

A
GLAMOUROUS
BUSINESS
OPPORTUNITY

AMAZING *lash* STUDIO®



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

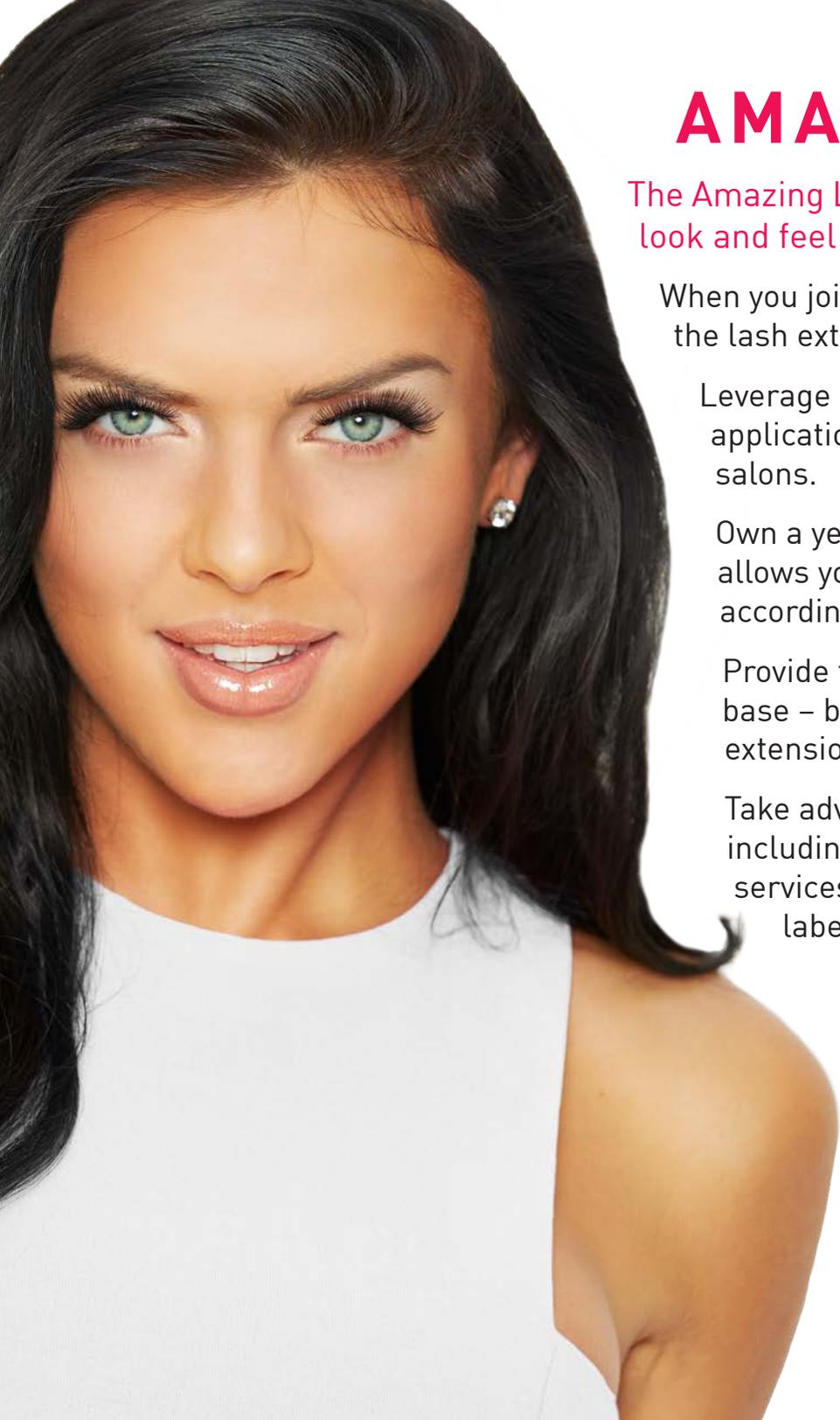
For centuries, women have coveted long, full eyelashes. Before semi-permanent eyelash extensions, the only options were mascara (which must be applied and removed) and strip lashes (which are glued to the skin and are intended to last approximately one day). Semi-permanent eyelash extensions have now 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.

The Amazing Lash Studio system 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 weeks, depending on guest's natural lash growth cycle and personal preferences. This makes eyelash 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 fibers are adhered about one millimeter away from skin to each natural lash and the brand only uses medical grade adhesive. Guests will select one of our four amazing styles, and stylists customize to achieve dream lashes.

"[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.

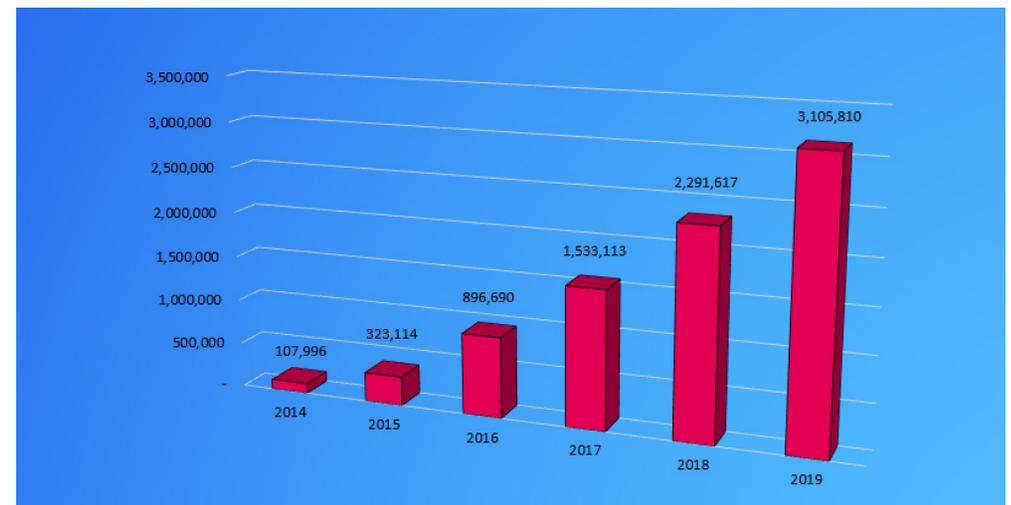
When you join Amazing Lash Studio franchise system, you join the leader in the lash extension industry.

Leverage a specialized business model, featuring streamlined, patented application process 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 Leadership Team is Dedicated to Your Success



Heather Elrod, Chief Executive Officer

Elrod serves as Chief Executive Officer of Amazing Lash Studio, and has been with the industry-leading, national beauty brand since 2016. Her career spans 25 years in the franchise and beauty sectors, with executive positions ranging from emerging to multi-billion dollar companies. Passionate about supporting women and female entrepreneurship, Elrod leads Amazing Lash Studio with that passion as a guiding pillar.



Ariel Clay, Vice President of Marketing

Clay leads marketing for Amazing Lash Studio, overseeing brand strategy at the national and local levels. Her approach to marketing is data-driven and consumer-centric, philosophies she's used to help drive success at other multi-unit franchise brands, including Elements Massage, Fitness Together, and Qdoba Mexican Grill. Clay focuses on driving results through cross-functional collaboration and works very closely with each functional group to ensure alignment and shared success.



Jordan Levine, Vice President of Operations

For the past 20 years, Jordan spent the first half of his career building the Cold Stone Creamery brand from its infancy to a national ice cream powerhouse. Jordan understands franchising from both sides, being a Franchisee and Area Developer to being on the Corporate side. He also helped grow the operations of Massage Envy and ultimately led Massage Envy into its first International venture.



Jeremy Morgan, Chief Executive Officer

Morgan leads the WellBiz portfolio and also oversees the Support Center's shared services departments. Under Morgan's leadership, this robust platform of shared services and infrastructure helps to accelerate the portfolio's scalable and predictable revenue growth. Previously, Morgan was at the Senior Vice-President of Marketing and Consumer Insights for Smashburger, where he played a vital part in leading the company through unprecedented growth from 35 to 280 restaurants; obtaining various national accolades.



Matt Stanton, Chief Development Officer

Prior to joining WellBiz, Stanton served as the Vice President of Strategy and Development for Smashburger where he oversaw the brand's unit growth. He played a vital role in building the chain from 100 units in 2011 to over 350 units by 2016. His expertise in growing a brand plays a vital role in the future growth of Amazing Lash Studio.



Trever Ackerman, Chief Marketing Officer

Currently the Chief Marketing Officer of WellBiz Brands, Inc., Ackerman is a veteran of the Health & Wellness industry with a keen sense for adapting to the ever-changing and growing landscape of membership-based acquisition and retention marketing. Before joining the WellBiz Brands, Inc. team, Trever served as head of marketing for Les Mills U.S. and 24 Hour Fitness prior to that, where he was responsible for the planning, development, and implementation of marketing, communications and brand development strategies.

WHY AMAZING LASH STUDIO?



1 High End Experience and Design

- Private, calming treatment suites (between 8-10 suites per studio).
- Contemporary studios with distinctive design and décor (1200 - 1600 sq ft).
- Clients get a high-end, spa-like experience in a relaxing, private room setting.
- Stylists can build their own business without having to market!

2 Repeat Visits

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

3 Multiple Revenue Streams

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

4 Explosive Industry

- Lash Extensions are THE fastest growing segment in the beauty industry.
- Broad target customer base – busy women in all walks of life seek out lash extensions.

5 Category Leader

- Amazing Lash Studio is the largest and fastest growing eyelash extension franchise in the nation "Amazing Lash" Google searches outrank "Lash Extensions" in many markets.

***2019 Average Revenue \$1,534,970 Top 10**

*As Noted in March 30, 2020 Amazing Lash Studio Franchise Disclosure Document



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 franchise university and on-site in your studio, including hands-on training for your stylists, using our patented, efficiency-driven lash application techniques



TRAINING

Ongoing support, including studio visit, business analytics coaching and access to our experienced support team



OPERATIONS

A comprehensive confidential operations manual that 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 point of sale, and lead nurturing software that allow for seamless communication across locations

The Amazing Lash Studio® brand utilizes a business intelligence platform that gives franchisees access to every KPI at a glance to understand operationally what is happening in their studios, and trains franchisees on how to use this data to their advantage.

Continuous innovation within the eyelash extension category for a best-in-class guest experience

“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



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.

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

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

Private Suites: Separate rooms 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 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	\$39,900	\$39,900
Lease Review	\$3,000	\$5,000
Leasehold Improvements	\$71,600	\$264,600
Cabinetry & Millwork	\$19,200	\$31,300
Furniture, Decor, Lighting and Other Equipment	\$12,900	\$21,300
Technology Fee	\$1,210	\$1,210
Computer System	\$19,300	\$24,300
Training Program Costs	\$250	\$3,000
Architectural Plans & Designs	\$3,000	\$8,000
Signage	\$11,000	\$15,000
Initial Studio Inventory & Supplies	\$23,800	\$29,200
Grand Opening Marketing Spend Requirement	\$15,000	\$15,000
Business Supplies	\$250	\$1,500
Business Permits/Licenses (first year)	\$500	\$2,000
Insurance	\$1,000	\$3,000
Professional Fees	\$2,500	\$5,000
Site Survey Fee	\$2,500	\$2,500
Pre-Opening Waxing/Tinting Training Fee	\$0	\$1,500
Additional Funds (3 Months)	\$10,000	\$27,000
TOTAL	\$239,210	\$508,510

*Reference March 30, 2020 Franchise Disclosure Document for detailed information and explanations.

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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