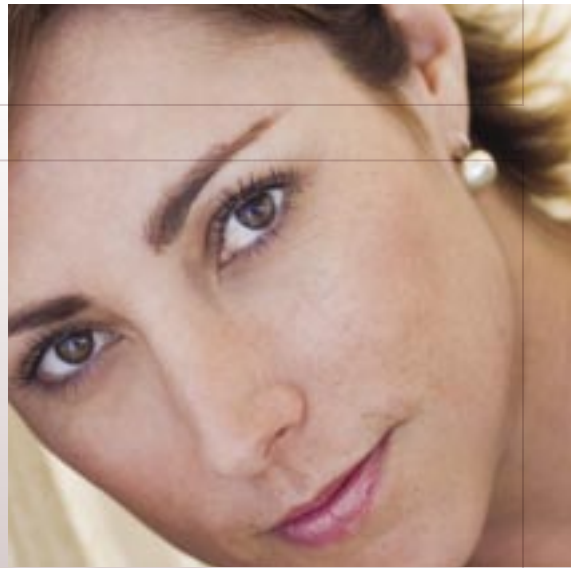
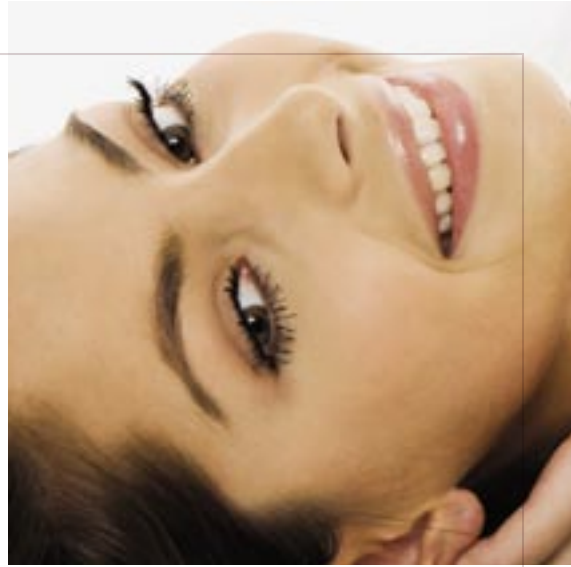


**GLAMOUR**<sup>®</sup>  
SECRETS





## founders message

It is my honour and privilege to present you with what I think you will find is a very exciting and rewarding franchise business opportunity. We have successfully built the franchise network on the cornerstones of a large selection of product offerings, outstanding customer service offered in an attractive retail environment, with unique design and high visibility locations that are convenient for the consumer. Our reputation speaks for itself, and I urge you to feel free to speak with our franchisees and our management team. You will find an engaging and entrepreneurial spirit has been carried forward from my original vision where I am confident you will be satisfied with your findings.

I wish you prosperity and good fortune as you commence your new future as one of our valued franchisees.

Per: Joseph Bellotti

A handwritten signature in white ink, appearing to read 'Joseph Bellotti', written in a cursive style.

## our vision

Our vision is to be an influential driver in the beauty industry with an uncompromising commitment to innovation.

## our mission

Glamour Secrets is an innovative retailer of beauty products with a passion for discovering the new and exciting. Our mission is to inspire our customers to look and feel good about themselves. Glamour Secrets is committed to service, quality and an entrepreneurial spirit.





glamour secrets  
commitment



## OUR GOALS

Our Management Team has developed the following short and long-term objectives for a Glamour Secrets Franchise.

- 1 To strengthen and build upon our leadership position in the beauty industry.
- 2 Maintain a lasting presence that creates loyalty from its stakeholders and customers worldwide.
- 3 Provide quality innovative services and consistent supply of professional salon and spa products.
- 4 Provide professional training, continuous support and assistance to our franchise network.
- 5 Maintain a retail atmosphere that is warm, inviting and conducive to an outstanding retail experience.
- 6 To be recognized as a global leader in beauty retail and to be known for high quality products and services that surpass consumer expectations.
- 7 To be the leading presence and retailer of choice for world-class brand name beauty products and services.



## BENEFITS OF A FRANCHISE

Buying a franchise is an investment in your future. Many people dream of being an entrepreneur. By purchasing a Glamour Secrets Franchise, you are investing in a proven franchise concept with proven history of success and in an industry that is always on the cutting edge with innovation and a trend setting mandate. Owning a franchised business typically has been noted to yield a higher (ROI) than other independent investments, however, the return is greatly affected and sensitive to economic changes, competition and trends in consumer preferences. Despite these changes, Glamour Secrets has established and maintained its status as the franchise leader in the beauty industry.

## WHO WE ARE

Glamour Secrets is the pioneer of the one stop beauty retail boutique that combines both a tremendous variety of beauty products with the compliment of a full service salon. Glamour Secrets perfectly provides a wide range of beauty products to consumers at competitive prices in high visibility and carefully selected retail locations. The growing consumer demand for styling, cosmetic and beauty products creates an exciting opportunity for a Glamour Secrets franchise.

## THE BEAUTY INDUSTRY

One does not need to look far to see that the beauty industry has continued to exhibit an exponential growth rate. Worldwide, it represents trillions of dollars in annual revenue and makes up a substantial piece of the overall retail industry. From facials, manicure and pedicure, cosmetics, hair and skin care products to complete esthetic services, the beauty industry continues to service the needs of many consumers. The desire to look good, feel young and vibrant and lead a happy life has led to this huge boom in all areas of the beauty industry and will continue to fuel the success of Glamour Secrets.

# benefits

GLAMOUR SECRETS

## the franchise program

### REAL ESTATE AND SITE SELECTION

Glamour Secrets is well known for selecting high visibility retail locations within malls and outdoor retail centers suitable to the Glamour Secrets site criteria. We will work with you to ensure an ideal site is selected that meet our high standards.

### LEASE NEGOTIATION

Glamour Secrets will engage in lease negotiations on behalf of the franchisee. This gives the franchisee a competitive advantage over other franchisees that must enter into a lease directly with landlords of retail centres.

### STORE DESIGN AND CONSTRUCTION

Initial store design is coordinated by the Glamour Secrets Construction Department. Each design is specific to the location size and allows for modifications. Glamour Secrets also controls and supervises the construction to maintain the exacting and rigorous standard and design of each store. Glamour Secrets provides for the franchisee a complete store schematic and set up as well as merchandising and opening inventory.

### COMPLETE TRAINING/ONGOING ASSISTANCE

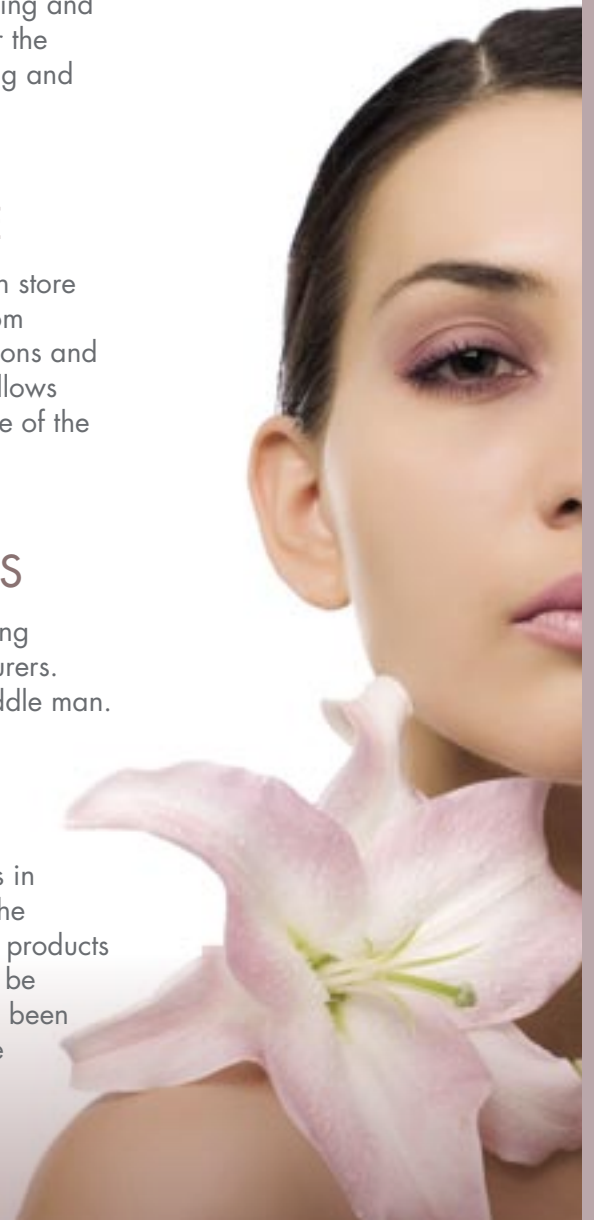
As a Glamour Secrets franchisee, you will undergo 3 weeks of intensive in store training covering all aspects of the Glamour Secrets franchise business from merchandising, customer service, cash management, advertising, promotions and store opening and closing procedures. Continuous operational support follows the extensive training program, from the store opening and through the life of the franchise business.

### PURCHASING POWER/VENDOR RELATIONSHIPS

One of the key strengths of the Glamour Secrets Franchise is the pre-existing relationship that has been developed with brand name product manufacturers. Glamour Secrets buys direct from the manufacturer and eliminates the middle man.

### MARKET RESEARCH AND DEVELOPMENT

Glamour Secrets is envied for its ability to tap the pulse of the latest trends in the fashion and beauty world and in many cases, before they catch on. The worldwide beauty and fashion market is monitored continuously and new products are researched for their salability on a constant basis. The franchisee can be assured that product and services they are providing their customers have been thoroughly screened and researched well before they are presented to the consumer market.





your

your investment includes

Site Selection – high visibility

Lease negotiation

Upscale boutique retail store

All design, construction, store fixtures and merchandising

Complete comprehensive 3 week training program

Ongoing retail operations support, training and assistance

Ongoing product and industry research and development

Operations Training Manual

Extensive product selection



## Financing Your Investment

Most major banks and lending institutions have programs that finance franchise small business start-ups. We will guide and assist you through the process to ensure you receive the proper support from your lending institution.

### THE NEXT STEP

Fill out the application included in this package and fax or mail to:

GLAMOUR SECRETS  
101 Jevlan Drive, Woodbridge,  
Ontario, Canada L4L 8C2

Phone: 1.866.713.7487  
Fax: 905.264.2779  
franchising@glamoursecrets.com  
[www.glamoursecrets.com](http://www.glamoursecrets.com)



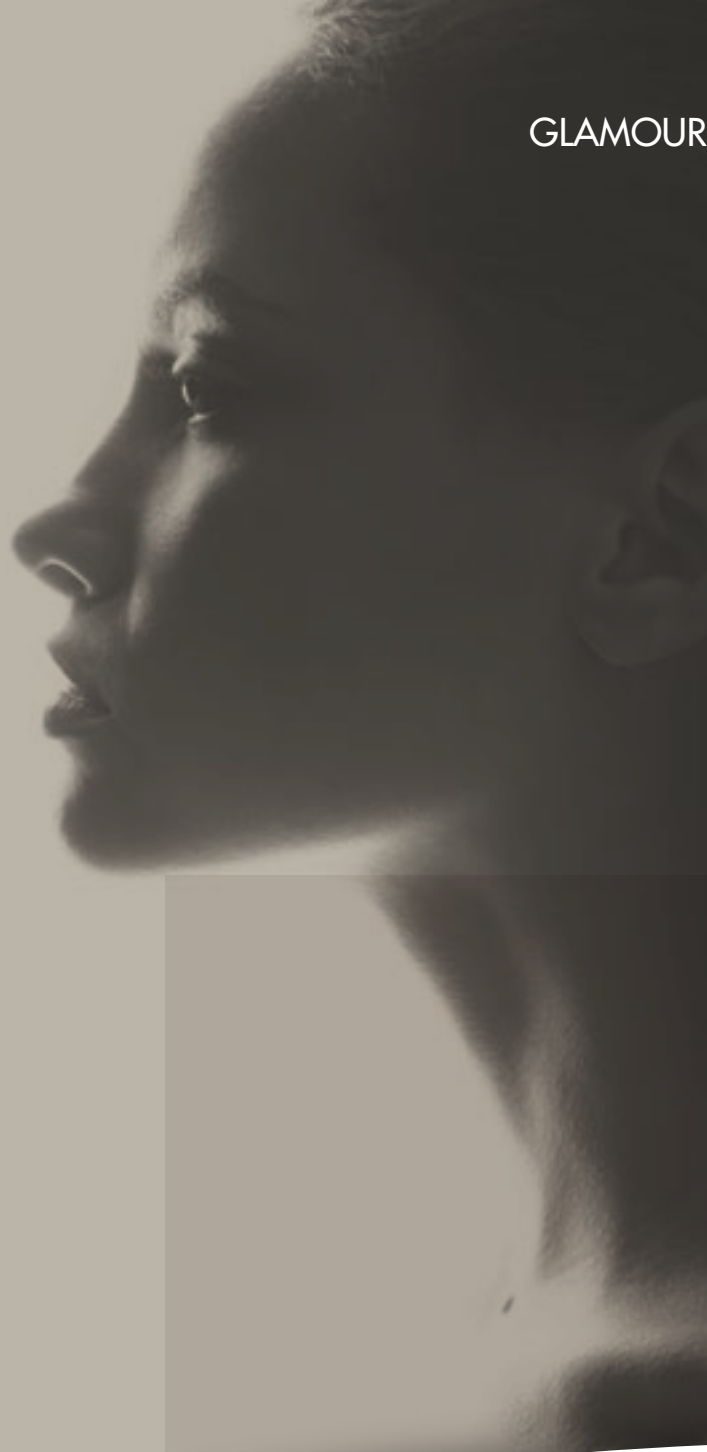
# an opportunity

Glamour Secrets provides an opportunity for franchisees to take full advantage of over 20 years of pioneering a success story in the beauty supply industry and turn it into a business of their own. You are in business for yourself but not by yourself. Glamour Secrets retails over 5000 name brand premium salon quality beauty products that at one time were only found in typical salons. The retail customer can access brands like Wella, OPI, Sebastien, Redken , Rusk, Matrix and hundreds more. All products are available for testing at tester bars placed throughout the store. Glamour Secrets is able to service the need for total beauty.

The franchise is a turn key opportunity. From the initial meeting through to financing, store construction, merchandising to training, everything has been tested for success.

- Highly visible locations
- Growing brand name recognition
- Tremendous variety, quality and sought after name brand products to sell
- Recession proof business, demand keeps growing
- Beauty is one of the largest and fastest growing industries in the world
- Beautiful warm, inviting and friendly retail environment
- Very high customer repeat and retention rate
- Stores receive powerful national and regional advertising
- Purchasing, inventory and operational systems tested and successful
- Excellent initial and ongoing support and training
- Head office research of products ongoing
- Best practices in terms of service and customer advice

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