

Fuchsia Spa Franchise Brochure

fuchsia[®]
Facials. Massage. Beauty.

Think pretty. Think Fuchsia.

The Fuchsia Story



Lisa Vukonich, Co-Founder



Erin Owens, Co-Founder

The Fuchsia journey began over lunch as co-workers Erin and Lisa, employed in higher education, discussed the lack of affordable skin care and massage services available. Both Erin and Lisa embraced an entrepreneurial spirit that would soon lead them to a successful partnership and vision come true. Both had a common love and respect for the skin care and massage industry and wondered if somewhere there would be an opportunity to make a difference.

After much research in the market it was apparent that there was no place the everyday woman could consistently and financially manage a good skin care and body wellness regiment. High-priced pretentious spas made it difficult to frequent beyond the once a year splurge and while delighted with the experience, little long-term benefits could be realized.

Fuchsia was designed to bring those delightful and beneficial services to a larger population who had been left out of the market. Beauty doesn't have to come at a price and Fuchsia's goal is to provide the most current, results based techniques in skin and body care along with quality products, professional and passionate staff in an energetic, warm and welcoming environment.

Today, we continue our journey and passion with Fuchsia. We love meeting the amazing people who come to us to fulfill their need for quality services in a place that some call their second home. We have had the pleasure and honor of sharing some of life's greatest moments with our guests and staff and realize the value of our relationships. We are committed to staying innovative and educated in the industry to ensure that we are bringing the best possible care to our guests at a manageable price.



The Fuchsia Way of Doing Business

Fuchsia is the only affordable, membership-based day spa concept that focuses on aesthetics (known to be the most profitable segment of the spa industry), caters to women and offers multiple revenue streams such as aesthetics, massage, nail services and our own skin care line.



The Fuchsia Investment Scoop



Expenditures

Franchise Fee:

Single: **\$45,000**

Multi-Unit: **\$35,000**

Total Initial Investment:

\$252,324 - \$607,824 per unit

Minimum Net Worth:

Net worth: **500k+**

Liquid Assets: **150k+**

Royalty:

6%

Brand Fund Ad Fund:

1%

Local Store Marketing:

First Year: **\$3000 a month**

Second Year: **\$2000 a month**

Third Year: **1%**

Site Selection Assistance:

Yes

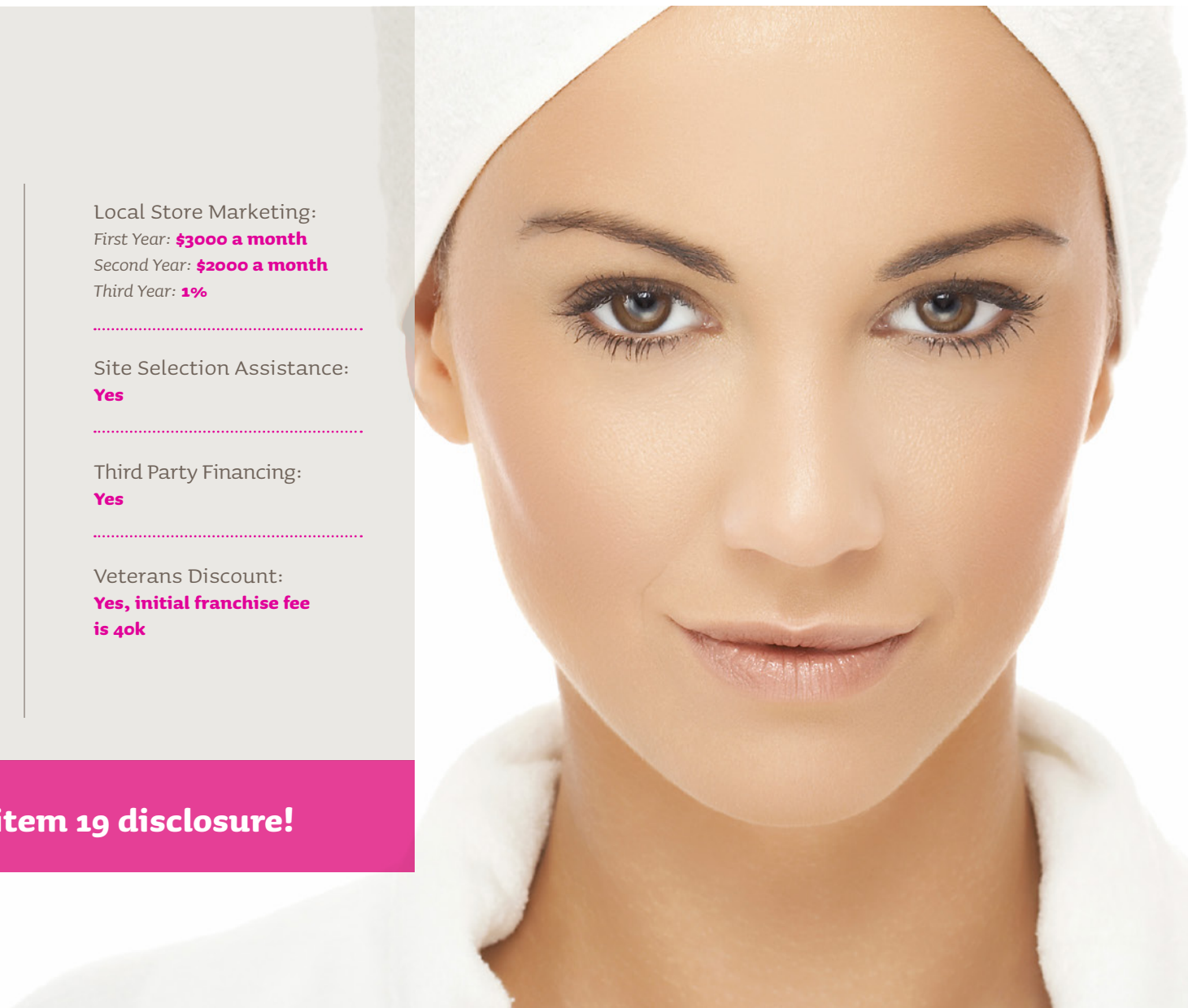
Third Party Financing:

Yes

Veterans Discount:

Yes, initial franchise fee is 40k

An impressive item 19 disclosure!



What makes Fuchsia different

We aim to change the face of spa services!

- Expertise and focus is on skin care which is known to be the most profitable segment in a 15.5 billion revenue industry
- Cater to women
- Customized Guest Experience
- Offer comprehensive service & products that fits busy lifestyles and pocketbooks
- Full service membership-based day spa
- Monthly reoccurring revenue through membership model
- Ongoing support & profit coaching
- Fuchsia Advanced Skin Care Line
- Non-commission employees

Why we developed our own line:

- Our brand vision is to deliver stunning skin deep results at home and in the treatment room.
- Creates revenue stream exclusive to Fuchsia and cannot be purchased online.



2015 SPA STATS

- 176 million** spa visitors
- \$15.5 billion** total revenue
- Average money spent on Spa visit is **\$88**
- Spa visits going from luxury to maintaining healthy lifestyle
- Total spa visits were **6.7% higher** in 2014
- Anti-aging skin care sales of over **\$2 billion** in 2014

Fuchsia Press



People Love Fuchsia!

- Best Day Spa for 2015 by Phoenix Magazine
- Voted Top 10 Value Spa by Gayot.com
- Rachael Ray Magazine-
Listed as one of the best places to get facial
- People on Yelp love us! We have a 4 star Yelp rating
- Five stars on Demandforce
- Nails Magazine
- Day Spa Magazine
- Franchising USA
- Franchising.com
- East Valley Tribune
- Phoenix Business Journal
- AZ Central
- Arizona Foothills
- All local news channels

Fuchsia Philosophy

We seek the good in others and are relentless in the pursuit of helping them achieve their goals and challenge ourselves to pursue the best path (not the easy path) in the achievement of our own.

We believe that positive or negative, attitudes are contagious and expect leadership to set the tone and depth of the Fuchsia® brand culture every day.

We seize every opportunity to make a difference in the lives we touch. We are committed to the quantifiable steps to profitability acknowledging that financial success affects our family, team, Franchisees and guests.

We believe the success of the Fuchsia® brand is based on the collective efforts of our team guided by these principles:

COMMUNICATION

Open and honest communication

PASSION

An intrinsic passion for the industry

COMMITMENT

Personal commitment and follow through on promises and obligations

RESPECT

Conscious kindness and respectfulness to each other, vendors and our guests

WORK ETHIC

Strong work ethic based on personal and professional integrity

ACTION

The implementation of strategic change and dedication to seek out current products, trends and treatments

Franchisor Support

Fuchsia's comprehensive training and support for franchisees is focused on building a profitable day spa business and brand identity. Fuchsia ensures the highest standards of operational procedures to maximize sales and profitability. **Our support team provides:**



TRAINING AND ONGOING SUPPORT

In-depth initial training program both onsite and at Corporate Headquarters. Plus, ongoing onsite support including periodic visits to your location, refresher training, online resources, and access to our experienced support team.



START-UP ASSISTANCE

Start-up assistance including advice on site selection, recommended layouts, equipment requirements, décor specifications, 3rd party financing and more.



VENDOR RELATIONSHIPS

Relationships with approved vendors and established suppliers, and access to customized, award-winning business management software.



OPERATIONS MANUAL

Operations manual including a pre-opening guide, tried and true business systems to aid in profitability. Client service policies, operational standards, and more.



MARKETING & COMMUNICATIONS

Marketing, branding and advertising assistance, including a presence on the corporate website.



Testimonials



All of the girls at Fuchsia are amazing! I enjoy my visit every time I am there. The front desk girls are as great as the service providers!

★★★★★

As always a spectacular visit to the wonderful people of Fuchsia. I cannot wait until my next visit in December. Exceptional service as always!

★★★★★

I really enjoyed the atmosphere and all of the employees were very kind and welcoming. It was a fun visit!

★★★★★

Clean, friendly and relaxing! What's there not to love about this place?? I found my new go to place for nails, massages, facials etc.

★★★★★

I love Fuchsia! It is my favorite spa ever! Love the decor, cleanliness and the Fuchsia team is always happy and friendly!

★★★★★

Amazing!! The ladies all there are so sweet, knowledgeable and do an outstanding job with the services.

★★★★★

I had a wonderful experience with the people and the service! I love how sanitary the whole place is and the employees are so kind and friendly!

★★★★★

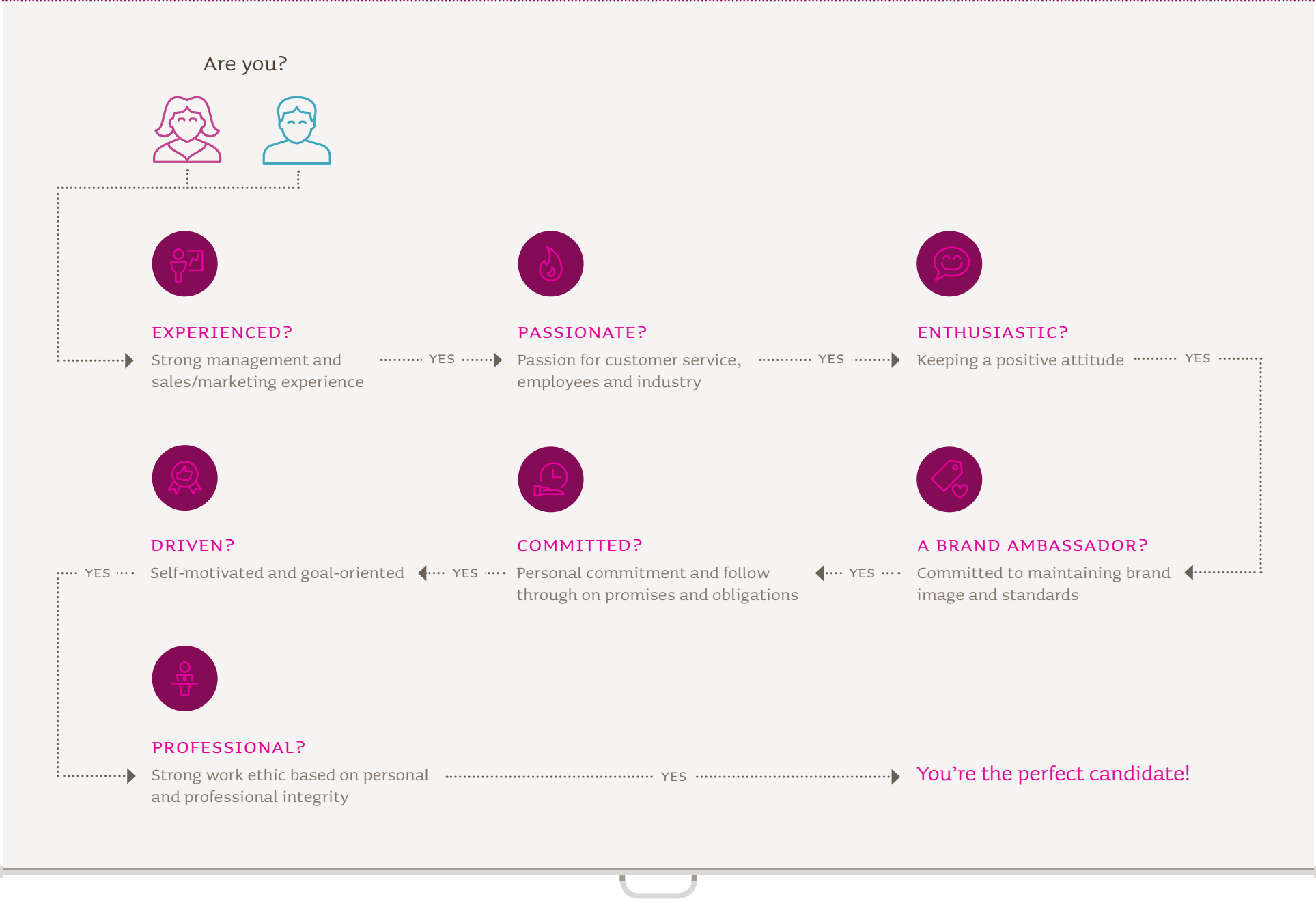
Everyone is wonderfully kind, welcoming, and helpful. I've been coming to this spa for years, and have never had a better experience anywhere else.

★★★★★

I wish I lived in state to take advantage of this great spa! Everyone at Fuchsia was delightful, professional and friendly!

★★★★★

Ideal Candidate



Steps to your Fuchsia Spa dream!

1

Franchise Request Form

Complete the Fuchsia Franchise Request for Information Form (See Below for form)

2

Introductory call to meet us and get your questions answered

We'll answer all of your questions and give you more detailed information regarding qualification requirements, what to expect, and inform you what territories are available.

3

Submit form

Submit your Request for Consideration and receive the Franchise Disclosure Document (FDD)

4

Mutual Evaluation... Are we good Franchise Partners?

We want you to know and understand who we are and what it would mean to be a Franchise Partner. This is a perfect time to begin creating your personal business plan based on your research and the materials we've provided you.

5

Receive the Franchise Agreement and review

You've made the educated decision that becoming a Fuchsia Franchise Partner is the right investment for you and have requested the Franchise Agreement to review. It is advisable to have a legal professional review the agreement.

6

Attend our "Fuchsia Family Day" and sign the Franchise Agreement

We'll schedule a date for you to come to our Corporate Offices in Mesa, AZ and meet the executive team. You'll have one-on-one time with us and get the full Fuchsia experience! Following Fuchsia Family Day we will regroup and determine if an awarding Fuchsia franchise is the next step for you. If approved, we will invite you be a part of the Fuchsia family!



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