



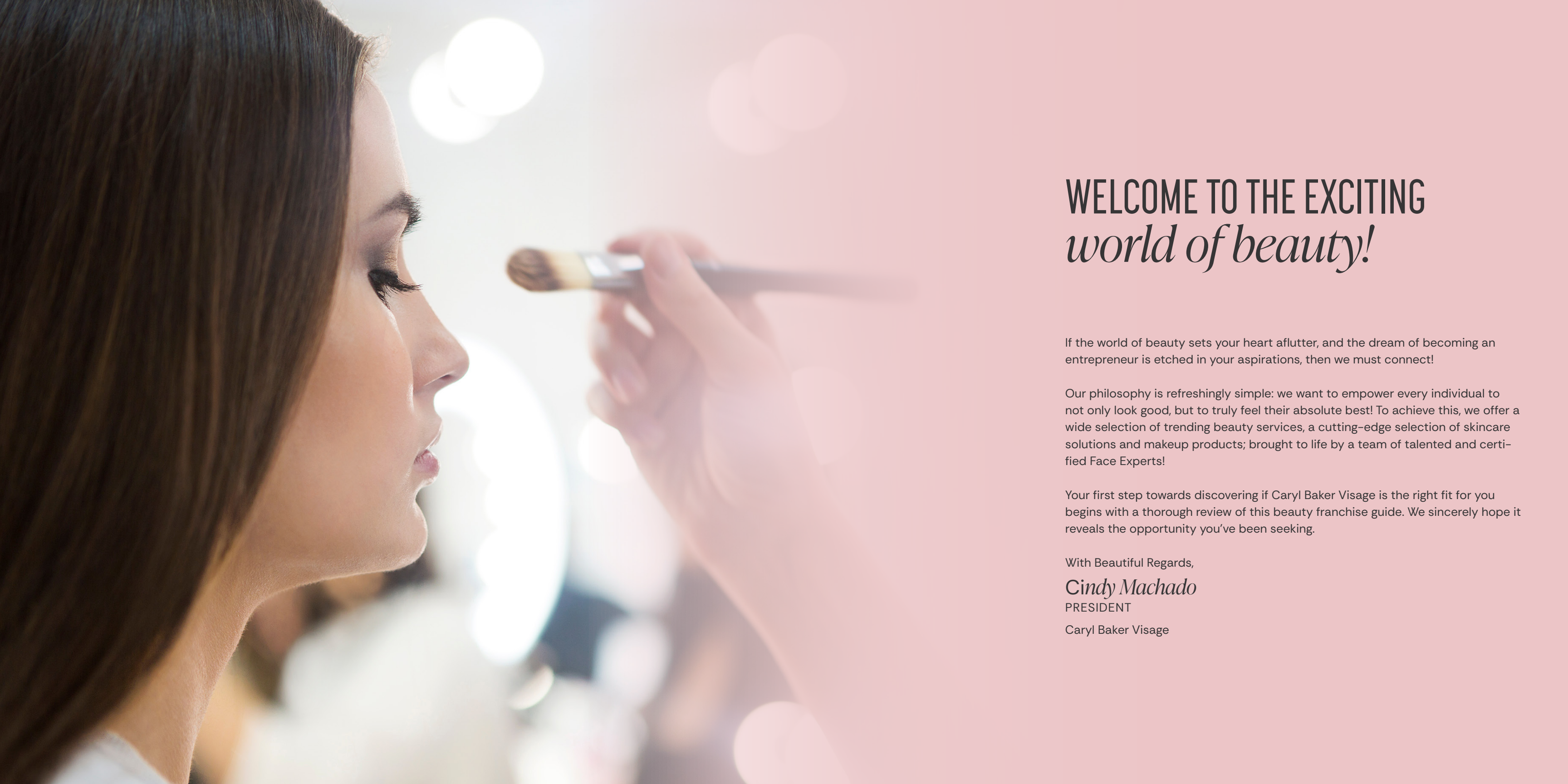
FRANCHISE BROCHURE

HOW TO OWN *a Visage*

A proven beauty franchise
with a 55+ year history!



Caryl Baker
VISAGE
the face experts



WELCOME TO THE EXCITING *world of beauty!*

If the world of beauty sets your heart aflutter, and the dream of becoming an entrepreneur is etched in your aspirations, then we must connect!

Our philosophy is refreshingly simple: we want to empower every individual to not only look good, but to truly feel their absolute best! To achieve this, we offer a wide selection of trending beauty services, a cutting-edge selection of skincare solutions and makeup products; brought to life by a team of talented and certified Face Experts!

Your first step towards discovering if Caryl Baker Visage is the right fit for you begins with a thorough review of this beauty franchise guide. We sincerely hope it reveals the opportunity you've been seeking.

With Beautiful Regards,

Cindy Machado

PRESIDENT

Caryl Baker Visage

WHO YOU ARE.

You're a Leader!

You're a go-getter that radiates positivity. You thrive in a retail services and sales environment. As a franchise owner, you run the day-to-day operations and guide your team of professional Face Experts. Together, you offer clients a wide range of beauty services and treatments, along with our top-notch Caryl Baker Visage skincare and cosmetics.

You Inspire!

You lead your team by uniting them by a common goal: to enhance your clients' natural beauty. With your team of educated and certified Face Experts, you bring innovation to the forefront, using our products and facial services to ignite inspiration in every client.



OUR “Wow” FACTOR

Proven Legacy

With a history dating back to 1969, we boast over half a century of experience in the beauty industry. Our track record is a testament to our enduring success.

Exclusive Product Line

We take pride in sourcing, packaging, and promoting our own line of cosmetics and skincare products, all bearing the trusted Caryl Baker brand name.

Top-Tier Training

Our Beauty Academy offers one of the most comprehensive and high-quality training programs available. Upon gradua-

tion, you'll emerge as an expert in the fields of beauty and skincare.

Innovative Marketing

When it comes to marketing and promotions, we focus on providing exciting and innovative marketing strategies and promotional campaigns designed to maximize your success.

Passion-Driven Work

As a Caryl Baker Visage franchisee, your profession aligns perfectly with your passion. You'll discover that your work is a labor of love in the world of beauty and skincare.

WE CARE!

We engage in meaningful consultations with our clients, fostering open dialogues to gain deeper insights into their individual requirements. Our skincare philosophy is centered on progress rather than aggression. We take a tailored approach, crafting solution-oriented beauty programs that align with each client's unique skin type and desired outcomes.

Our commitment to stringent hygiene standards and adherence to Public Health protocols is unwavering. Every one of our locations Green-Pass Approved for safe beauty. As a result, Caryl Baker Visage has emerged as the foremost destination for an extensive range of facial services, skincare solutions, cosmetics, and even professional ear and nose piercing!





YOUR TOOLKIT

Our relentless dedication to research and development is what keeps us on the cutting edge of the ever-evolving beauty and skincare industry. This drive empowers us to continually introduce innovative products and services that set new standards.

We believe in comprehensive beauty care that covers everything from the décolletage upward. Our impressive lineup of face-specific services includes Eyebrow Waxing, Eyebrow and Lash Tinting, Microblading, Lash Lifting and Extensions, Facial Treatments, HydraFacial®, Makeup Applications, Ear Piercing, and a whole lot more!

Our extensive product collection caters to every skin type, featuring a range of essentials such as cleansers, toners, moisturizers, exfoliators, eye creams, and specialized treatments. Additionally, we proudly offer a wide selection of cosmetics under our esteemed Caryl Baker brand, including foundation, primer, concealer, lipstick, eye shadow, mascara, blush, brow products, and more!

HOW WE CAN HELP

Our comprehensive training program ensures that you gain invaluable hands-on experience, developing a deep understanding of both our products and the execution of every service in our repertoire. But it's not just about the "what" – we make sure you understand the "how" and "why" behind each service's benefits for our clients.

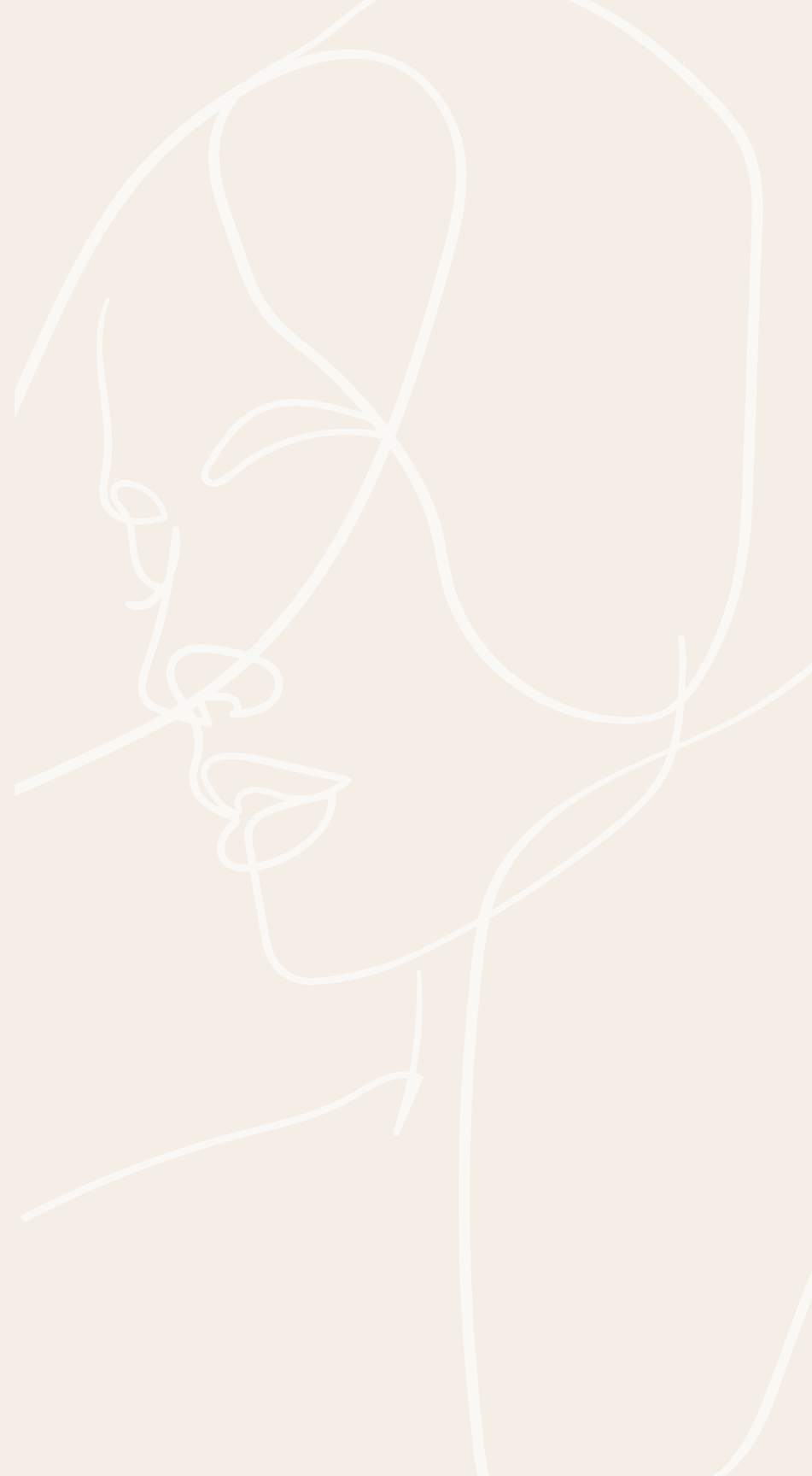
The result is a franchise owner who is not only highly qualified but also professionally trained to provide the complete range of Caryl Baker Visage services. Our commitment to your success doesn't stop there. We offer continuous support through regular supervisory visits, ongoing training sessions, updates, and an array of marketing initiatives and promotions designed to bolster your client base and boost your sales.

Becoming a Face Expert is an exciting journey that begins with our cutting-edge training program. Here, you'll immerse yourself in the intricacies of our products, services, and the essential skills needed to run your location successfully. Your training experience kicks off at our prestigious Beauty Academy in Toronto, followed by an invaluable apprenticeship within an established Caryl Baker Visage location.

Rest assured; we'll be your unwavering support system every step of the way. From assisting with financing to aiding in site selection and recommending contractors, we provide comprehensive guidance to ensure your franchise's success. Our franchise system and operational procedures are meticulously designed to deliver maximum benefits to your business, making sure you're well-equipped for success.

10 STEPS TO *Grand Opening*

- 01 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@carylbakervisage.com**.
- 02 Upon receipt, review, and approval of your Franchise Application, we'll contact you to arrange a preliminary phone interview.
- 03 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.
- 04 The total Franchise Fee is \$25,000. Once you are provided with our Franchise Disclosure document, Franchise Agreement, and Sublease Agreement, you are required to remit \$5,000 deposit towards the total Franchise Fee. This deposit is fully refundable should you decide not to proceed.
- 05 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.



- 06 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 \$20,000 balance payment of the Franchise Fee. At this time the \$5,000 deposit becomes a part of the total franchise fee of \$25,000.
- 07 Once your location is secured, a construction deposit will be required and applied toward your last construction payment.
- 08 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.
- 09 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 \$384,458 to \$517,650 for a store size of 500 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 and site selection 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 which is always a busier time of the year for all, which time you can expect higher weekly sales.

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.

FAQS

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.

WE'RE GROWING!

*Now Accepting Franchise Applications for:
New and existing locations available throughout Canada.*

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

Pen Centre
St. Catharines, ON

Pickering Town Centre
Pickering, ON

Place d'Orléans
Ottawa, ON

Promenade Mall
Thornhill, ON

Rideau Centre
Ottawa, ON

Sherway Gardens
Etobicoke, ON

St. Laurent Shopping Centre
Ottawa, ON

Stone Road Mall
Guelph, ON

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 us at
www.carylbakervisage.com

or Contact us at:
franchise@carylbakervisage.com

