BEAUTIFUL FACES

Your 20-point aesthetics business launch checklist

A practical UK-focused starting point for getting ready for your first paying client. Tick each action as you complete it - and keep your own notes along the way.

01 Get qualified and compliant

- [ ] Check your treatment qualifications
  Confirm each qualification is accepted by your insurer and appropriate for the treatments you intend to offer.
- [ ] Check local licensing rules
  Ask your local council whether special treatment, premises or other licences apply. Requirements vary across the UK.
- [ ] Arrange the right insurance
  Confirm professional indemnity, public liability and any product or premises cover; disclose every treatment you offer.
- [ ] Plan prescribing and clinical oversight
  For prescription-only medicines, establish a lawful prescriber and supply pathway; check current face-to-face consultation and administration requirements.

02 Build a safe treatment setup

- [ ] Choose a suitable treatment space
  Check cleanliness, handwashing, privacy, sharps handling, accessibility and your insurer's premises conditions.
- [ ] Source products and equipment responsibly
  Use reputable suppliers; verify authenticity, storage requirements, expiry dates and traceability.
- [ ] Write infection-control and waste procedures
  Include cleaning, PPE, sharps disposal, clinical waste contracts where needed and exposure procedures.
- [ ] Prepare emergency and complication protocols
  Keep appropriate emergency supplies, escalation routes, referral contacts and up-to-date practical training.

03 Get your business organised

- [ ] Choose your business structure
  Decide sole trader or limited company and register with HMRC or Companies House as applicable.
- [ ] Set up bookkeeping and tax routines
  Separate business finances, record expenses, plan for tax and check VAT thresholds and obligations.
- [ ] Work out your treatment pricing
  Include product, consumables, insurance, room costs, time, follow-up, tax and a sustainable margin.
- [ ] Create booking and cancellation policies
  Choose a booking method and clearly explain deposits, cancellations, refunds and appointment expectations.

04 Protect and reassure your clients

- [ ] Prepare consultation and consent forms
  Cover history, contraindications, realistic outcomes, alternatives, risks and informed consent.
- [ ] Set up secure records and data protection
  Use secure records, a privacy notice and retention rules; assess UK GDPR/ICO registration obligations.
- [ ] Create aftercare and follow-up information
  Provide clear written aftercare, red flags, contact details and a route for urgent concerns.
- [ ] Plan a complaints and incident process
  Record complications, complaints and corrective actions; know when reporting or referral is required.

05 Launch, market and grow

- [ ] Define your brand and ideal client
  Choose your positioning, treatment menu, professional imagery and consistent business identity.
- [ ] Set up Google and social profiles
  Create accurate Google Business and Instagram profiles, with contact details, location and booking information.
- [ ] Check advertising and photo permissions
  Get specific consent for images; follow ASA/CAP rules, especially restrictions on advertising prescription-only medicines.
- [ ] Plan your first 30 days
  Schedule content, gather genuine feedback, monitor enquiries and bookings, and review what works.

Your next step starts here.

Need help with pricing, branding, client growth or building confidence after qualifying? Explore business coaching and training at www.beautifulfacesacademy.co.uk.

Important: This is a general planning aid, not legal or clinical advice. Rules vary by location, treatment, profession and insurer. Verify current requirements with your local authority, relevant regulator, prescriber, insurer and professional advisers before treating clients.