

OWN A FAST-GROWING BEAUTY BRAND

FRANCHISE WITH WAXING THE CITY®

WAXING
THE CITY®



OWN AN EXCITING FRANCHISE IN *A Glowing Industry*

Waxing the City® was founded over thirty years ago by four women with a passion for self-care. Since then, we've helped transform the self-care movement into one of the fastest growing sectors in the U.S. today.

As a franchise owner with Waxing the City, you'll take your place in this thriving field and enjoy exclusive benefits—including proprietary waxing products and membership programs—that will help your business stand out from the crowd.

\$563K

AUV FOR FRANCHISED STUDIOS¹

\$805K

AUV FOR TOP 1/3 OF
FRANCHISED STUDIOS²

WHO WE ARE

We're a welcoming body waxing franchise that's taken the self care space by storm and have been a part of the Self Esteem Brands family since 2012—the same team that turned Anytime Fitness into the world's largest fitness franchise. Our licensed Cerologists® offer each client all-inclusive personal care services, including custom-formulated wax, incredible body care products, and brow maintenance.

WHY WE STAND OUT

REPEAT CLIENTELE

Clients rely on your professional services on a recurring basis, which can lead to dependable revenue.

DESIRABLE SERVICES

The growing self-care industry provides your franchise with a client-heavy market and growth opportunities.

EXPERT TEAM & PRODUCTS

Your franchise will offer exclusive wax and be staffed by trained Cerologists who provide a memorable experience.

SIMPLE OPERATIONS

Waxing the City is a single service operation that helps streamline the workflow and simplify your day.





WAXING THE CITY

OUR THREE-STEP BUSINESS *Routine*

What makes Waxing the City® the brand of choice for your franchise ownership journey? Our refined business model makes it easy to continue transforming the self-care industry with exclusive products, head-to-toe services, and a highly trained team of experts. These three pillars position you to build the beauty business you've always wanted.

OUR PRODUCTS

As franchise owner, you'll have access to premium products that keep you ahead of the curve.

- Exclusive wax that both exfoliates and softens the skin
- A full line of plant-based retinol alternative products
- Skin and body care items for a complete self-care experience
- Brow serums and makeup in customizable shades

OUR SERVICES

Every customer will be waxed and relaxed thanks to your franchise's professional services.

- Head-to-toe body waxing services
- Facial waxing and eyebrow shaping
- Tints and lifts for brows and lashes
- Customizable options for women and men

OUR TEAM

As the only waxing franchise with our licensed Cerologists®, you'll have a waxed leg up in the market.

- An in-house team of experts held to the highest standards
- Extensive training program conducted by our founders
- Ready to deliver a comfortable, superior experience
- Smaller staff helps minimize your franchise's regular expenses



ENTER A *Rapidly* RISING INDUSTRY

Now more than ever before, people are integrating self-care into their everyday lives. As beauty appointments like waxing and brow shaping become regular steps in our personal care routines, the industry continues to boom—and Waxing the City® reaps the benefits.

NO SIGNS OF SLOWING DOWN

Now is the time to enter the self-care, health, and beauty spaces. Thanks to mounting research on the benefits of self-care, the personal care industry is indisputably here to stay. We're looking for franchise owners who can help us tap into these markets and chase their entrepreneurial dreams at the same time.

CLUB ORANGE

We help you establish predictable, recurring revenue and customer loyalty with our Club Orange membership program. By signing up for monthly treatments, your customers receive key benefits—such as discounted rates and rewards—that help build loyalty among your customer base.

30+

YEARS IN THE
WAXING INDUSTRY

100+

LOCATIONS IN THE
UNITED STATES

\$16.9B³

PROJECTED INDUSTRY
VALUE BY 2027



WAXING THE CITY

GETTING YOU UP AND *Waxing*

Waxing the City® is here to help you break ground for your new franchise studio. From selecting your site and getting the build underway to planning your finances and designing the interior, we're ready to lend a helping hand and get you started.

SITE SELECTION & LEASE NEGOTIATION

Thanks to our expertise and history in the industry, you'll have access to top real estate brokers across the U.S. to help you find and negotiate for the perfect site.

STUDIO CONSTRUCTION

We'll give you a hand with tracking down the best contractors, obtaining bids, and managing the entire build-out process for your studio.

FINANCIAL PLANNING & ASSISTANCE

Not sure how to best finance your franchise? Our finance department will help you sort out an appropriate plan for you and your business.

WAXING THE CITY STUDIO DESIGN

You'll have direct access to our standardized supply team, which will help you bring in the best branding elements to create a welcoming space.





PREPPED, TRAINED, AND *Ready To Go*

Our team of in-house specialists will get you ready to open the doors and welcome your very first customers with our in-depth training and support systems. You'll learn everything you need to know about operating, marketing, and managing your studio in no time.

TRAINING

- Comprehensive startup plans
- Key training on studio operations
- Technical courses for Cerologists®
- Access to online procedure manuals

MARKETING SUPPORT

- Grand opening marketing programs
- Local marketing advertising assistance
- Access to corporate marketing strategies
- Promotional scheduling assistance

ONGOING SUPPORT

- Regular conference calls and webinars
- Regional workshops for your territory
- Recurring managerial sessions
- Annual conferences for all owners



OUR *Ideal* FRANCHISE OWNER

Do you have what it takes to own a studio with us? We're looking for driven businesspeople who are excited about an entrepreneurial future and are ready to join our franchise family.



PASSIONATE

You like to look and feel good in your personal and professional lives. Self-care is a regularly used phrase in your vocabulary, even if you haven't had a wax or eyebrow appointment just yet.

BUSINESS SAVVY

Whether your background is in marketing or sales, you can handle your own when it comes to business ownership. You've got what it takes to lead the team and keep things running smoothly.

READY TO GO

You're eager to get the wax warmers going and the salon chairs filled. Franchise ownership is your dream come true, and you're ready to take on any challenges and adventures that come with it.

FINANCIAL REQUIREMENTS

\$125,000

Minimum Required Liquid Capital

\$350,000

Minimum Required Net Worth

**\$223,965 -
\$493,428**

Estimated Initial Investment

A photograph of the exterior of a Waxing The City studio. The name "WAXING THE CITY" is displayed in large, orange, 3D block letters above a glass entrance. The building has a modern design with dark metal framing and large windows.

NOW IS THE TIME TO FRANCHISE *With Us*

Join us on our self-care journey to make everyone look and feel their best. We're excited to hear about you and your future in franchising with Waxing the City®.

WAXING THE CITY®

800-704-5004

WAXINGTHECITY.COM/FRANCHISE

1. This information was taken from the Waxing the City 2022 Franchise Disclosure Document. 45 or 46% of the 98 franchised studios in the survey actually attained or surpassed these results for the year ended December 31, 2021. A new franchisee's results may differ from these results. See 2022 Waxing the City Franchise Disclosure Document for additional information.

2. This information was taken from the Waxing the City 2022 Franchise Disclosure Document. 13 or 39% of the 33 franchised studios in the top one-third of the 98 studios in the survey actually attained or surpassed these results for the year ended December 31, 2021. A new franchisee's results may differ from these results. See 2022 Waxing the City Franchise Disclosure Document for additional information.

3. Business Wire. Global Hair Removal Wax Market Report 2020 - 2027.

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