

GLAMOUR
SECRETS[®]
GS BEAUTY BAR



MASTER UNIT
FRANCHISE

**THE
LEADER in
EXPRESS
BEAUTY**

ABOUT **GLAMOUR** SECRETS[®] GS BEAUTY BAR

Glamour Secrets GS Beauty Bars are the newest offering in “express beauty services” in Canada. When you need to be glammed up in a hurry, just stop in to one of our Glamour Secrets GS Beauty Bars -- no appointment necessary! The Glamour Secrets GS Beauty Bar concept was developed by Trade Secrets -- Canada’s most trusted beauty brand. Our Beauty Bar services get you in and out in a flash and we offer the most popular of quick Beauty Services for today’s woman on the go.

SERVICES OFFERED

Hair wash + Blow dry
Threading + Wax extension
Hair extension
Nail polish + Shellac
Full face treatments
Waxing + Laser
Tinting
Facials + Makeovers
+ many others.

QUICK FACTS

- Designed and created by Trade Secrets **TRADE**
SECRETS Canada’s leading beauty retail chain
- Capitalizing on the explosive growth in esthetical demand
- Quick service beauty bar with an all in one beauty service concept
- Retail area includes many of the best world class salon grade beauty brands
- Beautifully designed stores include music, beauty stations, wireless and video screens with live beauty blogs, demonstrations and beauty advice



GS BEAUTY GROUP UNVEILS NEW QUICK SERVICE SALON CONCEPT

How Glamour Secrets GS Beauty Bar is more than just a blow and go

As GS Beauty Group gears up for another franchising season, the parent company of some of Canada's biggest beauty retailing and salon brands — including Trade Secrets, Glamour Secrets and Taylor & Colt — is announcing the launch of a new franchise concept, Glamour Secrets GS Beauty Bar, which is set to capitalize on the growing in-and-out-beauty trend.

“In today's fast-paced world, we've noticed that many of our clients have a real need for speed,” says Doug Warren, director of franchising for Glamour Secrets GS Beauty Bar. “Glamour Secrets GS Beauty Bar appeals to the time-crunched working woman or full-time mother that wants quick service but doesn't want to sacrifice on quality.”

More than just your typical blow and go, Glamour Secrets GS Beauty Bar offers a wide range of services including mini makeovers, manicures, pedicures, laser hair removal, eyebrow and lip waxing and threading, nail painting, hair extensions, shampooing and blow-drying, teeth whitening, and body slimming. The company's mission is to have clients shampoo, blow, polish, wax and whiten before they go.

“We may be fast but we still have a keen eye for detail and quality,” Warren says, adding that clients won't need to worry about making an appointment. “We pride ourselves on being both prompt and professional.”

Glamour Secrets GS Beauty Bar is now open at 8 locations from B.C to Ontario with 20 more in development, Glamour Secrets GS Beauty Bar executives know a thing or two about running a successful Canadian beauty retailer and salon. The new venture is the sister company of Trade Secrets, a well-known retailing chain with 66 locations in Ontario and Quebec and 27 years experience in the beauty business.

“Glamour Secrets GS Beauty Bar will be able to leverage the knowledge, expertise and experience gained from spending 27 years in the Canadian marketplace,” Warren says. “Speedy, high-quality service is where the beauty industry is heading.”

Glamour Secrets GS Beauty Bar is a one-stop-beauty-bar that'll pamper women whether they have 15 minutes to one hour to spare.

FRANCHISE INCLUDES

- Site selection
- Lease negotiation
- Design, build out, equipment
- Complete training in all aspects of store operations
- Grand opening assistance
- Advertising and marketing support
- Ongoing store level and head office support









FRANCHISE INVESTMENT BREAKDOWN

Franchise Fee.

\$35,000 (CAN)

Store Design, Construction, Leaseholds and
Equipment Package.

Approx. \$285,000

(Eligible for up to 90% Financing)

Opening inventory

Approx. \$20,000



OUR DUAL CONCEPT FRANCHISE OPPORTUNITY



TAKE ADVANTAGE OF 2 FRANCHISE CONCEPTS
SIDE BY SIDE THAT COMPLEMENT EACH OTHER.
FOR DETAILS, TALK TO DOUG WARREN IN THE
FRANCHISE DEPARTMENT

PROVINCES

REGIONS

STATES

CITIES

LOCATION
OPPORTUNITIES

MALLS

STREETS

PLAZAS

HOTELS

AIRPORTS

***SHOPPING
CENTRES***



**GLAMOUR
SECRETS®**
GS BEAUTY BAR

**GLAMOUR
SECRETS®**
GS BEAUTY BAR

O.P.I. BUY 3 GET 20% OFF

ODY



...[...] sense pleasure or deep satisfaction
...[...] color, sound, etc.).
...[...] from 20
...[...] design or
...[...] personality
...[...] are manifest)
Sa beautiful thing, as a work of art
...[...] by a woman
...[...] something
...[...] nature or in some natural
...[...] or artificial e
...[...] my pleasure:
BLOW-DRY
...[...] that is painting
...[...] this medicine is the freedom from affect
...[...] ay: My sun
...[...] was a



FINANCING PROGRAM

Glamour Secrets
GS Beauty Bar
franchise is eligible
for up to 90%
financing for
leaseholds and
equipment.

Some conditions apply.



ASK YOURSELF

- Are you making what your worth?
- Are you ready to be your own boss?
- Are you interested in a ground floor opportunity with unlimited potential?
- Would you be interested in multiple cash flow opportunities?
- Do you want to leverage the experience of a national franchisor?



YOUR NEXT STEPS

- 1.** Contact Doug Warren at 1.888.264.7444 ext.115 or email franchising@gsbeautygroup.com
- 2.** Complete an application
- 3.** Book an appointment or teleconference
- 4.** Book a visit for an orientation at the Glamour Secrets GS Beauty Bar head office

YOUR MASTER FRANCHISE INCLUDES

- Exclusive rights to develop concepts in your own master territory or country
- Access to trademarks, systems, manual operations software
- Full training & software
- Store layouts & design
- Site location assistance
- Lease negotiation assistance
- Visits by home office personnel

MASTER FRANCHISE INCOME STREAMS

- Royalties from store sales in your territory
- Ad fund royalties from store sales, in your territory to build the brand awareness in your market
- Franchise fees from unit franchises sold in your territory
- Renewal & Transfer Fees
- The creation of a royalty stream that may be worth millions in the future

MASTER FRANCHISE COSTS WILL VARY DEPENDING ON SIZE OF TERRITORY AND COSTS TO OPEN PILOT. (\$)

TC BEAUTY GROUP

EXISTING LOCATIONS

TAYLOR & COLT CANADA

ONTARIO

GTA CENTRAL

Royal Bank Plaza, North Tower
Commerce Court
Simcoe Place

GTA NORTH

Promenade Mall

ALBERTA

Calgary Airport

OTTAWA AREA

Rideau Centre

BRITISH COLUMBIA

Uptown Mall

TAYLOR & COLT USA

MICHIGAN

Ann Arbor
Rochester Hill Village

TRADE SECRETS CANADA

ONTARIO

GTA CENTRAL

1398 Yonge and St. Clair
Dufferin Mall
Eaton Centre
Holt Renfrew
TD Centre
Hudson's Bay Centre

GTA NORTH

Centerpoint Mall
Hillcrest Mall
Promenade Mall
RioCan Colossus Centre
Vaughan Mills

GTA EAST

Eglinton Square
Fairview Mall
Markville Mall
Oshawa Shopping Centre
Pickering Town Centre
Scarborough Town Centre
SmartCentres Pickering
SmartCentres Whitby North

GTA WEST

Sherway Gardens
RioCan Centre Burloak
Bramalea City Centre

MISSISSAUGA

Erin Mills Town Centre
Heartland Town Centre
Square One
Sheridan Mall

HAMILTON AREA

Eastgate Square
Lime Ridge Mall
SmartCentres Ancaster
Burlington Mall
SmartCentres Burlington

NEWMARKET

Green Lane Centre

Upper Canada Mall

CAMBRIDGE

Cambridge Mall

GUELPH

Stone Road Mall

KITCHENER

Fairview Park Mall
Kitchener Sunrise PC

LONDON

Masonville Mall
White Oaks Mall

OTTAWA AREA

Barrhaven Market Place
Bayshore Shopping Centre
Kanata
Rideau Centre
SmartCentres Orleans

SUDBURY

RioCan Centre Sudbury

WINDSOR

Devonshire Mall

NIAGARA

The Pen Centre

QUÉBEC

Carrefour Angrignon (Lasalle)
Champlain Mall (Brossard)
Kirkland Centre
Le Carrefour Laval
Les Promenades St-Bruno
Les Rivières (Trois Rivières)
Méga Centre Notre-Dame (Laval)
Méga Centre Quartier Dix/30
(Brossard)

GLAMOUR SECRETS GS BEAUTY BAR CANADA

ONTARIO

GTA CENTRAL

Commerce Court
Simcoe Place
Vaughan Mills
Union Station

MISSISSAUGA

Heartland Town Centre

HAMILTON

Eastgate Square

LONDON

White Oaks Mall

BRITISH COLUMBIA

Chilliwack

GLAMOUR SECRETS CANADA

ONTARIO

Niagara

NEWFOUNDLAND LABRADOR

Avalon Mall

ALBERTA

CrossIron Mills
St. Albert Centre

NEW BRUNSWICK

Champlain Place



FOR FRANCHISE INFORMATION

Contact franchising@gsbeautygroup.com

| 1-888-264-7444 ext. 115 | www.GlamouSecretsBeautyBar.com

