERSHIPS GUIDE

aglow

SECTION ONE

What is a membership?

A membership turns your injectable services into a compliant savings programme — only with aglow Treatment Wallet.

Instead of patients stretching treatments from optimal 12-week cycles to 16+ weeks when budgets are tight, they contribute weekly or fortnightly. By consultation, funds are already there. No payment shock. No treatment delays. Just consistent results through proper timing.

Think

A dedicated savings fund that builds automatically in the background – ready when consultation determines treatment is appropriate, exclusively for your clinic.



Why your patients will love it.



Budget-friendly treatment access

That \$600 wrinkle smoothing treatment becomes \$50 weekly. Premium treatments fit into regular household budgets.



Treatments feel free

Arrive knowing funds are already there. No checkout moment, no card out. Just focus on consultation and results.



Financial discretion

Small weekly contributions blend seamlessly into regular spending. Their self-care investment stays as private as they want it.



Actually stick to optimal timing

When funds build automatically, patients maintain recommended 12-week cycles instead of stretching to 16+ weeks.



VIP treatment

Priority booking, exclusive perks, member-only offers – the full member experience that recognises their commitment.

Why you'll love it.



Predictable revenue visibility

See exactly how much patients have allocated to spend with you before appointments are even booked.



Zero no-show risk

Funds are already there. If someone cancels, you're not out of pocket – just reschedule when clinically appropriate.



Clinic-locked loyalty

Wallet funds can only be spent with you – in-clinic or online. No competitor leakage, no spending elsewhere – complete loyalty across all channels.



Designed for compliance

Finally capture the cash flow benefits of memberships without pre-selling prescription treatments. Every treatment decision remains subject to clinical assessment.



Better treatment outcomes

Patients maintain optimal treatment cycles instead of stretching due to budget constraints. Better timing means better results, which means more referrals.



Higher spending

Members spend 45% more annually through add-ons, skin treatments, and retail purchases. When funds feel "already there," patients say yes to upgrades.

Example

100 patients contributing \$50 weekly = \$260,000 annually in committed funds sitting in wallets at your clinic. That's guaranteed future spend that can't walk out the door to competitors.

a Memberships

Number of clients

100

Payments

\$50

Clients return every: 4 weeks



Monthly

Guaranteed revenue

\$5,000

Yearly

Guaranteed revenue

\$260,000



When people think they've already paid for it in their head, they're more inclined to upgrade their treatment or buy some retail product.

We found people are more inclined to buy a third product, more inclined to add on because they think they've already paid for it.



SECTION TWO

What makes aglow different?

The only memberships and payments platform built exclusively
for the cosmetic and medi-aesthetic industry.



The aglow difference

We have built aglow around one simple question: what makes a client feel genuinely valued? The answer: access they wouldn't otherwise get, a surprise that delights them, recognition that they're not just another booking.

We become an extension of your team

When your members have questions, they contact us. When payments details need updating, we handle it. When someone wants to adjust contributions or pause, we make that easy.

Contribution adjustments, pauses, wallet top-ups, payment updates – aglow manages it all so you can focus on clinical care.

You could have 500 active wallet members and the admin load feels the same as 5. Because we're doing the work.

Built exclusively for beauty

We don't serve gyms, co-working spaces, or anyone else. Every feature is designed for beauty service memberships – from consultation-led treatment planning to regulatory compliance for injectables.

Generic platforms make you bend your business to fit their software. aglow bends to fit how you actually work.

We're here to help you succeed

Book a complimentary 1:1 session with our team anytime. We'll help with setup, work through strategic perks, plan your launch conversations, train your team – whatever's on your mind.

Your success is our success.

The power of focus

Booking software adds "memberships" as a feature then moves on. We're going deeper on memberships than anyone else because it's all we do.

Features like prescription-safe wallet solutions, patient-controlled payment timing, automatic refunds for clinical unsuitability, white-glove member support – this only gets built when a company is 100% focused on solving one problem brilliantly.

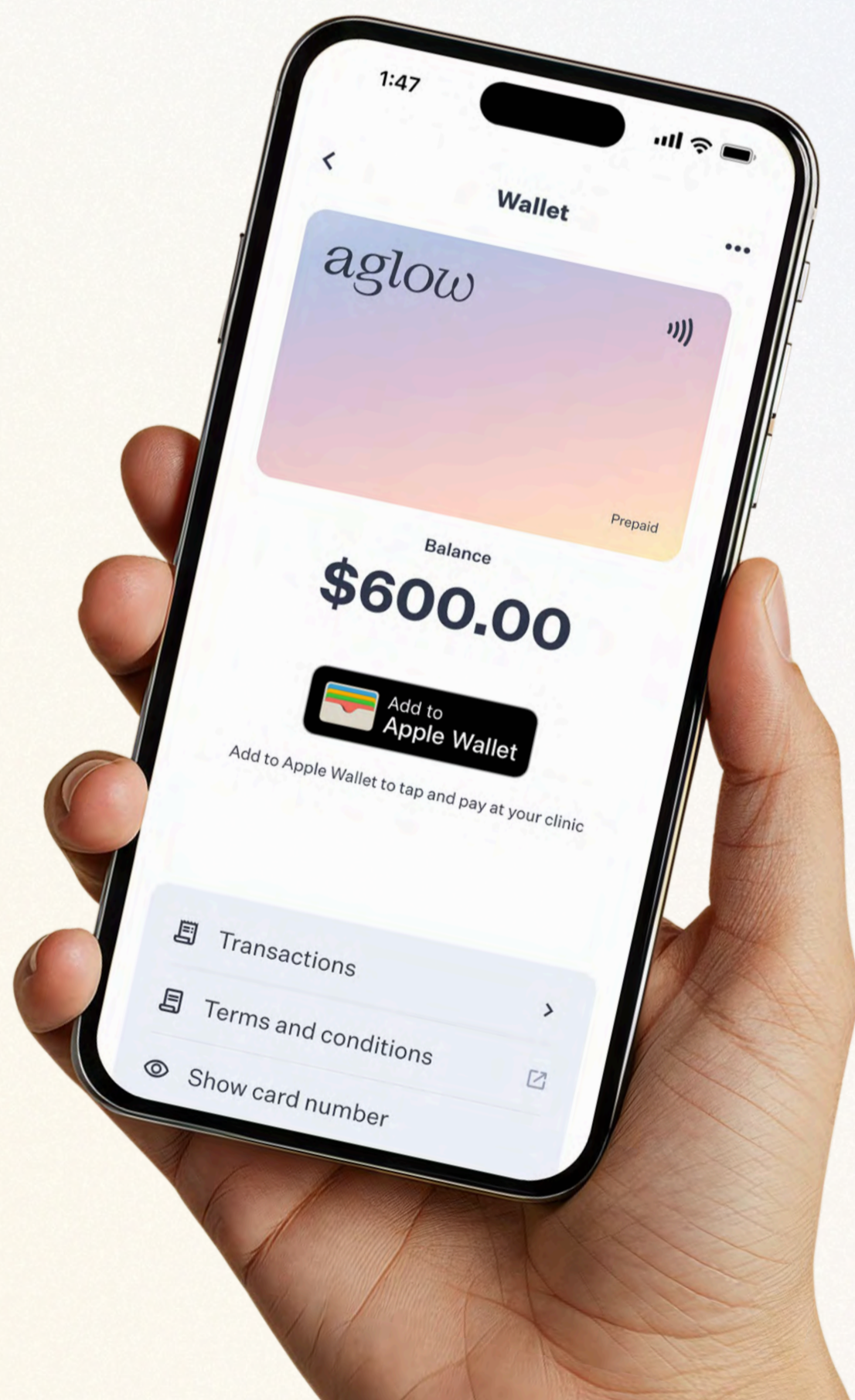
The result? A busy injector can confidently manage 500+ wallet members with less admin than manually chasing 5 patients to rebook.



SECTION THREE

Treatment Wallet

Treatment Wallet lets clients save ahead gradually and discreetly, keeping every treatment decision in the consultation room. You get predictable revenue visibility, without liability. They get a smarter way to budget for visits.



Why Treatment Wallet is perfect for injectable clinics

The prescription-safe solution

Traditional memberships and packages create regulatory risks for prescription-only treatments. Treatment Wallet solves this by keeping financial savings from clinical decisions.

How it stays prescription-safe

- ✓ Patients build a fund without pre-purchasing specific treatments
- ✓ Every treatment remains subject to individual clinical assessment
- ✓ No guaranteed quantities, doses, or schedules
- ✓ Automatic refunds if practitioner determines treatment isn't suitable
- ✓ Complete clinical discretion preserved at every consultation
- ✓ Zero financial pressure on clinical decisions

Why this matters 🕶️

- ✓ You get membership benefits without regulatory risk
- ✓ Patients save ahead for visits - no debt, no pressure
- ✓ Clinical decisions never face financial pressure
- ✓ Professional standards maintained throughout

When restricted treatments are no longer suitable

If you determine restricted treatments are no longer appropriate for a patient and you don't offer unrestricted treatments or retail, patients can get a refund on their wallet balance. If you offer other services or products, they can spend funds there instead. This ensures clinical decisions are never influenced by financial considerations.

Consumer protection built-in

Treatment Wallet includes professional-grade consumer protections that benefit both your patients and your business.

For your patients: their money is safeguarded

- ✔ **Fund protection**
Patient funds are professionally managed and protected. If your clinic closes (unlikely but we plan for everything), patients can transfer their balance to another aglow clinic or receive a full refund.
- ✔ **Complete control**
Patients control their contributions. Pause anytime, increase or decrease amounts (\$5-500 weekly), adjust frequency – they're always in control of their savings.
- ✔ **No expiry**
Wallet funds never expire. No "use it or lose it" pressure, no rushing into treatments before they're ready.
- ✔ **Clinical safety guarantee**
If you determine treatment isn't suitable during consultation, automatic refund – no questions asked. Clinical decisions are never influenced by financial considerations.
- ✔ **Easy digital signup**
Click a link, scan a QR code, receive an SMS or email invite – 2-minute signup with complete transparency from day one.
- ✔ **Real-time visibility**
They see their balance in real-time on their phone, tap to pay using Apple Pay or Google Pay and track transaction history through the aglow app.
- ✔ **Clinic ring-fencing**
Funds work both in-clinic and for online purchases (when enabled during setup) – but only at your clinic. Complete spending control across all your channels.



— The best part is how different clients are once they're on a membership.

Clients are more relaxed about their treatments because they don't have to think about the money each time – they just come in and enjoy their appointment. —

Caroline – Skinperfector

For your business: protection and growth

- ✔ **Revenue protection**
No change-of-mind refunds. Wallet is designed for committed patients – once funds are in, they're allocated to your clinic. Clear hardship provisions (medical, financial hardship, domestic violence) with evidence requirements protect genuine cases whilst preventing casual withdrawals.
- ✔ **Asset building**
Wallet balances aren't liabilities sitting on your books – they're assets. As total wallet value grows, you're building business value that investors and lenders recognise. A clinic with \$150k in wallet balances has demonstrable committed revenue that improves business valuation.
- ✔ **Timing control**
See individual and aggregate wallet balances in real-time. When patients hit savings targets, you can proactively reach out: "I can see your wallet's at \$650 – ready to book your consultation?" You control when funds convert to revenue.
- ✔ **Active wallet perks**
Perks only apply to wallets with active contributions. Patients who pause or stop contributing lose perk access, incentivising ongoing commitment. Restart contributions, perks resume automatically.
- ✔ **Compliance framework**
Professional legal structure protects you from regulatory concerns around prescription treatments.
- ✔ **The balance**
Patients feel secure investing in your clinic through professional fund management, whilst your revenue is protected from casual cancellations. This trust foundation drives higher wallet contributions and long-term loyalty.



How Treatment Wallet works

For your patients

- ✓ Set weekly, fortnightly, or monthly contributions (\$5-500 per week)
- ✓ Funds build in their digital wallet (clinic-locked, can't be spent elsewhere)
- ✓ Digital card integrates with Apple/Google Wallet for tap-to-pay
- ✓ Use balance for any approved treatment or retail at consultation
- ✓ Real-time balance visibility on their phone
- ✓ Adjust contributions or pause through aglow portal online
- ✓ Spend in-clinic or online (when enabled)

Why this matters

- ✓ See individual patient wallet balances for targeted communication
- ✓ View aggregate wallet values for revenue forecasting
- ✓ Configure exclusive perks to incentivise participation
- ✓ Zero integration needed – works with every POS system
- ✓ Receive payment when services are rendered (you carry no liability)
- ✓ Enable online wallet spending during setup for complete channel coverage

Example: Emma

Emma puts \$60 into her wallet every week. By week 12 she's sitting on \$720, books a consultation, and walks out with wrinkle smoothing treatment for \$650 all in – consultation included. She taps her phone at checkout, the wallet covers it, and \$70 rolls over. Next week she's back online ordering skincare: \$40 out, \$30 remaining. By week 24 her balance is \$610 and she's already primed for her next treatment.

The magic: Emma never faces payment shock. Treatments feel "already paid for" so she books consistently, says yes to retail (in-clinic and online), and maintains optimal timing for best results.

a Treatment Wallet

12-week projected
wallet balance

\$720

Current balance

\$70

Deductions

Anti-wrinkle treatment

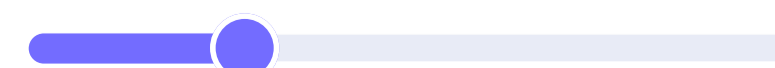
\$650

Contribution

\$60

Deposit frequency:

Weekly



Why wallet beats other payment options

Most payment options work for the clinic or the client.
Treatment Wallet works for both.

VS

Buy-now-pay-later

(Afterpay, etc.)

- ✓ Save ahead rather than going into debt – better financial psychology
- ✓ Unlock exclusive perks and priority access (BNPL offers no perks)
- ✓ Funds locked to your clinic (can't be spent elsewhere)
- ✓ Spend on any treatments or products – complete flexibility
- ✓ Control savings contributions – pause, adjust, restart anytime
- ✓ No credit checks or late payment risks
- ✓ Builds genuine loyalty, not transaction convenience

VS

Traditional packages

- ✓ No pre-commitment to specific treatments (prescription-safe)
- ✓ Flexible spending across all services and retail
- ✓ Asset building, not balance sheet liability
- ✓ Clinical assessment preserved for every procedure
- ✓ Payment when services delivered, funds convert when you choose



Down with debt

You've worked hard to create a premium experience.
Debt and missed payment penalties don't belong
anywhere near it.

Treatment Wallet gives clients a smarter way to budget
for visits — saving ahead on their terms, without the
stress. That's the kind of experience that builds loyalty.

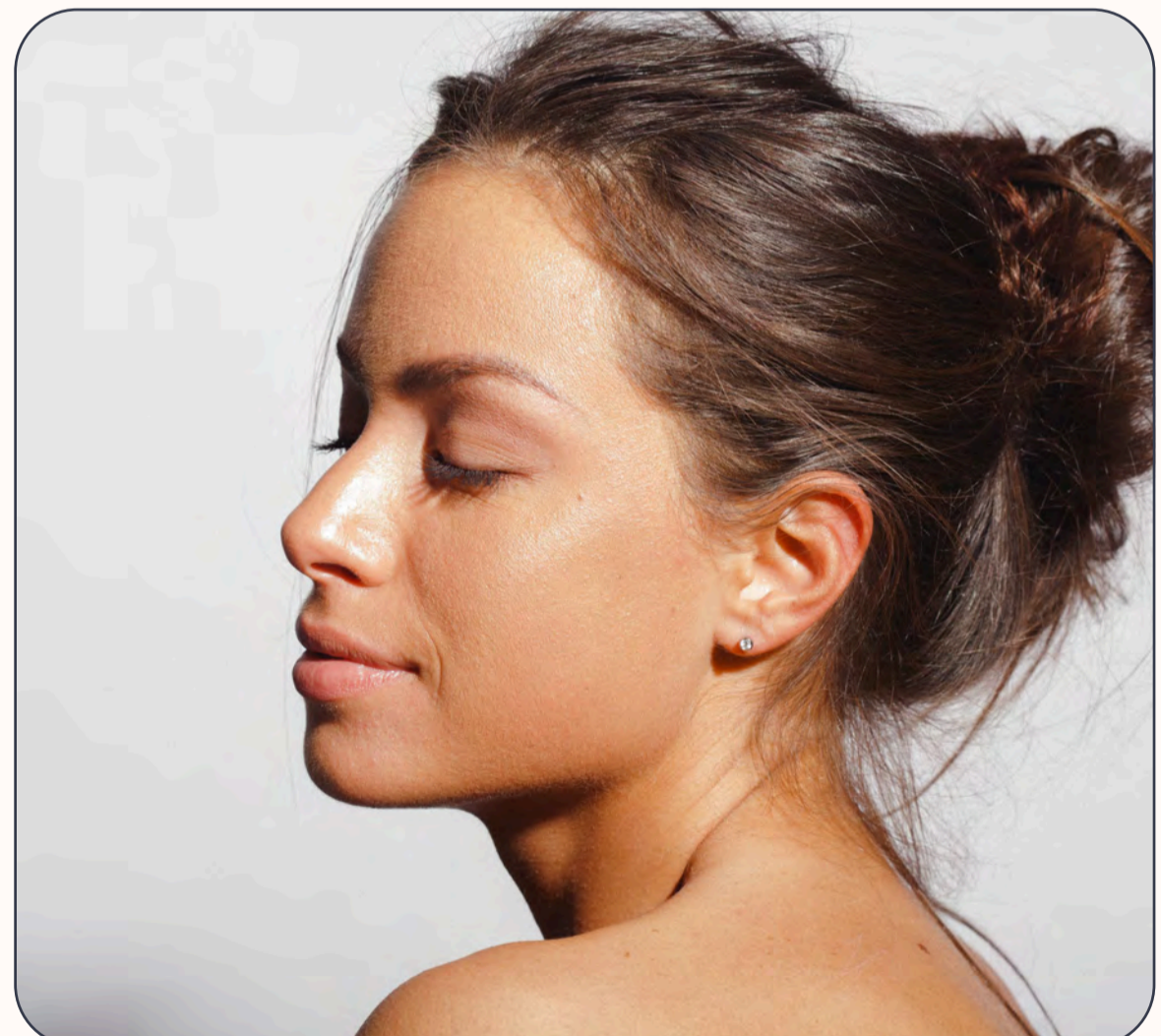
VS
DIY "piggy bank"
arrangements



- ✓ Professional branded experience for patients
- ✓ Consumer protection if business circumstances change – DIY arrangements leave patients exposed if you close
- ✓ Legal framework protects both parties – informal arrangements create liability risks for your business
- ✓ No bookkeeping burden tracking who's paid what
- ✓ Automated management eliminates disputes about balances
- ✓ Professional fund management vs hoping you've tracked everything correctly
- ✓ Patients feel confident investing thousands in a professional system, not an informal arrangement.

VS
Informal payment tracking

- ✓ Professional platform patients can access anytime
- ✓ Automatic payment processing and failure handling
- ✓ Transparent balance tracking eliminates "I thought I paid more" conversations
- ✓ Compliance framework built-in
- ✓ Protected patient funds even in unlikely scenarios – your reputation protected even if worst happens



SECTION FOUR

Expanding beyond injectables

Unlocking the perks that create best-in-class client relationships



Unlocking the power of Treatment Wallet

If you also offer skin treatments

Treatment Wallet becomes even more powerful. This is where you unlock perks without prescription treatment restrictions.

Why skin treatments amplify wallet success

- ✓ LED therapy, facials, peels aren't restricted like injectables
- ✓ Creates perk opportunities without prescription treatment restrictions
- ✓ Encourages patients to explore your full service offering
- ✓ Builds deeper relationships beyond injectable appointments
- ✓ Higher wallet contributions when patients see multiple uses

Example wallet structure for combined clinic:

- 1 Patient contributes \$80 weekly for injectables plus skin treatments
- 2 Uses funds for injectable treatments every 12 weeks
- 3 Between injectable appointments, uses wallet for monthly LED sessions
- 4 Also purchases skincare retail with wallet funds (in-clinic or online)

Higher wallet contributions

Better retention

Stronger loyalty



For skin treatment memberships

If you offer comprehensive skin services alongside injectables, you might also consider Treatment Plans or Subscriptions for those services. See our dedicated skin clinic playbook for detailed guidance on these membership types.

SECTION FIVE

Wallet perks that drive adoption

Building customer loyalty through perks done right



How to structure perks done right

Treatment Wallet perks are attached to the wallet membership, not individual treatments — so even injectable clinics can offer them. The key is structuring perks around non-restricted services and retail, never as an incentive for prescription treatments.

✓ Perk strategies that work

Entry rewards

- ➔ Priority booking for all consultations
- ➔ 10% off all retail products (in-clinic and online)
- ➔ Complimentary skin consultation when joining



Spend-based rewards

- ➔ Every \$500 spent = complimentary LED facial or skin treatment
- ➔ Every \$1,000 spent = complimentary advanced skin treatment (peel, microneedling, etc.)
- ➔ Every \$2,000 spent = complimentary skin treatment package worth \$200

Exploration perks

- ➔ 10% off first skin treatment (encourages trying non-injectable services)
- ➔ Complimentary skin treatment when referring a friend who signs up

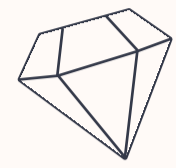


And a few more compliant perk ideas

Milestone rewards

- ➔ Birthday reward: complimentary LED treatment or \$50 off any service
- ➔ Anniversary reward: complimentary advanced skin treatment after 12 months

VIP experience perks



- ➔ Priority booking (always)
- ➔ Exclusive access to new treatments or products before general release
- ➔ Member-only events or educational sessions
- ➔ Extended consultation time at no extra cost

Important

Never tie perks directly to prescription treatments (e.g., "extra units of anti-wrinkle" or "bonus filler").

Focus perks on:

- ! Non-restricted treatments (LED, facials, peels, microneedling)
- ! Retail products and homecare
- ! Priority access and convenience
- ! Educational and experiential benefits

If you don't offer skin treatments

Focus perks on retail, priority booking, educational opportunities, and referral rewards. Many patients value exclusive access and VIP treatment over discounts.



≡ I had been asked so many times for a membership plan. I don't have time to manage how many payments are coming in, see who's paid and who hasn't.

I don't have time for that at all. So as soon as I heard about aglow, I was like, this is it. ≡

SECTION SIX

Getting started

It's easier than you think to introduce the Treatment Wallet and perks into your daily conversations with clients



Start with a conversation

At your next consultation when discussing treatment investment:

Have you thought about a Treatment Wallet?

You set aside \$50-60 weekly, so by consultation time funds are already there.

Plus you get priority booking, member perks, and you can use it for retail too. Takes the budget stress out completely.



When patients mention affordability

I hear that a lot. Treatment Wallet might work perfectly for you – \$50 weekly becomes \$600 in 12 weeks. By the time we're assessing whether treatment is appropriate, the funds are already there. Want to see how it works?

When patients say they'll... “come back when I can afford it”

What if you didn't have to wait? Treatment Wallet lets you save ahead gradually. Set it up today at whatever weekly amount works for you – anywhere from \$5 to \$500. In a few months when you're ready for consultation, funds are already allocated. Plus you get member perks while you're saving.

Simple and effective patient communication

We provide a complete marketing toolkit: social media templates, email sequences, consultation room posters and QR codes.

It's everything you need to communicate wallet benefits clearly. Patients can self-serve signup by clicking a link, scanning a QR code, or receiving an SMS/email invite. It only takes a minute or two.

Your first wallet members are already in your book

Look for these patient types



Budget

Anyone who mentions budgeting or affordability



Appointment stretch

Patients who stretch appointments beyond optimal visits



Regular patients

Regular patients who could benefit from skin treatments between injectables



Retail buyers

Retail buyers who'd appreciate ongoing access



Payment plans

Anyone who asks about payment plans or buy-now-pay-later options

The conversion moment

At checkout when they're paying \$650:

"Would you like to save for your next visit? Our wallet members set aside \$50-60 weekly, so by their next visit funds are already there. Plus priority booking and perks. Want me to send you the info?"

- ➔ Most say yes
- ➔ Show them the QR code to scan
- ➔ They can sign up in 2 minutes

No big launch needed

A straightforward way to plan your aglow Treatment Wallet and/or memberships rollout.



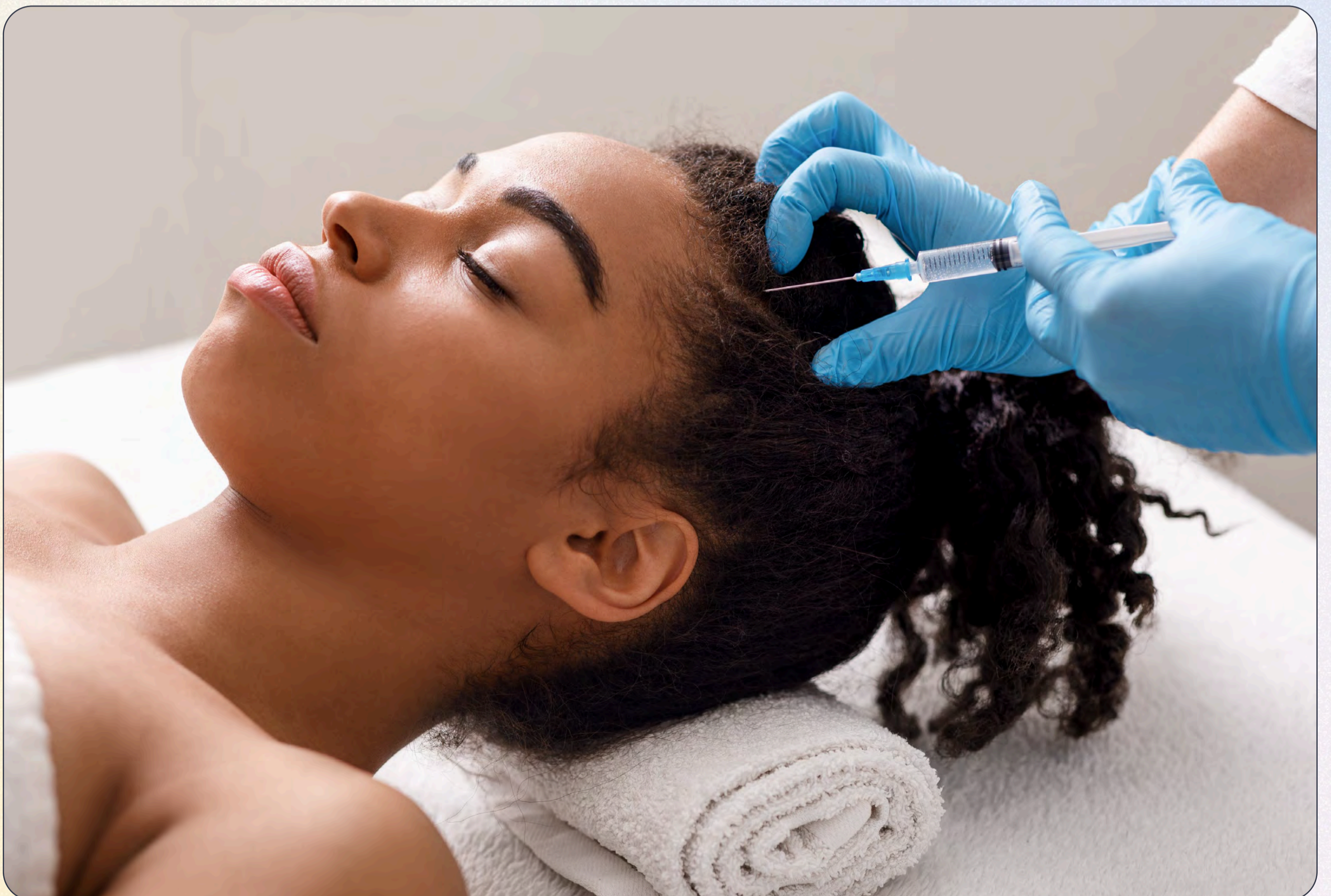
That's it. No event. No complicated plan.

Just start ➔

SECTION SEVEN

Conversations with patients

Helping you rehearse a few common scenarios where you can build
Treatment Wallet into the conversation



During consultation

(treatment planning)

When discussing investment

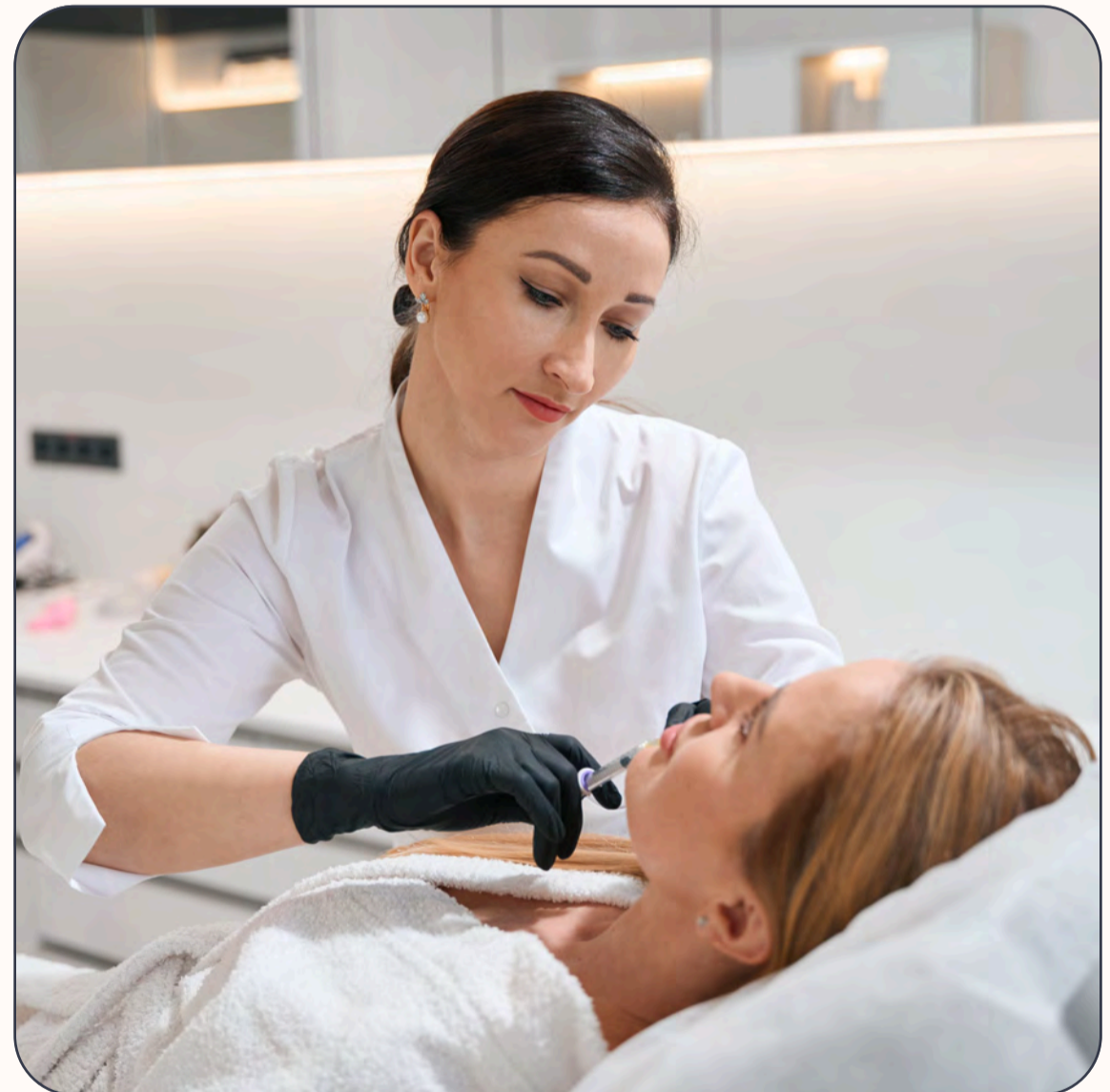
Based on your assessment, visits are typically every 12 weeks and cost around \$650. Have you thought about a Treatment Wallet? Set aside \$50–60 weekly and by your next consultation funds are already there. Takes the budget stress out, plus you get priority booking and member perks.

When they hesitate on price

I get it – \$650 feels like a lot all at once. That's exactly why Treatment Wallet exists. It becomes \$50 weekly instead of a quarterly decision. And by the time we're assessing whether treatment's appropriate next time, the money's already there.

When they mention Afterpay

We do offer Afterpay, but Treatment Wallet works better for regular visits. Rather than paying off debt, you save ahead. Plus you get priority booking, exclusive perks, and can use funds across services and retail (subject to consultation). You control your savings — pause, adjust, restart anytime. Most patients find it way less stressful than BNPL.



At checkout

(conversion moment)

After they pay \$650

Quick question — would you like next time to feel completely taken care of? save weekly and by your next consultation it's already there. Plus priority booking and member perks.

Want me to text you the info?

When they mention coming back

Before you go — if you set up a wallet today, you could start contributing weekly. In 12 weeks when you're due back, funds are already there. Plus you'd get our member perks while you're saving. Takes two minutes to set up.

For existing patients

(who stretch appointments)

When booking beyond 14 weeks

Have you thought about a Treatment Wallet?

Members save ahead weekly so funds are already there when you come back in. Plus priority booking so you never lose your spot.

Want me to send you the info?

For loyal but irregular patients

You've been coming to us for a while — have you thought about joining as a wallet member?

It's how we look after our most loyal clients.

Save ahead weekly, get priority booking and exclusive perks, and funds are already there when you come back in.

For patients interested in skin treatments

If you offer LED, facials, peels, etc.

Best part about the wallet? You can use it for LED treatments, facials, retail – not just injectables.

A lot of our wallet members do LED regularly. Keeps skin in great condition and you're getting more value from your weekly contributions.

Converting injectable-only patients

Have you thought about adding LED or skin treatments? With your wallet, those would feel 'already paid for' and you'd be maximising your skin health.

Plus you'd earn perks faster with higher wallet activity.



Handling common questions

❓ **Is this actually prescription-safe?**

Yes. Treatment Wallet separates savings from treatment decisions. You're building a fund, not pre-purchasing procedures. Every consultation stays completely independent — we assess clinical suitability every time, regardless of your wallet balance. If treatment isn't appropriate, funds are automatically refunded, no questions asked.

❓ **What happens if I'm not suitable for treatment?**

If treatment isn't clinically appropriate at consultation, you can use your balance on other services or retail — or if nothing suits, request a refund. Either way, your funds are protected and the decision is always yours.

❓ **What if I change my mind about treatment?**

Treatment Wallet is designed for committed patients — once funds are in, they're committed to our clinic. We have provisions for genuine hardship situations like medical reasons, financial hardship, or domestic violence with appropriate evidence.

Change of mind? No problem — your balance never expires and you're in complete control. Pause anytime or let your funds sit until you're ready.

❓ **Are my funds protected?**

Absolutely. Your wallet funds are professionally managed through a custodial account with aglow. If anything happens to our clinic — which is extremely unlikely — you can transfer your balance to another aglow clinic in the area or receive a full refund. Your money is safe regardless of business circumstances.

❓ **Can I use the Treatment Wallet for other services?**

Absolutely — that's one of the best parts. Your wallet works for all services and retail we offer, both in-clinic and online. LED sessions, facials, skincare products — all covered. And you get 10% off retail as a wallet member.

❓ **What happens if your clinic closes?**

Your funds are protected. You'd have the option to transfer your balance to another aglow clinic in the area, or receive a full refund if you prefer. Either way, your money is safe.

? How is this different from a package?

Packages lock you into specific treatments upfront, which creates prescription treatment issues for injectables and means you have to pay upfront. Treatment Wallet gives you flexibility — save ahead at your own pace, spend when treatment is clinically appropriate, use funds across services and retail. And every consultation stays independent with proper clinical assessment.

? Can I pause or change my contributions?

Yes, complete flexibility. Pause anytime, increase or decrease contributions (\$5-500 weekly), adjust frequency – whatever works for your life. You manage everything through the aglow portal online.

? Do wallet funds expire?

Never. Your balance sits there until you're ready to use it. No expiry, no pressure, no 'use it or lose it'. It's your money, saved ahead for your visits.

? What if I need to reschedule my consultation?

Just give us 24 hours notice and we'll reschedule whenever works. Your wallet funds stay there for when you're ready.

? What happens to my perks if I pause contributions?

Perks are attached to active wallets with ongoing contributions. If you pause, you temporarily lose perk access – but restart contributions and perks come back automatically.

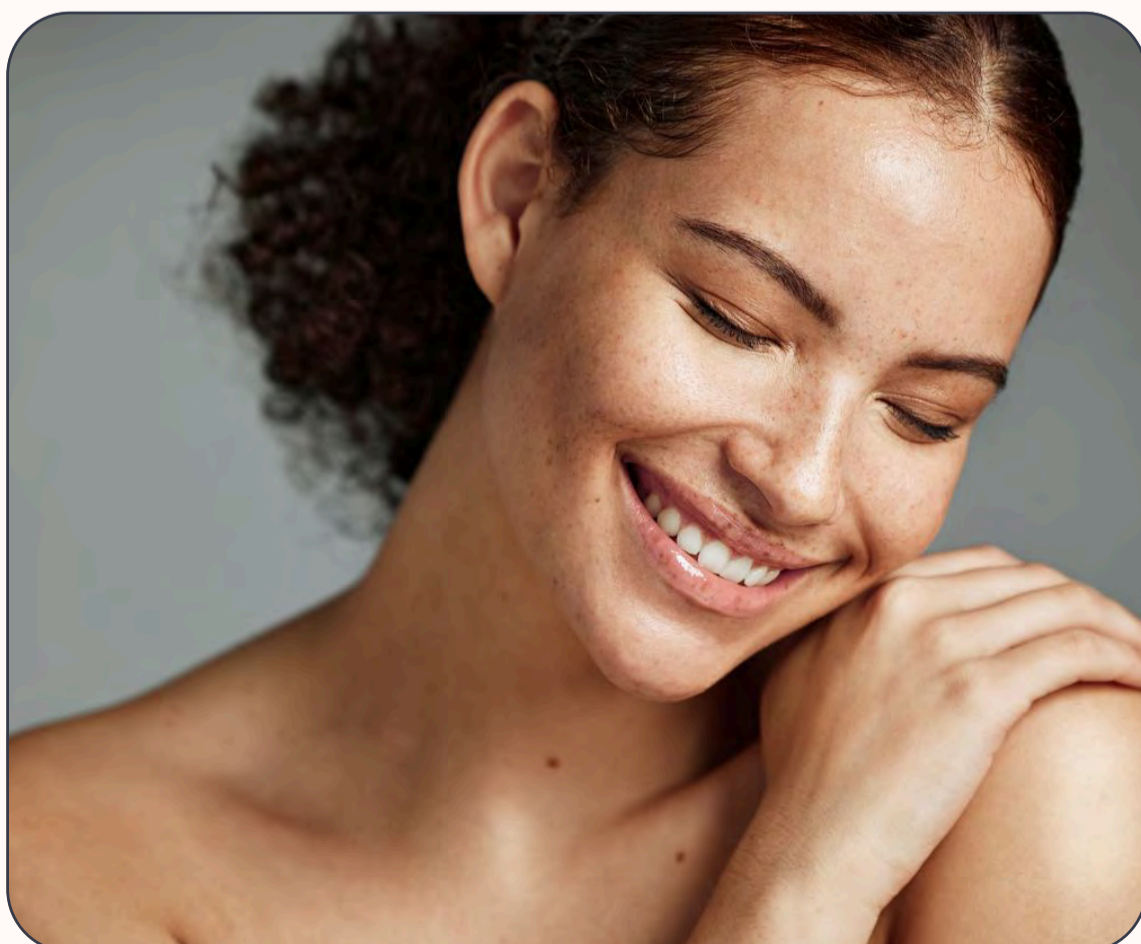
? Can I use my wallet online?

Yes, if we've enabled online wallet spending. You can use your balance for online purchases, booking deposits, and in-clinic services and retail. Complete flexibility across all our channels.

A reminder of what Treatment Wallet unlocks

For your patients

- ✓ A smarter way to save ahead for visits – gradually and discreetly
- ✓ Financial discretion with small, regular contributions
- ✓ Zero debt or credit checks – save ahead, not pay behind
- ✓ Funds dedicated to your clinic – in-clinic and online
- ✓ Flexibility across services and retail (subject to consultation where required)
- ✓ Exclusive perks and priority access
- ✓ Protected funds through professional fund management
- ✓ Complete control over contributions (\$5-500 weekly)
- ✓ Fair refund policies that protect genuine hardship
- ✓ Real-time balance visibility on their phone
- ✓ Tap-to-pay convenience with Apple Pay or Google Pay



For your business



- ✓ Prescription-safe injectable revenue without pre-selling treatments
- ✓ Predictable revenue visibility before appointments booked
- ✓ Clinic-locked loyalty – funds can't be spent with competitors
- ✓ Better treatment outcomes through optimal timing
- ✓ Higher spending (45% more annually) through 'already taken care of' psychology
- ✓ Asset building that improves business valuation
- ✓ Fuller calendar with committed patients
- ✓ Complete clinical discretion preserved with zero financial pressure
- ✓ Professional consumer protection framework
- ✓ Real-time visibility to proactively convert wallet balances
- ✓ Online and in-clinic spending capability
- ✓ Business stability and confidence to plan, invest, grow

Ready to start?

You don't need everything perfect. You need one conversation with a patient who mentions budgeting or affordability.

Book a demo →

Also offering skin treatments?

Check out our dedicated skin clinic playbook for guidance on Treatment Plans and Subscriptions for non-injectable services. These membership types complement Treatment Wallet perfectly and create comprehensive patient relationships.

This playbook is part of the aglow membership success series. Also available: guides for skin clinics, hair salons, lash and brow studios, and nail techs.

aglow

learn more at getaglow.co