



WELCOME TO
sugar sugartm



The Sweetness Behind Sugar Sugar™

In 2012, Aimee googled "sugaring hair removal" and found zero solutions. She had discovered sugaring 10 years prior and was a loyal consumer supporter. Further research quickly proved that this treatment was not only hard to find, but also that methods were inconsistent and not given the proper spotlight needed to bring *SUGAR* to a national audience.

Inspired, she sat down at her kitchen table and little by little Sugar Sugar took shape, resulting in its Scottsdale, Arizona Flagship studio opening in 2013. Business took off faster than expected so she recruited her talented husband who has a strong background in tech, content building and business development.

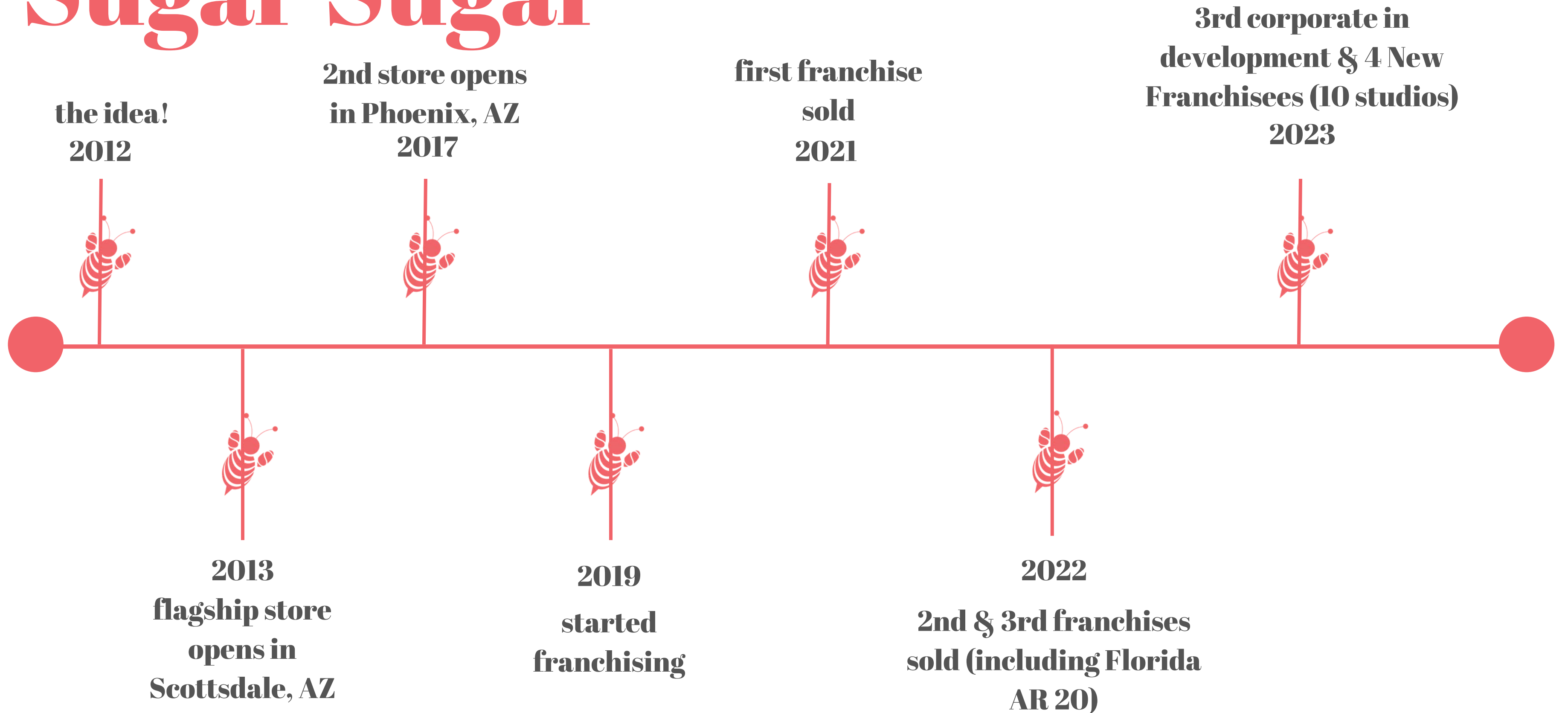
Together, they brought sugaring to Arizonians and now with 10 years of culture cultivating, system building and an effective sugar training program they are taking their concept national. Their hard work and determination has built a successful, proven brick & mortar concept.

Now, they are ready & excited to award new locations to the right entrepreneurs & welcome them into the Sugar Sugar Family!

Founder, Aimee Blake & COO, William Johner



The Life Cycle of Sugar Sugar™



Clean Beauty On The Rise

- The clean beauty market dominated the \$380 billion-plus beauty and skincare industry in 2022. It is also estimated to reach \$22 billion by 2024 (Statista). "Clean beauty" has evolved from being just some buzzword to a revolutionary movement that is redefining the beauty and skincare standards across the globe. (Source: Entrepreneur Magazine).
- The global clean beauty market was valued at US\$7.22 billion in 2022. The market value is expected to reach US\$14.36 billion by 2028. Clean beauty means that the product is non-toxic, free of harmful ingredients, and has all the ingredients mentioned in the labeling. (Source: Businesswire.com On Behalf of Brookshire Hathaway).
- The Clean Beauty Market is forecast to be valued at \$37.65 billion by 2028 from \$5.89 billion in 2023 and is expected to grow at a robust CAGR of 40.1% during the forecast period of 2023-2028 (Source: Yahoo News).
- In recent times the trend for organic and herbal skin care has exploded because people are aware of the adverse effect of synthetic chemicals on their skin. The global skincare market is projected to grow from \$100.13 billion in 2021 to \$145.82 billion in 2028 at a CAGR of 5.52% in forecast period, 2021-2028. (Source: Fortune Business Insights)



The Sugar Sugar™ CULTURE

Culture is extremely important to any franchise brand. Every brand will tell you they have it. But if you do enough research, you will start to hear the same things. Our concept was built from the perspective of owner operators. Years of system refinements and out-of-state client requests opened the opportunity for scale.

The company's identity and ultimate success will always lay at the intersection of the client and the esthetician. This has now expanded to integrate advanced technologies, analysis, training, marketing, systems, and support. But the focus will always be on the simple elements that have built the brand. Understanding effective service and impactful visits will always be Sugar Sugar's trademark.





OUR STUDIOS

Modern. Flirty. Inviting. Smart.

- Near similar traffic drivers – Whole Foods, Nordstrom Rack, Fitness/Massage/Nails
 - 950-1550 Square Feet – simple build out
 - Easy/Flexible Build Out
 - Retail wall promoting post-service sales
 - Closed circuit music with advertising
 - Closed circuit lobby video – 24 hours, franchise wide content
 - Laundry
 - Comfortable seating – hardly ever used!
 - Social media opportunities throughout the front of house
 - Prime Territories – WIDE OPEN
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OUR SUGAR SUGAR™ TEAM

Empowered. Engaged. Loyal.



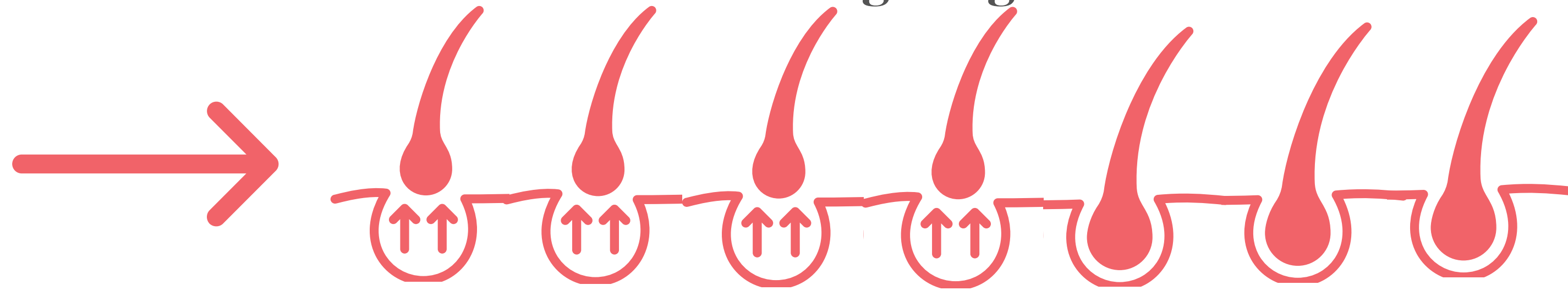
- W2 Licensed Estheticians (“Sugarists”)
- Extensive initial training, ongoing coaching/refresher
- Multiple services keep them interested
- Encouraged to manage calendars across the team to maximize booked services (and earning opportunities!)
- Relationships with nearby esthetician schools – win/win for recruiting



- Periodic job fairs
 - Hire for culture, train for services
 - “Work To Earn” program
-

The Science Behind Sugar Sugar™

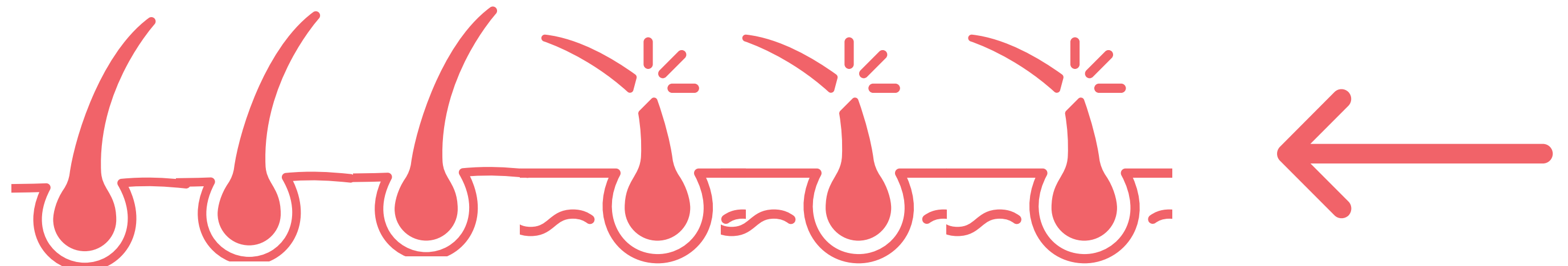
Sugaring



Removes hair in the **SAME** direction of growth.

VS.

Traditional Waxing

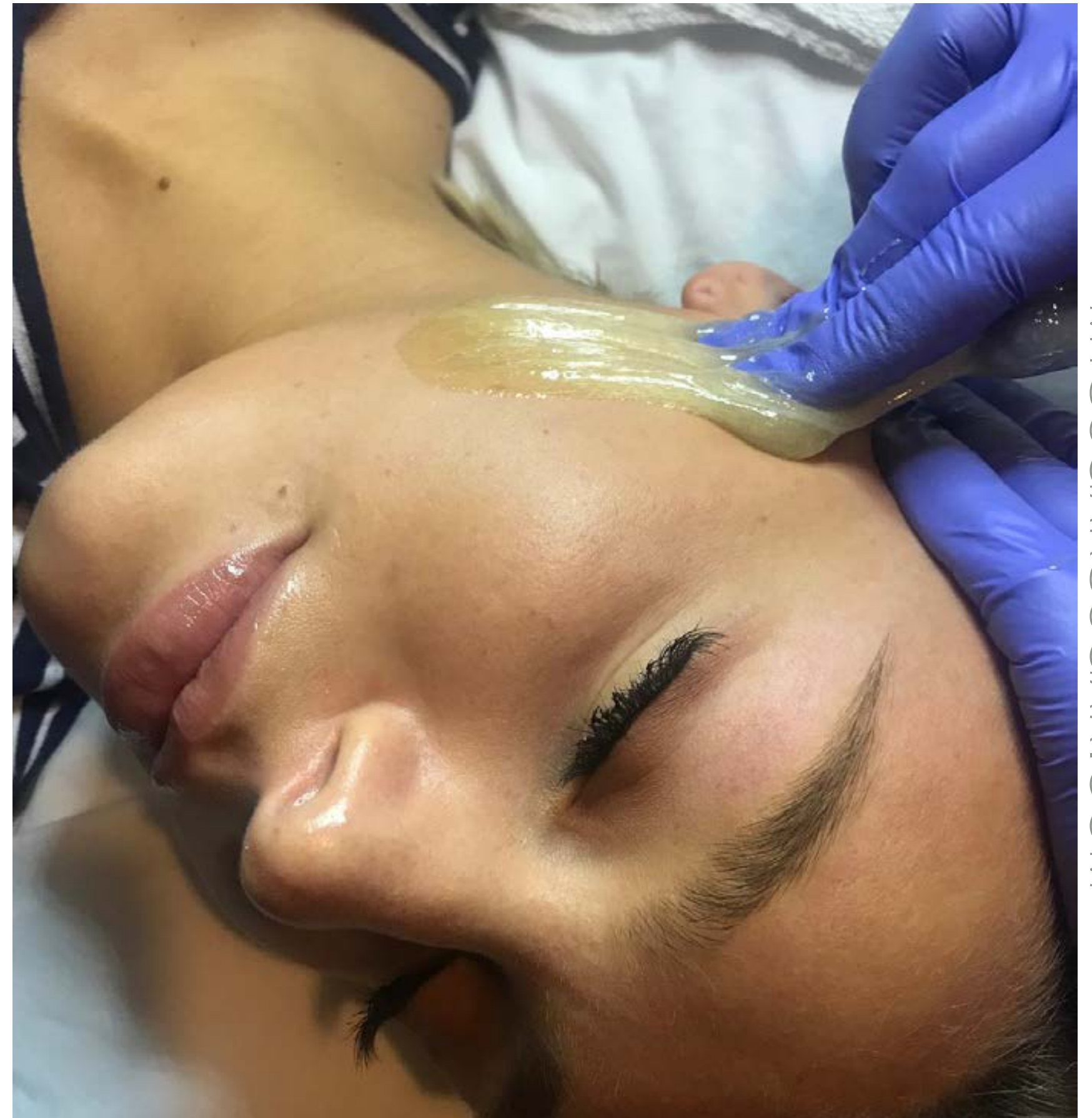


Removes hair in the **OPPOSITE** direction of growth.

The Sugar Sugar™ DIFFERENCE

Our proprietary sugaring method has revolutionized the hair removal industry. *Gone* are the days of irritated skin, allergic reactions, ingrown hairs and ultimately dissatisfied customers. Our Proprietary Sugaring Method is scientifically proven to:

- improve skin tone and texture
 - remove unwanted hair more effectively
 - eliminates breakage
 - will not distort hair follicles
 - less, if any skin irritation
 - minimizes any client discomfort associated with traditional waxing
 - clean, organic ingredients: sugar + lemon + water
-





Services In-Demand

Exclusive & Proprietary, 100% Vegan & Natural

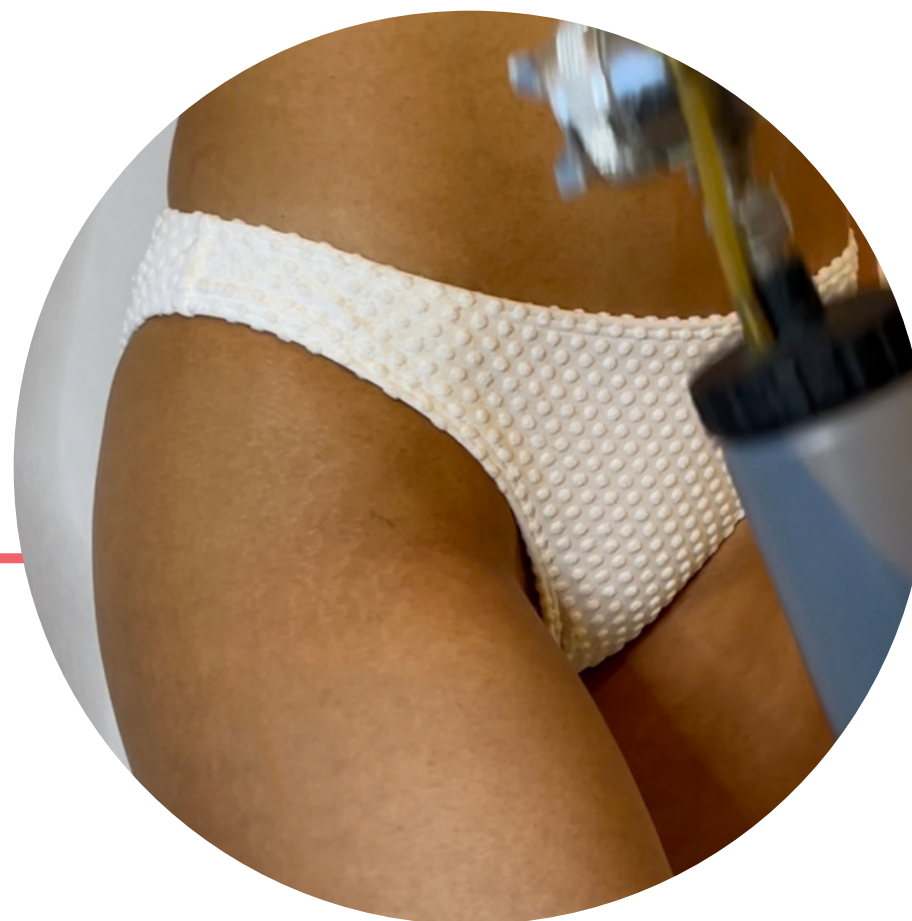
SUGAR



Derived from sugar, lemon and water.

It removes only dead skin and unwanted hair. A superior alternative to traditional wax, it's less painful and can be used across skin types.

SPRAY



Comprised of 100% organic & vegan ingredients delivering the most natural golden hues on the market.

SKIN



Skincare derived from nature. Composed of naturally occurring ingredients, from fruits and vegetables to herbs and oils, to empower every skin type.

MEMBERSHIPS

Proudly, we offer **TWO** monthly membership models.

Sugar Society™

- **\$9.99 a month gives clients 15% OFF all services & products. PLUS a quarterly freebie!**

Sugar Fix™

- **\$56/\$90 gives clients one Brazilian a month for redemption. PLUS surprise discounts & savings!**

Membership pricing may vary per location.

SUGAR SOCIETY PERKS

- Affords predictable staffing and business planning
- Entices clients to book more services & purchase more products
- Increased client loyalty & culture
- Very few cancellations
- Improves staff sales conversions

FULL RETAIL SKINCARE LINE

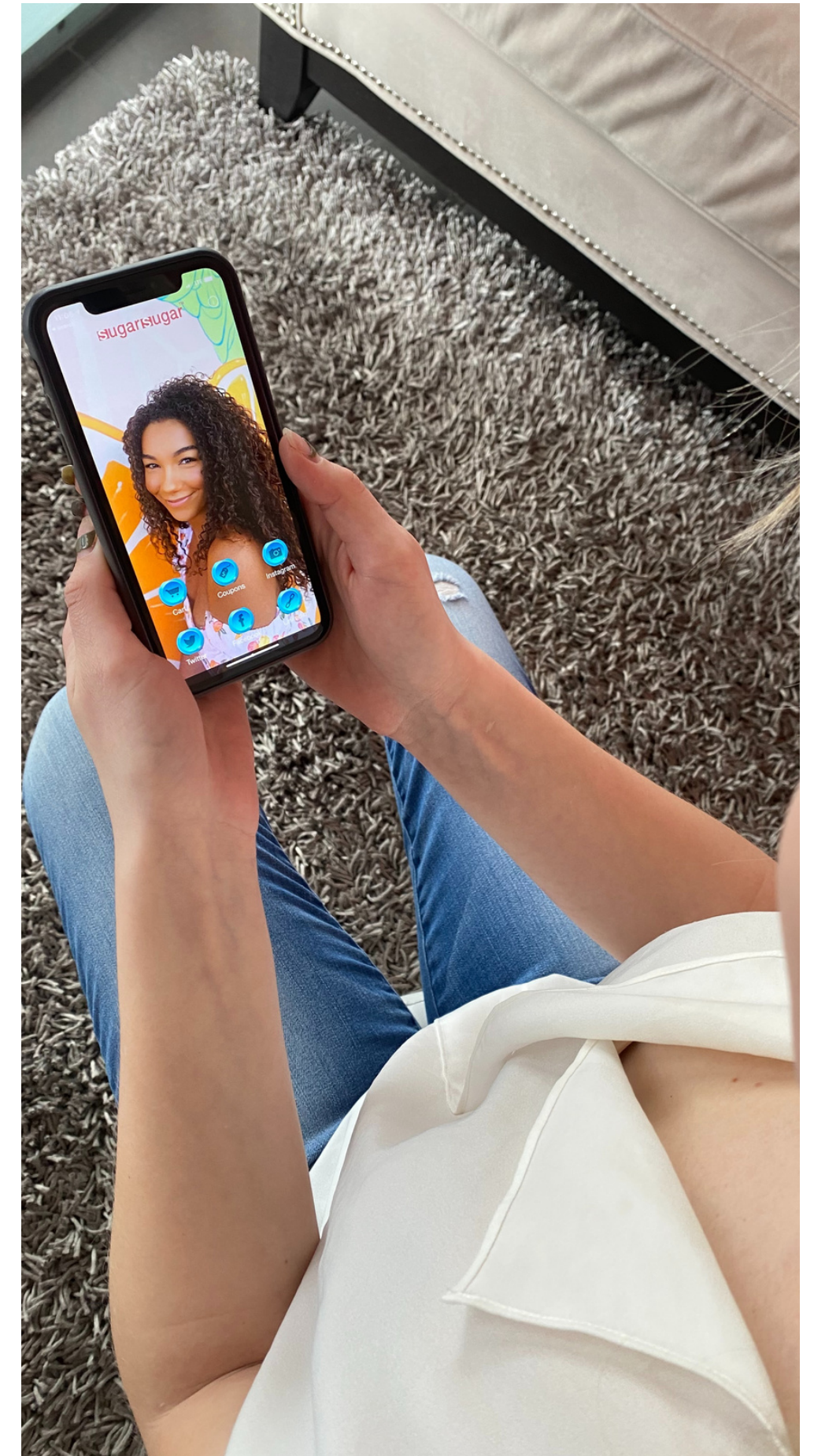
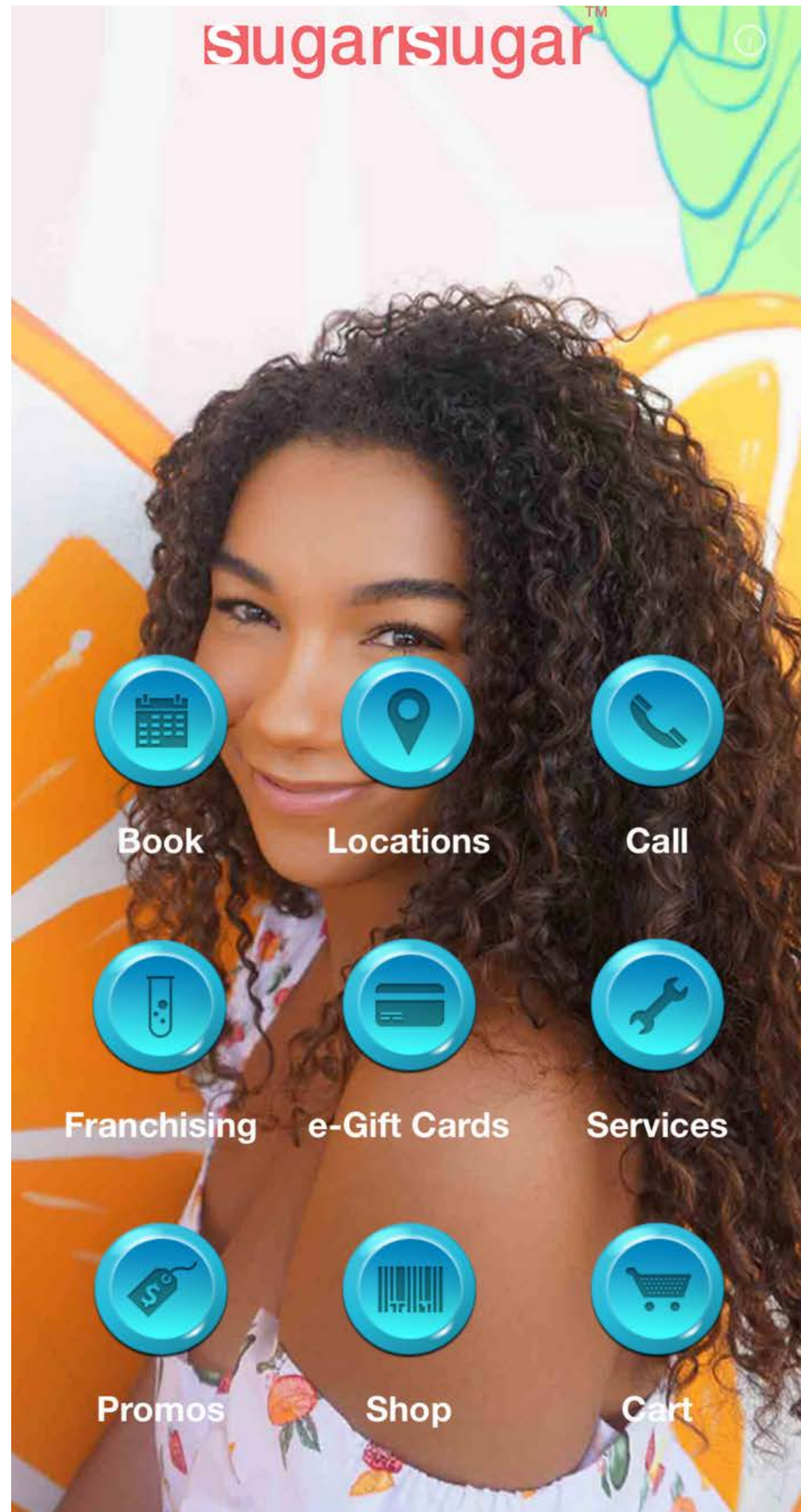
Skin From Scratch™ retail line includes everything from a post sugaring mist to a soothing evening oil with skin nourishing botanicals. Derived from all natural, vegan ingredients.



Proprietary products affords autonomy by controlling cost, quality and ingredients =
Increased margin for our franchisees

OUR SS™ APP

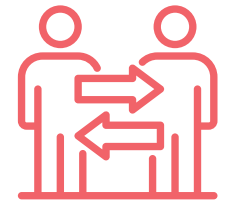
- Fun, interactive user Interface
- Fast loading and easy to use
- Clients easily book appointments at their favorite location (reducing calls)
- Push notifications for new promotions and monthly incentives
- Bright & bold color schemes
- E-gift cards and online retail store
- Mobile compatibility
- Directions to location of choice



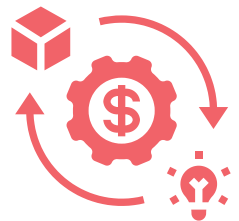
OUR SUPPORT PILLARS



REAL ESTATE, ARCHITECTURE & CONSTRUCTION – National realtor and construction partnerships provide support at every step – Site Selection, LOI, Lease Negotiation, Construction/GC.



MARKETING - Enjoy our partnership with one of the nation's largest media companies. 10 week pre-opening guide to all things marketing. (paid, organic, PR, etc.) plus ongoing support.



BUSINESS OPERATIONS - Hiring, education, maintaining staff, customer service, ordering proprietary products, inventory management, improving sales.



COACHING SUPPORT – Culture, P&L management, local marketing and growth support.



COST OF OPENING A SUGAR SUGAR™

Franchise Fee (Includes Initial Training)	\$ 45,900	-	\$ 45,900
Deposits/Fees/Permits	\$ 6,100	-	\$ 24,280
Construction/Equipment/FF&E	\$ 31,350	-	\$ 123,800
Start Up Inventory/Supplies	\$ 10,700	-	\$ 11,900
Grand Opening Marketing	\$ 10,000	-	\$ 10,000
Pre-Opening Travel	\$ 50	-	\$ 1,500
Working Capital	\$ 15,000	-	\$ 52,500
Start Up Investment Range	\$ 119,100	-	\$ 269,880

Area Development: 3 Studios
\$77,800 + Studio1

Area Representative: 10+ Studios
25% of IFF, plus Studio1



UNIT ECONOMICS

Location A	2022	2021
GROSS RECEIPTS		
Service Sales	\$ 461,786	\$ 457,380
Retail Sales	\$ 52,276	\$ 50,994
Memberships	\$ 53,803	\$ 52,050
(Returns and Allowances)	\$ 367	\$ 504
Gross Sales	\$ 567,498	\$ 559,920
COST OF GOODS SOLD		
Product (Retail)	\$ 19,334	\$ 19,378
Product (Back Bar & Supplies)	\$ 23,106	\$ 22,686
Direct Labor	\$ 207,292	\$ 209,288
Royalties	\$ 39,725	\$ 39,230
Total Cost of Goods Sold	\$ 289,457	\$ 290,582
Gross Profit	\$ 278,041	\$ 269,338
EXPENSES		
Total Operating Expenses	\$ 107,817	\$ 108,127
Net Operating Income	\$ 170,224	\$ 161,211

Location B	2022	2021
GROSS RECEIPTS		
Service Sales	\$ 359,200	\$ 337,546
Retail Sales	\$ 35,678	\$ 31,386
Memberships	\$ 36,221	\$ 33,937
(Returns and Allowances)	\$ 212	\$ 402
Gross Sales	\$ 430,887	\$ 402,467
COST OF GOODS SOLD		
Product (Retail)	\$ 13,665	\$ 13,463
Product (Back Bar & Supplies)	\$ 16,041	\$ 13,971
Direct Labor	\$ 153,150	\$ 142,908
Royalties	\$ 30,161	\$ 28,173
Total Cost of Goods Sold	\$ 213,017	\$ 198,515
Gross Profit	\$ 217,870	\$ 203,953
EXPENSES		
Total Operating Expenses	\$ 71,616	\$ 66,701
Net Operating Income	\$ 146,254	\$ 137,251

* 2023 FDD Item 19 (Two corporate locations)



Happy franchisees
Patrick & Lynette



Additional Key Points

- Owner-operator or Semi-absentee
- Multiple services – with recurring visits - create a destination experience
- Residual revenue stream with high retention
- At the forefront of Clean Beauty transformation
- Focus on franchisee bottom line – cost efficiencies found and applied quickly
- Low employee count – 5-8



Ideal Candidates

- Multi-unit owners – low cost of entry lowers barrier
- Any background works – Beauty experience NOT required
- However - healthcare workers, cosmetologist, estheticians, definitely "get it"
- Corporate executives that want to start their supplemental career before retirement
- Food franchisees!



LEARN MORE...

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sugarsugarTM

