



EVERYTHING YOU NEED TO KNOW ABOUT  
**AESTHETIC DEVICE  
WARRANTIES**

**EVERYTHING  
YOU NEED TO  
KNOW ABOUT**

# **AESTHETIC DEVICE WARRANTIES**

Determining which devices to acquire is one of the most important decisions that a medical aesthetics practice can make. Along with the basic question of whether to buy or lease, you must evaluate options based on criteria such as popularity of treatments, cost, consumables, and return on investment.

One very important yet frequently overlooked factor is the device warranty. This oversight is understandable—warranties are often written in legalese, and can be difficult to decipher and compare. But the warranty policy on your device can have significant ramifications for how smoothly your practice runs, not to mention its long-term profitability. It pays to

take the time to understand the major provisions of a warranty, and how they affect you.

In this Venus Concept report, we will look at what is being offered, what the limitations are, what treatments pair well, and some considerations for your medical aesthetics practice. This resource will help you decide if these services fit your patient profile and treatment approach.

If you decide that multi-service offerings can be profitable for your practice, Venus Concept's suite of non-invasive medical aesthetic workstations are a strong adjunct. Their high efficacy, ease of use, and cutting-edge technology provide a

strong ROI, not to mention the unparalleled marketing and clinical support that comes with each device.

**VENUS CONCEPT'S  
NON-INVASIVE MEDICAL  
AESTHETIC WORKSTATIONS:**

**EASY TO USE**

**CUTTING-EDGE  
TECHNOLOGY**

**STRONG ROI**

**MARKETING AND  
CLINICAL SUPPORT**

**AESTHETIC DEVICE  
WARRANTIES REFLECT**

# **MANUFACTURERS' SERVICE ORIENTATION**

Ideally, you want a manufacturer who strives to minimize your downtime. Will the manufacturer interpret warranty clauses as narrowly as possible to minimize their obligations, or is their ultimate goal customer satisfaction and brand loyalty? Does the manufacturer tend to bend over backwards to help, or do they provide only the minimum warranty assistance that they are contractually obligated to offer?

You won't always know their approach simply from reading the warranty. Refer to manufacturer support literature and ask other practitioners about their experiences with the companies that make their devices. You can also call the manufacturer service department to get a sense of their responsiveness.

While you want to be able to rely on the warranty over the life of the device, warranties are equally critical in the beginning. Machines can be damaged in transit, so you will want to ensure that your warranty stands behind the delivery, installation, and setup.

**MACHINES CAN BE DAMAGED  
IN TRANSIT. ENSURE YOUR  
WARRANTY HAS YOU  
COVERED FOR:**

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**DELIVERY**



**INSTALLATION**



**SETUP**

## EVALUATE AESTHETIC DEVICE WARRANTIES ON THESE

# 10 FACTORS

### LENGTH OF COVERAGE:

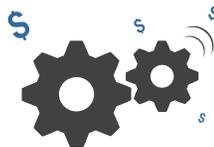
How many years does the basic, standard warranty extend on new equipment bought from the manufacturer? While this varies, one year is common. But the best warranty programs extend longer.

### CAPS, LIMITATIONS, AND EXCLUSIONS:



Some manufacturers impose limits on how many times they will provide repair or replacement of a faulty component or device, even if there is a manufacturing defect. They may also exclude certain systems from coverage, or decline coverage for something they consider merely aesthetic damage (like a broken wheel). Determine what events, if any, void a warranty. For example, having work done by a third-party servicer can be grounds for denying coverage. Some manufacturers require you to retain original packaging. In virtually all cases, your warranty is non-transferable, meaning the coverage does not remain in effect if you sell the machine. Find out what isn't covered, and seek a warranty with the fewest possible limitations.

### FACTORY SERVICE PROCEDURE:



Find out the costs and inconvenience involved if your device or a component needs to be sent to the manufacturer for service or replacement. Does the company require you to obtain a pre-authorization? If so, what is the procedure? Will you have to pay shipping costs?

### TIERS OF WARRANTY:



Some manufacturers will provide more or longer initial warranty protection for an increased cost at acquisition. It can be difficult to determine if the higher cost of this additional warranty is a good value. These are different than extended warranties, which we will touch on later. Consumer advocates say it may make more sense to favor manufacturers that offer the best basic warranty with no additional cost. This is likely to reflect their willingness to back up their product, rather than be colored by the increased profit they can make on warranty enhancements.

### PHONE SUPPORT:



Does the warranty entitle you to free phone support with trained staff who can help troubleshoot and assess problems? If so, make sure that this service is available at hours that work for your location, particularly if you are located in another time zone than the manufacturer's customer service offices. Check to see if support is available on the weekends.

EVALUATE  
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# 10 FACTORS

## LOANER EQUIPMENT:



Check to see if your warranty covers a free loaner device while your machine is being repaired. This can ensure that your practice doesn't skip a beat due to device malfunction.

## LONG-TERM SUPPORT:



While this isn't technically a warranty issue, check out what the company's policy is for supporting older devices. Aesthetic devices can sometimes stay in service for as long as a decade. While good manufacturers continue to innovate, they should always be willing to provide support for their legacy technology. The warranty would no longer be in effect, of course, but knowing that your manufacturer will not abandon you can be a factor in your decision-making.

## AVAILABILITY OF FIELD TECHNICIANS:



Find out where authorized technicians are located relative to your office, and if you bear any costs for their labor or travel time. Ask how soon you can expect to have a service technician on site. Does the manufacturer offer any guarantee on response time, or do they charge for fast service? Venus Concept, for example, promises free on-site service within 24 hours in most regions.

## EXTENDED WARRANTIES:



These policies are designed to offer coverage after your initial warranty expires and come at an additional cost. They are sometimes called service contracts, maintenance agreements, or protection plans. These are often cost-effective. A good way to assess the value of an extended warranty is by estimating the cost of two repairs a year, and comparing that cost to the warranty expense. Some other factors to evaluate include whether routine maintenance and normal wear and tear are covered, as well as who decides whether a repair is covered (and based on what factors).

## TIMELINESS



Find out what promises the manufacturer makes in terms of service speed. If a breakdown causes you to cancel appointments, you will lose money, disappoint patients, and disrupt your schedule while the equipment is out of action. The best device companies will commit to figuring out a solution within 24 hours. This could rely on a combination of support options, including service calls, loaner machines, and warranty repairs.

HOW YOUR  
AESTHETIC DEVICE  
WARRANTY FITS INTO

# YOUR SELECTION

Choosing the right aesthetic device is a big decision. While the warranty should not be the deciding factor, it's a consideration that influences practice uptime, cost of operation, and return on investment.

Moreover, a best-in-class warranty is often a sign that the manufacturer makes the customer their top priority. Generous warranty coverage reflects confidence in the product and a passion for service. This is an especially winning combination when coupled with strong non-contractual support policies.

Venus Concept takes pride in offering the most comprehensive warranty program in the aesthetic device industry. We provide practitioners in more than 60 countries with unparalleled coverage and fast, responsive support.



TO LEARN MORE, CONTACT US AT  
**888.907.0115**

