

Skin clinics

A guide to transforming sporadic visits into committed skin journeys

2026

MEMBERSHIPS GUIDE

aglow

What is a membership?

A membership turns your treatment recommendations into structured journeys with manageable payments.

Instead of clients hoping they can afford their next facial or abandoning a 6-session acne plan halfway through, they commit to the full journey through weekly or fortnightly instalments. By their appointment day, it's already paid for. No payment shock. No plan abandonment. Just consistent care that delivers real results.

Think

A personal training membership for skin health.
Bespoke plans, expert partnership, personalised results.



Why your clients will love it.



Budget-friendly transformation

That \$1,800 pigmentation journey becomes \$50 weekly. Premium care fits into regular household budgets.



Actually stick to their plan

Consistent treatments deliver the results that sporadic visits never could. Members complete their journeys.



Treatments feel free

Arrive knowing it's already paid for. No checkout moment, no card out. Just focus on results.



VIP treatment

Priority booking, birthday treats, exclusive perks – the full member experience that recognises their commitment.

Why you'll love it.



Predictable revenue

Know exactly what's coming in next week, next month. No more wondering who'll actually return.



Low plan abandonment

When clients commit financially, they show up. That 6-session acne clearance actually gets completed.



Better outcomes

Consistent treatment timing means transformations happen. Transformations mean referrals. Referrals mean growth.



Fuller calendar

Members book months ahead. Your schedule fills with committed clients, not hopeful bookings.



Higher spending

Members spend 45% more annually and are 89% more likely to buy retail. Invested clients invest more.

Example

100 active treatment plans – Each plan is different, but you know exactly what's committed.

This is worth upwards of \$220,000 in contracted revenue you can count on over the next 12 months.

a Memberships

Clients (Active treatment plans) 100

Pigmentation journey \$2,100

Acne scarring plan \$2,600

Rosacea management \$1,900

Contracted revenue **\$220,000**



/// I love the convenience - you just attend your appointment and go!

Being a member also means you get little perks added to your appointment, which makes me feel really special and taken care of.



What makes aglow different?

We become an extension of your team

When your members have questions, they contact us. When payments fail, we chase them. When someone wants to cancel, we handle it according to your policies.

Frequency adjustments, pauses, upgrades, wallet top-ups, cancellations, payment failures – aglow manages it all so you can focus on treatments.

You could have 150 active members and the admin load feels the same as 5. Because we're doing the 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 client-controlled payment timing, sophisticated refund frameworks, white-glove member support – this only gets built when your service provider is 100% focused on solving one problem brilliantly.

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.

The result

A solo skin therapist can confidently manage 100+ members with less admin than manually chasing 20 clients to rebook.

Skin clinics

The best membership option

Treatment Plans

for transformation journeys

Perfect for when you recommend a series of treatments during consultations such as:

- Combination of peels, LED, and targeted facials for pigmentation
- Mix of microneedling, enzyme treatments, and skin barrier repair for acne scarring
- Layered approach of gentle facials, LED, and calming treatments for rosacea


Build the plan together in the consultation. They sign up via SMS or email invite in 2 minutes – excited about the journey, not overwhelmed by it.



Treatment plans


(for transformation journeys)

Popular treatment plan examples

 **Pigmentation Correction Journey**


Perfect for

Clients with persistent pigmentation who want a structured plan, not a patchwork approach.

 **6 × IPL treatments**
(every 4 weeks)

4 × chemical peels
(alternating with IPL)

4 × LED light therapy sessions
(post-peel recovery)

 **Perks**

- Priority booking
- Complimentary LED session at completion
- 10% off suncare retail
- Birthday treatment (\$50 off any service)

Weekly (over 42 weeks) **\$50**

Total value **\$2,100**

 **Acne Scarring Transformation**

Perfect for

Clients dealing with post-acne marks who are committed to the full journey.

 **6 × microneedling treatments**
(every 4-5 weeks)

4 × enzyme peels
(between needling sessions)

4 × LED healing sessions

 **Perks**

- Priority booking
- Complimentary treatment upgrade quarterly (LED boost or enzyme add-on)
- 10% off scar-targeting homecare every \$500 spent = complimentary LED facial

Weekly (over 42 weeks) **\$40**

Total value **\$1,680**



Rosacea Management Programme

Perfect for

Clients with chronic redness or sensitivity who are ready to commit to a programme.



8 × gentle hydrating facials with barrier repair

(fortnightly)

8 × LED light therapy

(fortnightly, alternating with facials)

4 × Calming enzyme treatments



Perks

Priority booking

10% off any treatment you haven't tried before

10% off approved retail

anniversary reward after 12 months

Weekly

(over 32 weeks) **\$45**

Total value

1,440



≡ *One of our members struggled with sensitive, reactive skin and joined to gain consistency with her treatments. Over time, her skin transformed – she now radiates confidence and often tells us the membership was the best skincare investment she's made.*

She's referred several friends, many of whom are now loyal members as well.



SECTION FOUR

Crafting perks that don't erode margins

Perks that make clients feel like VIPs without hurting your bottom line:



What makes a good perk?

The best perks feel exclusive, not discounted. Think about what makes a client feel genuinely valued: access they wouldn't otherwise get, a surprise that delights them, recognition that they're not just another booking.

Aim for 3–5 perks across these categories:

Entry rewards

- ✓ Priority booking for all services
- ✓ 10% off retail products
- ✓ Complimentary LED session with first treatment or at plan completion

Exploration perks

- ✓ 10% off any service you haven't tried before
- ✓ Complimentary treatment upgrade when referring a friend who signs up

Commitment rewards

- ✓ 3-month minimum term = complimentary treatment upgrade each quarter (LED boost, enzyme add-on)
- ✓ 6-month minimum term = complimentary express facial at completion plus quarterly upgrades
- ✓ 12-month commitment = VIP anniversary reward (complimentary advanced treatment worth \$250+ or \$100 off next treatment plan)

Milestone rewards

- ✓ Birthday treatment: complimentary LED or \$50 off any service
- ✓ Plan completion reward: complimentary maintenance facial or LED session

Discounting

Keep discounts at 15% or under to protect your margins whilst still delivering genuine value.

Subscriptions

(for ongoing skin health and anti-ageing)





Perfect for clients who've completed their corrective journey or want to maintain healthy, ageing skin through consistent care.

Subscriptions are about prevention, maintenance, and long-term skin health – not fixing a specific problem, but keeping skin in optimal condition.

On commitment levels: We recommend low commitment subscriptions rather than locking clients into long contracts. A 3-month minimum term is ideal, then month-to-month with the ability to cancel anytime.

It's up to you to provide an exceptional experience and value-added relationship to retain your subscribers. That's how you win advocates and referrals – through excellent service, not lock-in tactics.

Popular subscription examples

Monthly Skin Needling		Anti-Ageing Maintenance	
<i>Perfect for</i> Clients maintaining collagen production, texture, and overall skin health		<i>Perfect for</i> Clients wanting consistent maintenance to support youthful, healthy skin long term	
 One microneedling session (monthly)	Includes post-treatment LED and recovery mask 3-month minimum term, then month-to-month	 Advanced facial with active ingredients (monthly)	Quarterly chemical peel included 3-month minimum term, then month-to-month
 Perks	Priority booking 10% off retail Complimentary treatment upgrade quarterly Birthday treatment (\$50 off any service)	 Perks	Priority booking 10% off anti-ageing homecare Birthday treatment upgrade Every \$1,000 spent = complimentary advanced skin treatment
Weekly	\$60	Weekly	\$45
Per appointment	\$260	Monthly	\$375 <small>(total \$180 monthly for facials + \$585 quarterly for peels)</small>




≡ *A client just re-signed for another 12 months at \$349 per month. She was away in January and didn't get in for her normal appointment and when she arrived in February she felt old, dehydrated and hated the way her skin felt and looked.*

She also commented that this is the best thing she has ever done for herself.




A few more popular subscription examples...

 LED Lounge Access


Perfect for

Clients wanting consistent skin support between other treatments

 **2 LED sessions** (up to, weekly, subject to availability)
Book ahead for guaranteed access or walk in when available
3-month minimum term, then month-to-month


 **Perks**
Priority booking
10% off other treatments
Quarterly skin assessment


Weekly	\$25
Monthly	\$100

 Skin Health Foundation


Perfect for

Clients wanting consistent professional care to maintain healthy skin

 **Express facial with enzyme treatment** (Fortnightly)
Includes LED light therapy


 **Perks**
Priority booking
10% off retail
Quarterly skin analysis
10% off any treatment you haven't tried before


Weekly	\$35
Monthly	\$140

 Ultimate Skin Investment

Perfect for

Clients wanting a premium, all-inclusive skin care journey with VIP treatment

 **Microneedling** (monthly)
Unlimited LED lounge access (book ahead or walk in)
Quarterly advanced peel

 **Perks**
VIP priority booking, 15% off retail
Complimentary home care consultation quarterly, birthday treatment
Every \$500 spent = complimentary LED facial, anniversary reward after 12 months

Weekly	\$85
Total	\$3,400 <small>(annually for complete anti-ageing programme)</small>

SECTION FOUR

How treatment plans and subscriptions work together

The real power comes from using both membership types strategically.



The transformation-to-maintenance pathway:

- ✓ Client starts with a treatment plan for their specific concern (e.g., 10-month pigmentation journey combining IPL, peels, and LED)
- ✓ Completes their transformation with consistent treatments
- ✓ Transitions to a subscription for ongoing skin health and anti-ageing maintenance
- ✓ Becomes a long-term client with predictable lifetime value

The transition incentive

When treatment plan members are 4-6 weeks from completion: "Your transformation has been incredible. To keep these results and continue building on them, I'd recommend transitioning to our monthly skin needling subscription. Because you've completed your full treatment plan with us, if you sign up for the subscription before your final session, I'll include your first month at 50% off as a thank you for your commitment."

This creates a natural progression from corrective to preventative care whilst rewarding loyalty.

Example client journey – Emma

Month 1

Consultation identifies melasma. You build the plan together – 6 IPL sessions, 4 peels, and 4 LED treatments. She agrees to the timeline and budget. Signs up at \$50/week before leaving the appointment.

Month 9

You introduce the transition:

"Your pigmentation is almost completely corrected. To maintain these results and keep your skin healthy long-term, I'd recommend our monthly skin needling subscription. Sign up before we complete your plan and your first month is half price."

Year 2

Still a committed member.

Added quarterly peel plus LED lounge access to her subscription for comprehensive anti-ageing

Months 1-10

Completes full journey with consistent 4-week intervals.

Something that never happened when she was pay-as-you-go.

Month 11

Emma transitions to monthly skin needling subscription at \$60/week

Lifetime value

Treatment plan (\$2,100) + 14 months needling (\$3,640) + quarterly peels (\$650) + LED access (\$1,400) = \$7,790 and counting

Stacking for comprehensive care

Clients can run multiple subscriptions simultaneously:

- ✓ Base: Monthly skin needling subscription (\$60/week)
- ✓ Add: LED lounge access (\$25/week)
- ✓ Add: Quarterly advanced peel (\$50/week split across the quarter)
- ✓ Total: \$135/week = \$7,020 annually from one client

SECTION SIX

Getting started

It's easier than you think to introduce subscriptions, memberships and perks into your daily conversations with clients





≡ *One of my favourite success stories is this teenager who came to me struggling with acne. Her confidence was really suffering when she first started.*

The change in her has been incredible. Her skin looks amazing now. She did two full treatment plan programmes with us, and now she's on a maintenance subscription to keep her results. She absolutely loves her skin now. ≡

Start with a conversation

Start with a conversation

At your next consultation when you identify what a client needs, build the plan with them right there:

Based on your skin assessment, let's map out what would work best for you. I'm thinking six IPL sessions with four peels alternating over ten months. We can do this plan for \$50 per week over the treatment term. You also get priority booking and member perks included. Let me show you what that looks like and send you an invite.



Open aglow on your tablet, phone or laptop

Build the plan together. They see the treatments, the timeline, the total value, the weekly payment. You agree on the details together. Send the invite via SMS. They sign up in 2 minutes while sitting there.

Building plans collaboratively creates excitement, not overwhelm.

Your first members are already in your book

Look for these patient types



For Treatment Plans

Look at consultations this week.

Which clients did you recommend multi-session plans to?

That's your first treatment plan member.



For subscriptions

Look at clients who book monthly needling or regular facials like clockwork.

At their next appointment: "You're already doing this regularly – want member perks and easier payments?"

No big launch needed

A straightforward way to plan your aglow rollout.



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

Just start ➔

SECTION SEVEN

Conversations with clients

Helping you rehearse a few common scenarios where you can build memberships and subscriptions into the conversation



For treatment plans

(consultation-driven)

After skin assessment

Based on what I'm seeing with your acne scarring, let's build a plan that'll get you the transformation you're after. I'm thinking six microneedling sessions with enzyme peels and LED therapy over about nine months. Let me show you exactly what that looks like and we can adjust it together to fit your budget and timeline.

If they hesitate on price

I get it – \$1,680 feels like a lot. But that's exactly why we recommend treatment plans this way. It becomes \$40 weekly instead of a big decision every month. And you actually complete the journey and get the transformation.



When building the plan together

So that's six needling sessions at \$280 each, four peels at \$120, and four LED sessions. Our treatment plan lets you pay \$40 weekly. Plus you get priority booking, quarterly upgrades, and 10% off retail. Does that work for you?

For clients who've started and stopped before

I notice you did three sessions last year then life got in the way. Building a plan together and committing to weekly payments helps with that – you're much more likely to complete the journey.

And that's when results really happen.

For subscriptions

(ongoing maintenance)

For clients who want anti-ageing maintenance

Consistent monthly needling is one of the best investments for long-term skin health and collagen production. Our subscription makes it automatic – \$60 weekly, priority booking, and quarterly upgrades.

It's just a 3-month minimum, then month-to-month so you're not locked in long-term.

For inconsistent needling clients

I've noticed you love monthly needling but sometimes life gets in the way.

Our subscription makes it easier – locked in priority booking, \$60 weekly instead of \$260 per visit. And it's flexible – just 3 months minimum, then you can continue or pause anytime.

For treatment plan graduates

Your skin transformation has been incredible. To maintain these results and continue building on healthy skin, our monthly needling subscription keeps you on track.

And because you've completed your treatment plan, I can offer you 50% off your first month if you transition before your final session.

For treatment plan graduates

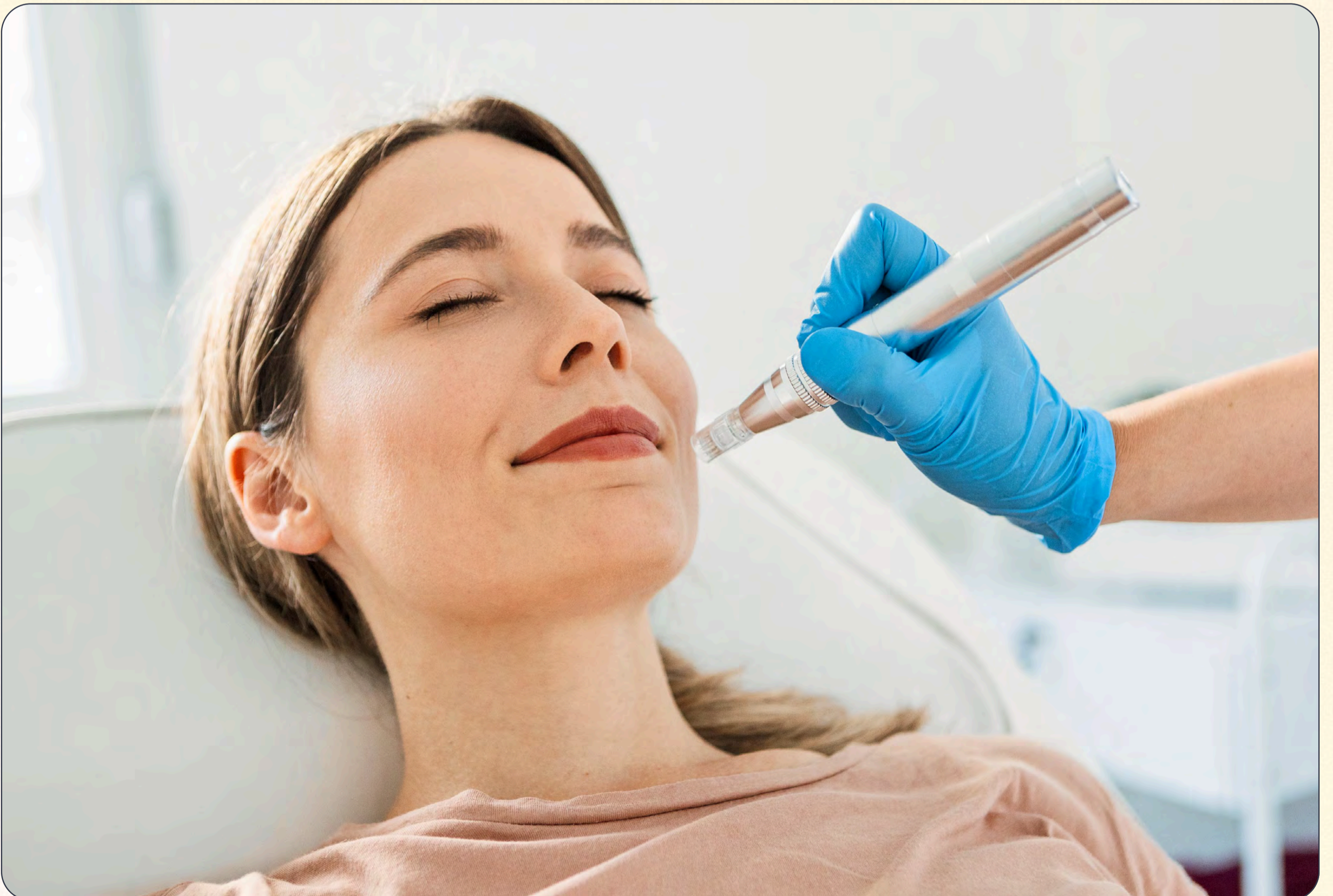
If you want consistent skin support between your main treatments, our LED lounge membership gives you up to twice weekly access.

Book ahead to guarantee your spot or walk in when there's an availability. It's \$25 weekly for ongoing skin health maintenance.

SECTION EIGHT

Common client questions

Clients always have questions, feel better prepared to answer some of the most common memberships questions with these handy prompts.



Handling common questions

When clients ask questions, here's how to answer them clearly:

I'm not sure I can commit

Treatment plans are designed for your specific journey timeline. Once you complete it, you're done – or you can switch to ongoing skin health maintenance if you want. And if life genuinely changes, we've got hardship provisions. The weekly payments make it way easier to budget than hoping you have \$280 for needling plus \$120 for a peel every month.

What if I need to pause?

Life happens. You can pause payments if needed. For treatment plans, we'd just extend your end date. For subscriptions, pause anytime and restart when you're ready. aglow handles all of that admin for you.

What if I need to reschedule my appointment?

You can reschedule once per cycle with 24 hours notice – life happens, we get it. Just give us a day's notice and we'll find you another time. But if you need to reschedule again in the same cycle or don't give 24 hours notice, you'd forfeit that treatment for the cycle.

This protects your slot and keeps things fair for everyone.



≡ We went from \$197k to over \$500k in revenue. Retention rates up from 30% to 70%. One client dealt with acne for 7 years visiting therapists on and off. She wasn't consistent and would go when she could afford it. We just completed 6 treatments monthly through a treatment plan and her acne is gone, scarring 70% faded.

She wouldn't have been able to do that without our aglow setup. ≡

What if the treatment isn't working?

Your treatment plan is based on professional assessment, but if we genuinely need to adjust it, we work that out together. That's why we build plans collaboratively. But the membership structure helps you stick with it long enough for results to show – which they won't if you're stopping and starting.

Why would I keep paying after my skin is 'fixed'?

Skin health isn't a one-time achievement – it's ongoing. Monthly needling maintains collagen production. Regular facials keep your barrier function strong. Anti-ageing maintenance prevents problems rather than waiting to fix them. Subscriptions are about prevention and longevity, not just correction.

What happens if I want to cancel my treatment plan?

We understand life changes. If you need to cancel, there's a cancellation fee of 20% of your remaining balance. But before cancelling, we can pause your payments for up to 3 months without any penalty – which often helps when life gets busy or finances get tight temporarily.

We want to work with you to complete your journey.

What's the difference between finishing my treatment plan and starting a subscription?

Treatment plans fix a specific concern – like your pigmentation or scarring. Once that's corrected, subscriptions maintain your results and keep your skin healthy long-term. Think of the treatment plan as the transformation, and the subscription as protecting that investment.

How does LED lounge access work?

You can book ahead to guarantee your spot – perfect for regular routines. Or if you're nearby and we have availability, walk in for a session. You get up to two sessions weekly included in your membership. It's flexible skin health support that fits around your life.

What happens if I want to cancel my subscription?

After your 3-month minimum term, you can cancel anytime with 30 days notice. We keep minimum terms short because we'd rather keep you through exceptional service and value, not lock-in contracts.

That's how we earn long-term members who become our biggest advocates.

A reminder of what memberships unlock

For your clients

- ✓ Budget-friendly access to complete treatment journeys
- ✓ Actually complete their skin transformation instead of abandoning halfway
- ✓ Visible results through consistent care
- ✓ Ongoing skin health maintenance that prevents future problems
- ✓ VIP treatment and exclusive perks
- ✓ Priority booking throughout their journey



For your business



- ✓ Contracted revenue you can see months ahead
- ✓ Completion rates that deliver transformations
- ✓ Transformation stories that create referral loops
- ✓ Natural pathway from corrective to preventative care
- ✓ Fuller calendar with committed clients
- ✓ Higher spending (45% more annually)
- ✓ Business stability and confidence to plan, invest, grow

Ready to start?

You don't need everything perfect. You need one treatment plan for your next consultation and one subscription for your maintenance clients.

Start free trial →

Questions?

Book a complimentary 1:1 session with our team. We'll help you set up, plan your launch, train your team – whatever you need. Your success is our success.

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

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learn more at getaglow.co