



HOW TO OWN A FACE SPA

A proven **beauty** franchise with
a 50+ year history!

Caryl Baker
VISAGE
the face experts



Welcome to the *exciting* world of beauty!

If you ask our partners why they love being Caryl Baker Visage franchisees, they'll tell you it's because they ***love what they do!*** If beauty and cosmetics excite you and owning your own business is a dream of yours, we should talk!

Our philosophy is simple: we want to help everyone look and feel their best! Our tools for accomplishing this are personal care services, skin care solutions, and makeup products. We use only quality items, provide the gold-standard in services, and have the best trained consultants on our front lines – we truly are the *Face Experts*.

Reviewing this information guide is the first step to helping you decide if Caryl Baker Visage is the opportunity you've been looking for. We hope it is!

With Beautiful Regards,

The Caryl Baker Visage Team

Who you are...

YOU'RE A LEADER!

You are dynamic and energetic, have a positive attitude, and thrive in a retail services and sales environment. As a franchise owner, you manage the day-to-day operations and lead your team of professional *Face Experts*, offering your clients an extensive selection of beauty services and treatments and a professional line of Caryl Baker Visage skin care and cosmetics.

YOU INSPIRE!

You will join a team that shares a common goal: to enhance our clients' natural beauty through the talent of you and your educated and certified team of *Face Experts*, with innovative products and facial services.



Our “WOW” factor

WHY CARYL BAKER VISAGE?

- We’ve been around longer than most! Caryl Baker started the business in 1969 – over 50 years ago. Talk about a track record!
- We source, package, and market our own exclusive line of cosmetics and skin care products sold under the Caryl Baker brand name.
- We have one of the highest quality training programs available – once you graduate from our Beauty Academy, you will be an expert in beauty and skin care!
- When it comes to marketing and promotions we focus on providing exciting and innovative marketing strategies and promotional campaigns designed to maximize your success.
- As a Caryl Baker Visage franchisee, your work is your passion!

We care!

We consult with our clients, creating a dialogue to better understand and address their unique needs. Our approach to skin care is progressive, not aggressive. We customize and personalize a solution-focused beauty program according to our clients’ skin type and the results they want to see.

Every service we perform adheres to the strictest hygienic standards and Public Health protocols, with every one of our locations Green-Pass Approved for safe beauty. As a result, Caryl Baker Visage is the “go to spot” for a wide range of facial services, skin care, cosmetics, and ear piercing.





Your tool kit

YOUR TOOLKIT

Our ongoing research and development efforts allow us to introduce innovative products and services that keep us at the forefront of the ever-changing beauty and skin care industry.

We address everything from the décolletage up and offer an impressive line of face-specific services including: Eyebrow Waxing, Eyebrow and Lash Tinting, Microblading, Lash Lifting and Extensions, Facial Treatments, HydraFacial®, Makeup Applications, Ear Piercing, and more!

Our extensive collection of products are made up of skin care for every skin type and includes cleansers, toners, moisturizers, exfoliators, eye creams, and specialty treatments. We also offer a wide range of cosmetics under our own Caryl Baker brand such as foundation, primer, concealer, lipstick, eye shadow, mascara, blush, brow product and more!

How we help

OUR DEDICATION: PARTNERSHIP

You will receive hands-on experience, learn product knowledge and how to perform every service we offer; you won't just learn about our products and services, but also how and why they are beneficial to our clients. The result is a highly-qualified and professionally-trained franchise owner, who is capable of providing the entire Caryl Baker Visage service offering. We provide you with our expertise on an ongoing basis with regular supervisory visits, training, and updates, as well as marketing initiatives and promotions to make the most of your clientele and to maximize your sales. You'll also have access to our in-house software system along with technical support to any questions you may have.

To become a *Face Expert*, you will participate in our leading edge training program where you will learn everything from our products and services to successfully operating your location. Training is held at our Beauty Academy in Toronto, followed by an apprenticeship in an existing Caryl Baker Visage location.

We will be there every step of the way, from guiding with financing, site location, and contractor recommendations to providing comprehensive training in all facets of operating your franchise. Our franchise system and operating procedures are designed to bring maximum benefit to your business.

10 Steps to Grand Opening

- 1.** After you have carefully reviewed this material, and are interested in finding out more, please complete and send us a [Franchise Application](#) together with a list of any questions you have to franchise@carylbbakervisage.com.
- 2.** Upon receipt, review, and approval of your Franchise Application, we'll contact you to arrange a preliminary phone interview.
- 3.** If selected to move forward, you will be invited to visit our Head Office in Toronto for a personal interview and open discussion with our executive team. You will also be provided a copy of our Franchise Disclosure Document.
- 4.** The total Franchise Fee is \$20,000. Once you are provided with our Franchise Disclosure document, Franchise Agreement, and Sublease Agreement, you are required to remit \$4,000 deposit towards the total Franchise Fee. This deposit is fully refundable should you decide not to proceed.
- 5.** After receipt of the Franchise Disclosure Document, you will have a minimum of 14 days to review the various agreements and to contact us to answer any additional questions you (or your advisor) may have. During the 14-day review period, you will be spending some time visiting one or more of our Franchise locations to familiarize yourself with the day-to-day operations.

- 6.** Once the 14-day disclosure period has expired and you are selected as a viable candidate and you wish to proceed with the purchase of a franchise, the next step is to sign the Franchise Agreement and Sublease Agreement and remit the final non-refundable \$16,000 balance payment of the Franchise Fee. At this time the \$4,000 deposit becomes a part of the total franchise fee of \$20,000.
- 7.** Once your location is secured, a \$20,000 construction deposit will be required and applied toward your last construction payment.
- 8.** While your location is being constructed, you will participate in our comprehensive Beauty Academy training program, where you will become an expert in all things relating to cosmetics, skin care, and aesthetic services. During your in-salon apprenticeship, you will receive training in all facets of operating a Caryl Baker Visage franchise such as service and sales skills development, merchandising, ordering, controlling inventory, administrative responsibilities, and management.
- 9.** A team from Head Office will be on hand to assist you on setting up and preparing your Face Spa for its opening day.
- 10.** The big day arrives to execute your Grand Opening event and marks the beginning of your new franchise!

FAQs

Q: Do I have what it takes to be a Caryl Baker Visage franchise owner and do I need experience?

A: As an owner of your Face Spa, you and your team of *Face Experts* reflect and represent the beauty industry. Having previous experience in aesthetics and cosmetic retail sales is a definite advantage, but not mandatory. A positive attitude is the thing that makes a big difference. We will educate you to develop and gain the necessary skills required to succeed in your new business venture.

Q: Why are Caryl Baker Visage franchises successful?

A: We are a truly unique concept by combining an exceptional selection of skin care and cosmetic products, with premium service offerings, and highly trained Face Experts that offer professional beauty advice and expertise to our valued clients.

Q: Are there standardized operating procedures?

A: Yes. Caryl Baker Visage has developed a refined franchise system and operating procedures, which are designed to bring maximum benefit to your Face Spa.

Q: How do I learn the Caryl Baker Visage system?

A: We provide a comprehensive training program where you will be taught product knowledge and how to perform all of the services that we offer. This is followed by in-salon training at a Caryl Baker Visage location where you will receive hands on experience and learn all aspects of operating a successful Face Spa to be fully versed in all phases of our operation.

Q: What else does Caryl Baker Visage provide?

A: We provide many additional services such as: new products and formulas that we develop and test, continuous consultation and assistance, regular visits to your location, continued quality control, merchandising and advertising materials, new promotional ideas, and ongoing training.

Q: How much does a Caryl Baker Visage Face Spa cost?

A: The total investment can range from approximately \$280,500 to \$357,500 for a store size of 600 to 900 sq. ft. This includes cost to build your Face Spa, inventory, equipment, franchise fee, and first month's rent.

Q: Is financing available?

A: The Canada Small Business Financing Program (formerly known as the Small Business Loan, SBL) is available. To learn more about your eligibility and how to apply for the CSBFP, visit: <https://bit.ly/2Z3G1p0>

Q: Is location important?

A: Location is critical. We make every effort and use our considerable expertise in market analysis, site selection, and lease negotiation before a decision is made. We carefully select each location after feasibility studies have been completed.

Q: Will I receive continuing assistance?

A: Yes. We provide you with our many years of experience managing franchises. Owners will be backed by far larger resources and broader experience than an individual alone could hope to achieve. We believe in constant communication, which is the key ingredient to developing any relationship between franchisee and franchisor.

Q: Is the business seasonal?

A: Sales are fairly even throughout the year with the exception of the winter holiday season when the enclosed shopping malls are busier, at which time you can expect higher weekly sales.

We're Growing!

NOW ACCEPTING FRANCHISE APPLICATIONS FOR:

New and existing locations available throughout Canada

CURRENT LOCATIONS

- Bayshore Shopping Centre - Ottawa, ON

Bramalea City Centre - Brampton, ON

Devonshire Mall - Windsor, ON

Erin Mills Town Centre - Mississauga, ON

Exchange Tower - Toronto, ON

Fairview Mall - Toronto, ON

Georgian Mall - Barrie, ON

Intercity Shopping Centre - Thunder Bay, ON

Lambton Mall - Sarnia, ON

Lime Ridge Mall - Hamilton, ON

Mapleview Centre - Burlington, ON

Markville Shopping Centre - Markham, ON

Masonville Place - London, ON

Oshawa Shopping Centre - Oshawa, ON

Pen Centre - St. Catharines, ON
- Pickering Town Centre - Pickering, ON

Place d'Orléans - Ottawa, ON

Promenade Mall - Thornhill, ON

Rideau Centre - Ottawa, ON

Scarborough Town Centre - Scarborough, ON

Sherway Gardens - Etobicoke, ON

Square One - Mississauga, ON

St. Laurent Shopping Centre - Ottawa, ON

Stone Road Mall - Guelph, ON

Sunridge Mall - Calgary, AB

Toronto Eaton Centre - Toronto, ON

Upper Canada Mall - Newmarket, ON

Vaughan Mills - Vaughan, ON

Westmount Shopping Centre - London, ON

White Oaks Mall - London, ON

FOR MORE INFORMATION

VISIT: www.carylbakervisage.com

EMAIL: franchise@carylbakervisage.com

Q: Do I need to work full-time in my Franchise and provide services to my clients?

A: Yes. Our 50 years of experience has proven that our most successful franchisees work at their location full-time.

Q: Where do I purchase my supplies?

A: All products and supplies are purchased directly from the franchisor.

Q: How long does it normally take to open a new location?

A: Generally, it takes four weeks to finalize the necessary paperwork. The completion time will then vary as the next steps are to design your space, applying for and receiving all necessary permits, securing a contractor after a bidding process, completing the construction, passing all inspections, getting a business license, and a Public Health Canada inspection for approval to open your business.

Q: What are my next steps to becoming a Franchise Owner?

A: Please submit a completed Franchise Application – a PDF format of the application can be [downloaded HERE](#). This is a request for additional information.

Q: What happens next?

A: We will contact you to discuss next steps and arrange a meeting at our Head Office in Toronto.

Caryl Baker
VISAGE

the face experts

For More Information Contact:
franchise@carylbakervisage.com