

MILAN Laser Hair Removal™

# MEDIA KIT

## MILAN LASER'S POINTS OF DIFFERENCE

- Medically backed leader in laser hair removal
- Unlimited treatments, free with every body part purchased
- Inclusive and can treat anyone from red heads to the deepest skin tones
- Amazing customer service with 4.95\* reviews
- Proprietary, trade secret protocol ("Secret Sauce") that ensures fast, permanent results
- Clients can be treated in any one of the 350+ locations nationwide
- Accessible via affordable monthly payments

## ABOUT US

Milan Laser Hair Removal was founded in 2012 in Omaha, Nebraska, by two board-certified medical doctors. Since then, we have become the largest company in the country that exclusively offers laser hair removal treatments with more than 350+ locations in 37 states.

At Milan Laser, we are the experts in laser hair removal because it's all we do! We can remove hair from nearly any part of the body for less than the cost of a monthly wax. Our experts assess hair color and skin tone to design a customized treatment plan. The process - our "secret sauce" - is safe, fast, and really works. And there's no recovery time necessary.

The safety of our clients is our highest priority and we adhere to the highest standards in the laser hair removal industry. All treatments are FDA-cleared and performed by highly trained and licensed medical professionals under the direction of Milan's state-certified medical team.

With Milan Laser, our clients receive unlimited treatments, for life, with every body area purchased. Our Unlimited Package™ combined with our affordable payment options, make Milan Laser the industry leader and preferred choice for laser hair removal for clients of all skin types and skin tones.

### Milan by the Numbers

EST 2012

350+ Clinics

90K treatments per month

1,000,000+ pulses per day



# OUR PROCESS

Laser hair removal is a safe and effective way to rid yourself of unwanted body hair forever. The laser gently removes hair at the root. During treatment, a laser pulse is delivered into the target area to safely and effectively damage the hair follicles. The laser works alongside Air-cooling Chiller technology which greatly reduces pain to almost nothing. It's a quick zap that's noticeable but barely. Our clients describe the feeling of the laser's pulse as just "a little spicy".



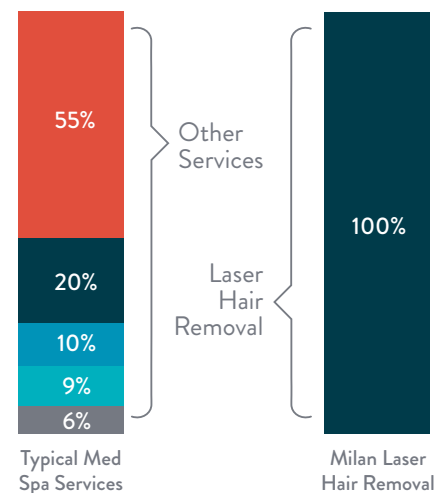
The average Milan Laser client is 95%+ hair-free in 7-10 treatments, but results can be seen within the first few treatments. Fewer hairs return with every treatment, leaving you with smooth, hair-free, touchable skin. Unlike shaving, which only removes hair at the surface, and waxing, which only temporarily removes unwanted hair, we permanently destroy the follicle which prevents the hair from growing back.

At-home treatments are time-consuming and can be painful with no guarantee of permanent results. **Milan Laser's results are guaranteed for life!**

## WHAT MAKES MILAN LASER DIFFERENT?

We are the experts because laser hair removal is all we do! Our **proprietary protocol** ensures safe laser hair removal treatments and **fast permanent results**.

- Our laser hair removal treatments are performed by licensed healthcare providers with oversight provided by board-certified physicians.
- Most companies offering laser hair removal are med spas, which focus on multiple services such as facial injections, body contouring, and facials. Milan ONLY does laser hair removal. We deliver expertise.
- Milan's licensed Providers perform more than 90,000 laser hair removal treatments every month at our 350+ locations. Our medically backed treatments are supported by Milan's state-certified medical team, which conducts research, testing, analyzes data, and monitors the licensure and credentials of our Providers.



- Milan is an industry innovator in offering **unlimited laser hair removal, per body area, for life**. Our **Unlimited Package™** means we will treat you until you reach your hair-free goals, whether that means 7 or 15 sessions, or more. Why is this important? Even in a treated area there will be dormant hair follicles. At any time, later in life the dormant follicle can become active due to hormones or other factors. If this happens, you can go into any Milan location in the U.S. for a treatment, for the rest of your life. This means you can rest easy knowing you will be hair-free for life at one affordable price, with no surprised costs.
- **Our lasers work on all complexions**, from redheads to the deepest skin tones. All treatments are performed using the Candela GentleMax Pro, the gold standard in laser hair removal. No two people are alike, so no treatment should be alike. Two lasers are included so Milan Laser can create a customized treatment plan for each client's hair type and skin tone.
- The experts at Milan Laser realize laser hair removal is essential for some of our clients.
  - Milan Laser is a proud supporter of the **military**. Beyond the importance of keeping a clean, professional appearance on the job, laser hair removal helps with adequate fit of and to reduce irritation caused by helmets, chin straps, face masks, and other pieces of equipment. Along with our Unlimited Package™, we offer 60% off any treatments for all active military personnel.
  - Our providers are well-versed in helping clients with unique medical conditions. Laser hair removal is medically recommended for **Polycystic Ovary Syndrome (PCOS), Folliculitis (razor bumps), Amputees, Pilonidal Cysts, and Acne Inversa (or Hidradenitis Suppurativa), a chronic inflammatory skin condition.**
  - We understand the distinct needs of the **transgender** community and strive to provide a discrete, safe, and comfortable environment during transitions.
  - Milan Laser works with professional **athletes** and **bodybuilders** to achieve permanent results and improve performances.

## WHAT OUR CLIENTS SAY



Lily O.

You need this in your life. The staff is professional and the facility is clean and beautiful and my results are phenomenal. Women of color come here to ensure a safe experience.



Jasmine G.

This place has completely changed my life. Getting this treatment has shaved off a solid 30 minutes off my grooming routine each morning and given me the confidence to start dating again. A couple minutes of zaps to be completely smooth and free. I cannot recommend this procedure enough! If you're hesitating, do it!



Kyle F.

The staff here was extremely well educated and made me feel comfortable as a man coming into a mainly female clientele business. I love how quick and easy every session has been so far.

# SEE INSIDE OUR CLINIC!



## EXECUTIVE MANAGEMENT



**SHIKHAR SAXENA, M.D.**  
*Co-Founder, CEO &  
Co-Executive Chairman*

A board-certified physician, Dr. Saxena co-founded Milan Laser Hair Removal in 2012, in Omaha, Nebraska.



**ABE SCHUMACHER, M.D**  
*Co-Executive Chairman*

A board-certified physician, Dr. Schumacher co-founded Milan Laser Hair Removal with his high school friend, Dr. Saxena.



**COLLEEN PAPEK**  
*President*

Papek joined Milan in 2017 as Chief Operations Officer before becoming company President in 2022. She spent 25 years in sales and operations at multi-unit companies before Milan.



**NATHAN HAECKER M.D.**  
*Chief Medical Officer*

Dr. Haecker is a board-certified physician and oversees Milan's team of licensed Providers and its proprietary protocol. He is among the foremost experts within the industry and drives research, testing, and data analysis to support safety, development, and innovation within the laser hair removal, beauty, and aesthetics spaces. He joined Milan in 2020.



**CLINT WEILER**  
*Chief Financial Officer*

Weiler joined Milan in 2020. Before Milan, he was a Chief Financial Officer at retail and consumer service companies, responsible for financial planning and analysis, accounting, strategic planning, and scaling corporate infrastructure.



**SHEILA ULLERY**  
*Chief Marketing Officer*

Ullery joined the Milan team in late 2023. She brings 20+ years of dynamic experience in global marketing and innovation for luxury service brands including WellBiz Brands, Aveda, and Disney Consumer Products.



**JIM DUNLAP**  
*Chief Information Officer*

Dunlap joined Milan in 2021 with a background as a global executive with strategic and operational expertise in digital transformation. Before Milan, Dunlap was CIO at Kendra Scott in Austin, Texas.



**TRACIE WICKENHAUSER**  
*Chief Operations Officer*

Wickenhauser joined Milan in the spring of 2024 and leads the Sales and Client Services Teams. Previously, she held prominent roles at Kohl's, Michael's, and PetSmart.



**MIKE CLEM**  
*Chief Development Officer*

Clem joined Milan in October 2022, bringing 20+ years of experience in site selection and lease negotiation. He comes from FOCUS Brands, a leading developer of food service brands including McAlister's Deli, Jamba Juice, and Cinnabon.

For more information, contact us at [press@milanlaser.com](mailto:press@milanlaser.com)