

AMAZING *lash* STUDIO®

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A GLAMOROUS BUSINESS OPPORTUNITY



ONE OF THE FASTEST GROWING TRENDS IN THE \$84 BILLION BEAUTY INDUSTRY

For centuries, women have coveted long, full eyelashes. Before semi permanent eyelash extensions, the only options were mascara (which must be applied and removed) and strip lashes (which are glued to the skin and are intended to last approximately one day). Semi permanent eyelash extensions have now become a mainstream part of beauty regimens for women around the world. The Amazing Lash Studio® brand is the definitive market leader in this emerging beauty category.

The Amazing Lash Studio system offers four unique styles with a variety of lengths and thicknesses to choose from. With customizable combinations to fit each guest's look, the options are nearly endless. With proper care and regular maintenance visits, lash extensions are a beautiful look 24/7, that never go out of season! Touch-ups are suggested every two weeks to maintain the look and the membership program caters perfectly to that need. The membership-based model benefits the guest and is VERY attractive to franchise owners as a potentially predictable, recurring revenue stream.

And, of course, the brand's products and services are safe. Synthetic fibers are adhered about one millimeter away from skin to each natural lash. Following our brand standard in products, lashes are only applied with medical grade adhesive to ensure quality. Once the guest selects from one of four amazing lash styles, stylists customize the experience to ensure the guest achieves their dream lashes.





LASHES ARE TRENDING UPWARDS...



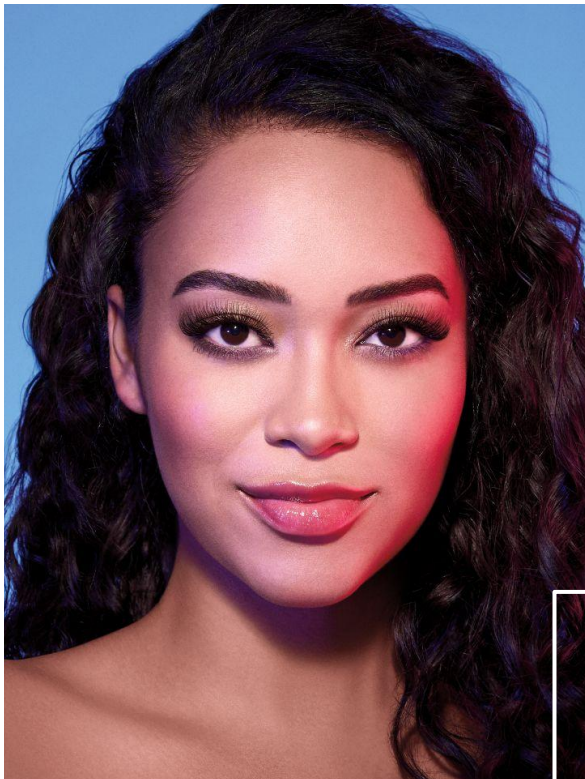
[The] eyelash extension craze has reached new heights. **Long, luscious lashes are everywhere** you look these days, from the pages of glossy fashion magazines to the red carpet to reality TV. Stars have inspired millions of other women to do the same.”

– *ABC’s Good Morning America*

“The beauty industry is plowing more time and money into products [including] lash-by-lash extensions. Cosmetics executives are rushing to **satisfy volume seekers’ voracious appetite for full, separated lashes.**”

– *The Wall Street Journal*





AMAZING CATEGORY LEADER

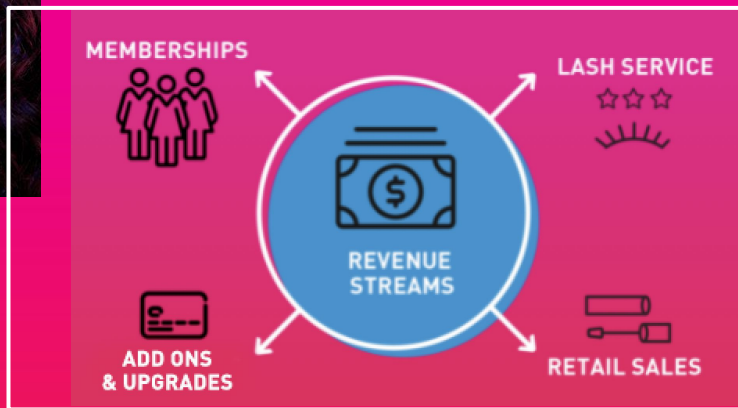
The Amazing Lash Studio® brand was founded on the idea that helping people look and feel beautiful could also be an amazing business.

When you join the Amazing Lash Studio franchise system, you join the leader in the lash extension industry.

Leverage a specialized business model, featuring a streamlined, application process, that is head and shoulders above other independent salons.

Own a year-round, appointment-based business with a recurring revenue model to help accurately project your business volume and adapt for growth accordingly.

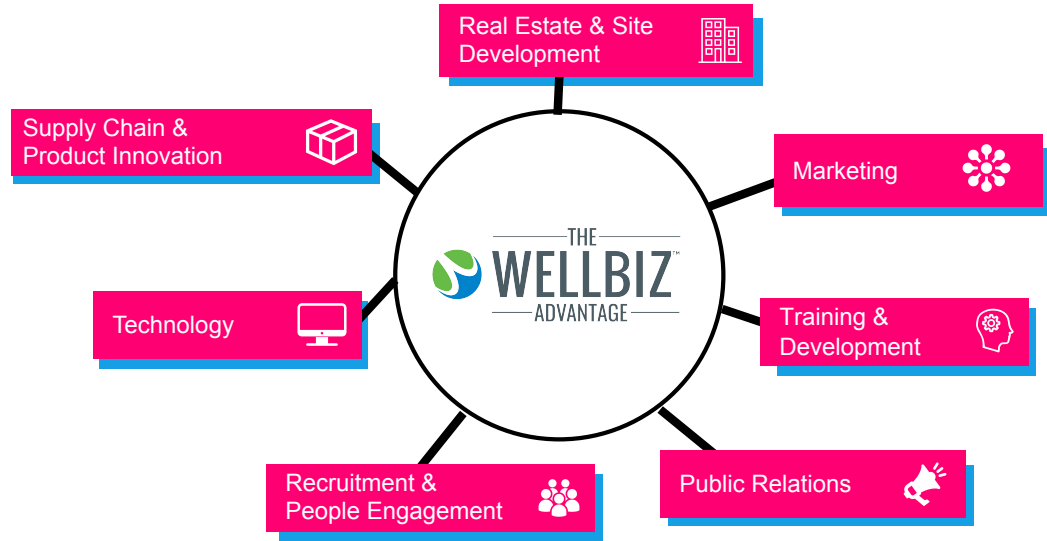
Provide top-quality, in demand services with a broad target customer base – busy women in all walks of life seeking out the ease and beauty that lash extensions make possible.



Take advantage of multiple potential revenue streams: lash services including initial full sets, partial sets, touch-ups, and other innovative services. Product sales such as mascaras, lash conditioning serums, and other private label beauty and skin care products.

LEADERSHIP DEDICATED TO YOUR SUCCESS ///////////////

The WellBiz Brands Advantage is having the support of a best-in-class brand manager specializing in beauty and wellness concepts. With over 800 locations across five brands, the WellBiz Brands, Inc. team has developed ample resources to help franchise owners every step of the way!



AMAZING *lash* STUDIO®



WHY AMAZING LASH STUDIO? //

1

High End Experience and Design

- Private, calming suites (about 8-10 rooms per studio).
- Contemporary studios with distinctive design and décor (1200 - 1800 sq ft).
- Guests get a high-end, spa-like experience in a relaxing, private room setting.

2

Repeat Visits

- Membership model has guests visiting multiple times per month.
- Maintenance is required every 2-3 weeks which help create built-in recurring visits.

3

Multiple Revenue Streams

- Full line of private-label, extension-based retail products.
- Service-based upsell/upgrade opportunities.
- Patent pending application process creates an exclusive look.

4

Explosive Industry

- As a category, demand for eyelash extensions continues to rapidly grow, with trial among beauty consumer doubling from 2016 through 2019.
- Broad target customer base – busy women in all walks of life seeking out lash extensions.

5

Category Leader

- The Amazing Lash Studio® brand is the **largest and fastest growing** eyelash extension franchise in the nation. “Amazing Lash” Google® searches outrank “Lash Extensions” in many markets.

6

*Average Revenue \$1,917,458 2021 High Range

*As noted in March 31, 2022 Amazing Lash Studio Franchise Disclosure Document.

AN ESTABLISHED MODEL DESIGNED FOR GROWTH

WellBiz Brands, Inc has developed the infrastructure to support you in all the major areas of the business, and the beautiful thing is, YOU don't need to be a subject matter expert - at all. Whether the goal is to open a single studio, or several along the way, your passion and energy leveraged with our support will help you grow your business.



PRE-OPENING SUPPORT

Our team assists you with site selection, studio layouts, selecting equipment packages, decor specifications and more.

Pre-opening training is provided through franchise university and on-site in your new studio. Hands-on training of our patent pending, efficiency-driven lash application technique is provided to your stylists



TRAINING / OPERATIONS

We share with you a comprehensive, confidential operations manual that details our specialized procedures, recruitment support, guest service policies, operational standards and more.

Our team provides robust ongoing support including studio visits, business analytics, coaching and access to subject matter experts within our Support Center to help you grow and maximize your business.



RECRUIT & RETAIN

We share our tools, training and other resources to help you find and keep great staff to build your team.



MARKETING

We share our playbook for local marketing and provide assistance with advertising, including a presence on the national website. We help you learn how to attract and retain guests through multiple marketing platforms, membership programs, service packages, referral discounts and more.



SYSTEMS & INNOVATION

We help you automate and create efficiencies through business systems including point of sale and lead nurturing software that allow for seamless communication across locations. The Amazing Lash Studio brand provides you with a platform to view important KPIs at a glance and training on how to use this data to your advantage.

To maintain the best-in-class guest experience, we are continuously innovating within and around the eyelash extension category.

“As a female business owner it was important for me to be a part of a brand that empowers women. My Amazing Lash Studio location empowers guests with confidence and my team with a lucrative and exciting career in beauty.”

– Aleksandra Koldowska, Franchise Owner



PRE-OPENING TRAINING WITH FRANCHISE UNIVERSITY

TOPICS
INCLUDE



Amazing Lash
Studio Culture

Recruiting

Hiring

Scheduling

P&L
Management

Training

Performance
Management

New Studio
Launch &
Marketing

New Studio Opening Training On-Site At Your New Studio Includes

- Operations Team & Lash Trainers
- Lash Stylist Training
- Lash Consultant Training
- Converting Training Guests into Members



AN EFFICIENT, MODERN SPACE THAT IS GLAMOROUS

The Amazing Lash Studio® support team will help you identify, build out, and equip your studio.

Flexible: Studios work in a variety of retail settings, typically near upscale boutiques or in lifestyle retail centers.

Professional: Each independently owned and operated studio carries forward the brand's distinctive exterior and interior design elements, approved décor elements, colors, and furnishings.

Efficient: Studio locations can range from 1200 to 1800 square feet, with a variety of layout options and number of private suites.

Private Suites: Separate private suites are a primary driver of customer acquisition and retention.

WHAT CLIENTS ARE SAYING

"This place is awesome! I went to get lashes for my wedding and I instantly felt welcome (even with my apparent lack of knowledge on anything cosmetic). The ladies were so nice and thoroughly explained things. My stylist, Haley, was as sweet as can be and had such a gentle touch that I barely felt anything at all. I was amazed by how relaxing the whole experience. I would definitely recommend Amazing Lash Studio!"

– Sydney L.

"Just like the name – Amazing Lash Studio locations are in fact AMAZING! It's brand new so it's sparkling clean, with beautiful décor and nice, soothing music which is perfect for relaxation! Since it was my first time getting my lashes done, I was nervous, but my stylist Christina, made the entire experience so comfortable for me. The owner at the front desk was very informative about membership and aftercare of my lashes as well. My stylist recommended I get the style natural and they are absolutely gorgeous! Never knew a set of lashes was the pick me up I needed to feel beautiful again!"

– Lisa T.

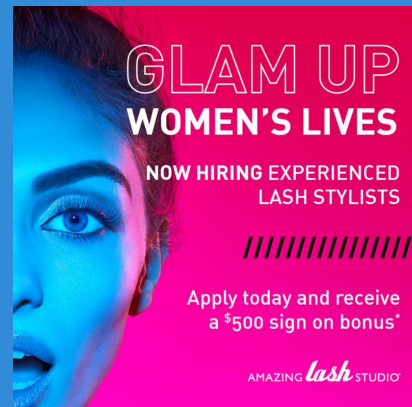
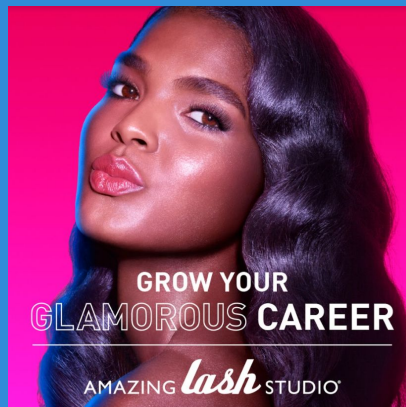
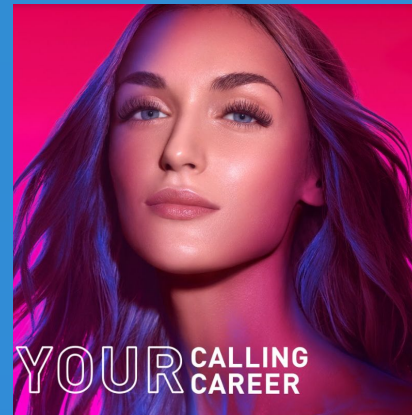
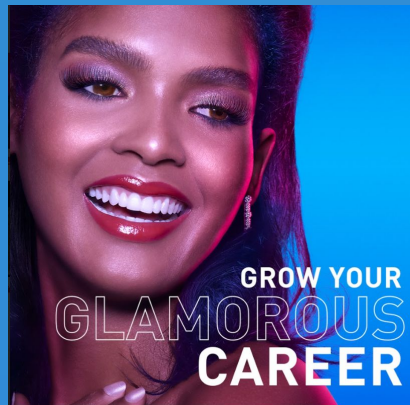


RECRUITMENT SUPPORT

Staffing is an important part of any business, and the Amazing Lash Studio system provides franchisees with full cycle recruitment support.

Franchise owners benefit from an industry leading talent acquisition system. Our team crafts job posting templates for search engine optimization and national programs help drive applications to your studios. Once applications are received, we provide franchise owners with the support they need with interview and selection resources.

As part of an established system, you benefit from national recruitment branding, including a careers website and national relationships with Indeed® and Glassdoor®.



ESTIMATED START-UP COSTS* Single Unit



TYPE OF EXPENDITURE	LOW COST	HIGH COST
Initial Franchise Fee	\$50,000	\$50,000
Real Property & Utility Security Deposits	\$3,395	\$19,605
Leasehold Improvements (Net of landlord TA)	\$122,025	\$327,723
Cabinetry & Millwork	\$19,585	\$33,561
Site Survey Fee	\$2,500	\$2,500
Site Development Fee	\$7,500	\$7,500
Initial Studio Inventory & Supplies	\$18,550	\$27,925
Furniture, Decor & Other Equipment	\$14,345	\$37,440
Computer System	\$16,775	\$18,675
Training Program Costs	\$0	\$4,410
Architectural Design & MEP Fees	\$9,500	\$16,500
Grand Opening Spend Requirement	\$15,000	\$15,000
Signage	\$6,426	\$11,189
Business Supplies	\$5,000	\$8,000
Business Licenses & Permits	\$470	\$2,444
Insurance (Initial 20% Payment)	\$1,200	\$1,200
Professional Fees	\$1,800	\$12,300
Additional Funds (3 Months)	\$10,000	\$40,000
TOTAL	\$304,071	\$635,972

* Please refer to the March 31, 2022 Franchise Disclosure Document for more detailed information.



GOING TO GREAT LENGTHS



As a brand, we focus our efforts on being the best at our signature service: applying eyelash extensions. In a very short time, the Amazing Lash Studio® brand has grown—both in number of satisfied, loyal guests, and in number of locations—to quickly become the most recognized brand name in the industry. Our vision is to bring Amazing Lash Studios specialized services to more women across the nation and around the world - and there is no time like the present for you to explore this beautiful opportunity!

READY TO DO SOMETHING AMAZING?

Take the next step toward this incredible opportunity.



CONTACT US TODAY

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