



A GLAMOROUS
BUSINESS
Opportunity

Open an Amazing Lash Studio Today



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. Amazing Lash Studio is defining this beauty category and is the definitive market leader.

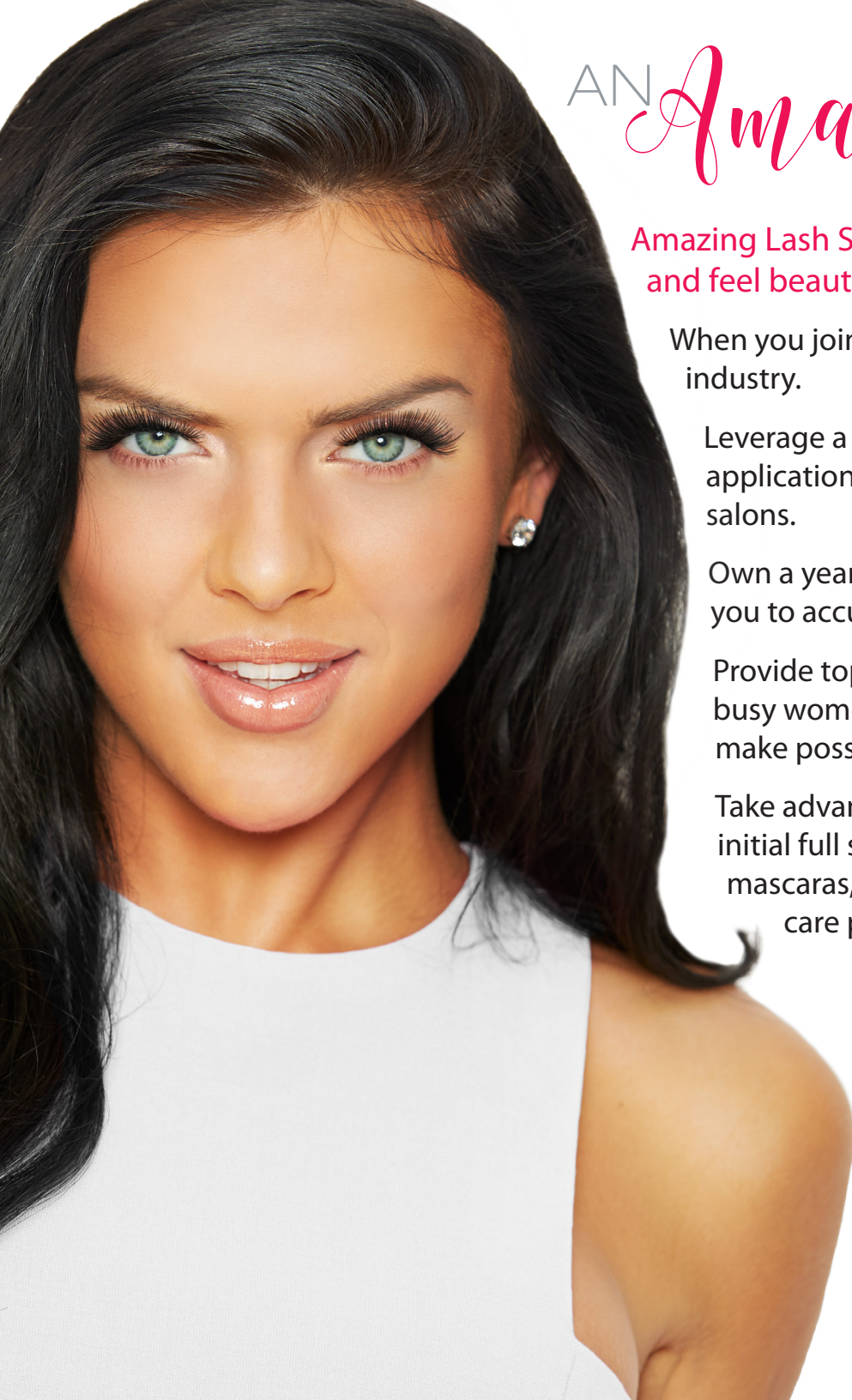
Amazing Lash Studio offers four unique styles and a variety of lengths and thicknesses, and the customizable combinations to fit each guests' specific look are nearly endless. With proper care and regular maintenance visits, lash extensions can last for weeks, with touch-ups usually needed about every two to four weeks, depending on guests' natural lash growth cycle and personal preferences. This makes lash extensions perfect for our recurring revenue membership business model which is very attractive to franchisees.

And, of course, our products and services are safe. Synthetic eyelashes are adhered about one millimeter away from skin and Amazing Lash Studio only uses medical grade adhesive, which never comes in contact with skin.



"[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**



AN *Amazing* CATEGORY LEADER

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

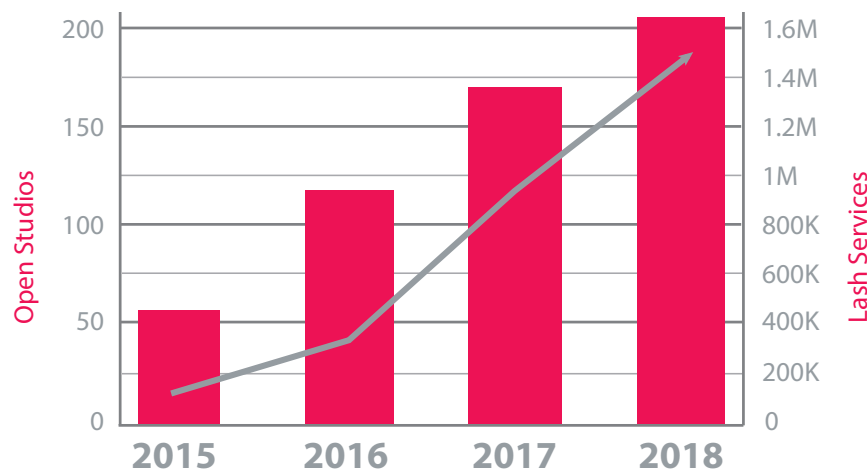
When you join Amazing Lash Studio, you join the leader in the lash extension industry.

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

Own a year-round, appointment-based, recurring revenue model that allows you to accurately project 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 seek out the ease and beauty 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, plus mascaras, lash conditioning serums, and other private label beauty and skin care products.



Our Executive Team is Dedicated to Your Success



Joseph Luongo, Executive Chairman

Joseph Luongo, Executive Chairman of Colorado-based WellBiz Brands, has 25 years of experience in the franchise industry, most recently serving as a fitness and wellness industry consultant. Joe has also held leadership roles with Pizza Hut, Peter Piper Pizza, FedEx Kinko's and Starbucks.



Matt Stanton, Chief Development Officer

Matthew Stanton is an experienced multi-unit brand executive and oversees the franchise and unit development for WellBiz Brands. Matt has over 10 years of franchise development and real estate experience, having served as the Vice President of Strategy and Development for Smashburger, as well as Vice President of Real Estate and Franchise Development for Taco Bueno Restaurants.



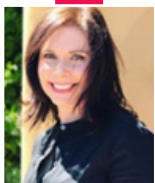
Trever Ackerman, Chief Marketing Officer

As the Chief Marketing Officer for WellBiz Brands, Trever Ackerman identifies opportunities for steady revenue growth by designing marketing and communications programs that differentiate the brand through keen consumer and market insights. He consistently leverages first and third-party data sources to uncover opportunity and create value. Trever has previously served as head of marketing for Les Mills U.S. and 24 Hour Fitness, where he was responsible for the planning, development, and implementation of marketing and communication strategies.



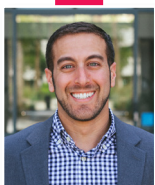
Heather Elrod - President & CEO

Bringing decades of executive leadership in the beauty, medical spa and franchise sectors, Heather Elrod has extensive leadership and management experience in training, operations and systems implementation, business development, finance, marketing and organizational development. Prior to joining the executive team of Amazing Lash Studio Franchise as President & COO, she founded SkinPhD, Inc., an award-winning cosmeceutical skin care company, and served as CEO of a medical spa franchise working with the private equity firm that purchased, grew and sold the company. Heather was also Vice President of Mail Boxes Etc. / The UPS Store, and was one of the first women on the board of the International Franchise Association and a founding board member of the Women's Franchising and Distribution Forum.



Sheila Ullery: Senior Vice President of Marketing

Sheila Ullery, head of marketing and product innovation & development, brings 22 years of marketing, beauty, and retail experience to Amazing Lash Studio Franchise. Her wealth of consumer marketing and retail experience comes from leadership positions at Aveda/Estée Lauder, L'Oreal USA and Disney Consumer Products. Most recently Sheila fulfilled her lifelong dream and took an entrepreneurial path, owning multiple locations in the spa and salon industry. Prior to that she served as VP, Retail and Merchandising for Massage Envy Franchising.



Jordan Levine, Vice President of Operations

Jordan has been in franchising his entire professional career from franchisee to regional developer as well as a corporate team member for Cold Stone Creamery. He also spent seven years at Massage Envy while they grew from 400 to over 1,200 locations during his tenure. Most recently he has consulted in sales program design and culture development for health and wellness brands.

An Established Model Designed for *Growth*

Whether the goal is to open a single studio to start, or to open multiple locations on an agreed upon schedule, we have developed the business structures, the operational tools, and the support functions needed for franchise owners to run an efficient, well-planned business – all in a popular and growing market niche.



PRE-OPEN SUPPORT

Start-up assistance including site selection assistance, studio layouts, equipment packages, décor specifications, and more
Complete pre-opening training, at both a corporate location and on-site in your studio, including hands-on training for your stylists, using our patent-pending, efficiency-driven lash application techniques



TRAINING

Ongoing support, including visits to your studio, refresher training, business coaching and access to our experienced support team



OPERATIONS

A comprehensive confidential operations manual that provides you with details on our specialized procedures, guest service policies, operational standards, and more



MARKETING

Local marketing, branding and advertising assistance, including presence on the national website; plus guidance attracting and retaining guests through multiple marketing platforms, membership programs, service packages, referral discounts, and more



SYSTEMS

Automated business systems, including software and phone systems that allow for seamless communication across locations

Alliances and relationships with approved vendors and established suppliers, and access to customized, top-rated business management software

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

– Aleksandra Koldowska, Franchise Owner

"We fell in love with the unique business model: the decor depicts the lap of luxury, with private lash suites coupled with superior eyelash extensions/adhesives and still able to deliver affordable pricing. The recurring monthly revenue stream as well as the menu of upgrades and aftercare retail products make Amazing Lash Studio, a very profitable recipe for success!" – **Claudine Orlian, Franchise Owner**



A Modern Space to Make
People Look and Feel

Glamorous

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

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

Efficient: Studio locations can range from 1200 to 1600 square feet, with a variety of layout options and treatment room counts.

Professional: Each of our studios carries forward our distinctive exterior and interior design elements, approved décor elements, colors and furnishings.

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 is 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.



Estimated Start-Up Costs*

Single Unit

TYPE OF EXPENDITURE	LOW COST	HIGH COST
Initial Franchise Fee	\$39,000	\$39,000
Lease Expenses	\$3,000	\$5,000
Leasehold Improvements	\$68,534	\$249,977
Cabinetry & Millwork	\$17,200	\$29,900
Furniture, Decor, Lighting and Other Equipment	\$14,600	\$21,400
Monthly Software & Technology Licensing	\$875	\$1,400
Computer Hardware and Software	\$19,300	\$24,300
Initial Training Costs (per person)	\$250	\$3,000
Security Deposits	\$2,250	\$8,426
Architectural Plans & Designs (including Site Plan & Design Fee)	\$3,100	\$9,025
Signage	\$10,000	\$15,000
Initial Studio Inventory & Supplies	\$22,300	\$27,600
Grand Opening Marketing	\$10,000	\$10,000
Business Supplies	\$250	\$1,500
Business Permits/Licenses (first year)	\$500	\$2,000
Insurance Deposits and Premiums (first year)	\$1,000	\$3,000
Professional fees (first year)	\$2,500	\$5,000
Additional Funds (three months)	\$10,000	\$27,000
TOTAL	\$224,659	\$482,528

*Refer to the Franchise Disclosure Document for detailed information and explanations.

54% OF AMAZING LASH STUDIO FRANCHISEES OWN MULTIPLE LOCATIONS.

GOING TO GREAT *Lengths*

We focus our efforts on being the best at our signature service: applying eyelash extensions. In a very short time, Amazing Lash Studio has grown—both in our number of satisfied, loyal guests and in our number of locations—to quickly become the recognized brand name in the industry. Now, we have a vision: to bring our specialized services to more and more cities across the nation and around the world.

READY TO DO SOMETHING AMAZING?

Take the next step toward this incredible opportunity.



CONTACT US TODAY.

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