



WELCOME TO  
sugar sugar<sup>trn</sup>



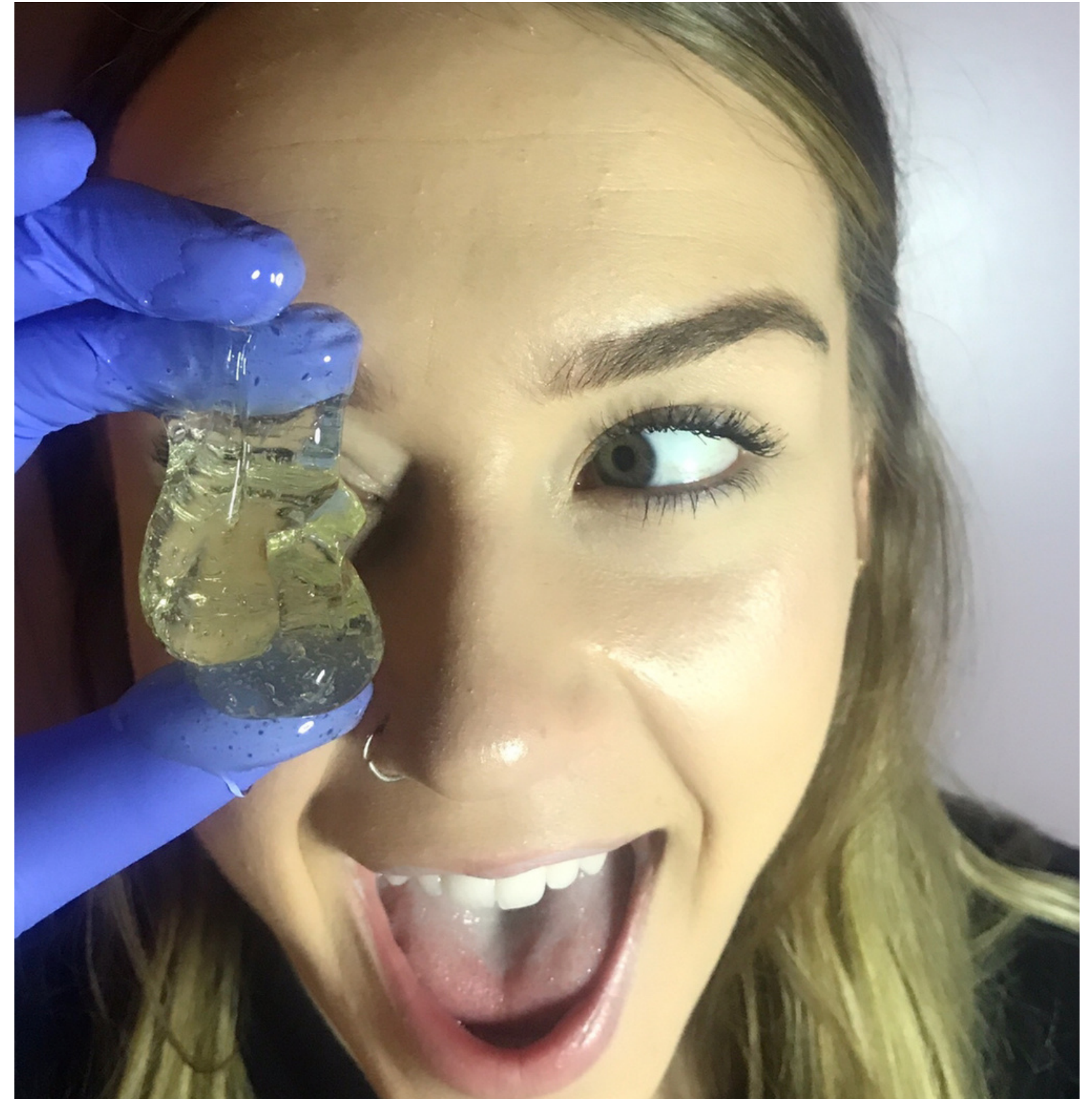
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# the future in **CLEAN BEAUTY**

At Sugar Sugar™, we pride ourselves on enhancing every client's experience by implementing years of proficiency and customer-flow models which enhance customer service and retention. In addition, we make it our priority to invest in integrated retail software, which helps us manage customer relations to maximize the efficiency of our services and optimize sales opportunities.

Sugar Sugar™ Franchise stands at the height of organic beauty with science at its side. Our membership model, Sugar Society, elevates the customer experience from every angle. Multiple appointment bookings, integration of retail products at our rebook station, and proprietary training were all designed to maximize sales, retention, and customer satisfaction.

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# Clean Beauty On The Rise

- Organic & clean beauty services & personal care products has exploded over the past few years. The organic personal care market is anticipated to exceed \$7.74B by 2025 (Source: Grand View Research).
- The clean beauty trend continues to grow at a fierce rate. Thanks to an increase in demand for clean beauty products and a surge of more sophisticated products, the global clean beauty market revenue is expected to reach \$11558.5M in 2027, up from \$5439.6M in 2020 (Source: Brand Essence Research).
- The global clean beauty market is dominated by skincare driving the largest market share of 28.5% in 2020. The distribution channel segment of the global clean beauty market is dominated by retailers with the largest share of 35.1% in the year 2020 (Source: Industry Stats Report).
- The North American region is expected to capture a significant share of the global clean beauty market due to its high disposable income, increasing health wellness expenditure, presence of clean beauty knowledgeable workers, and high concentration of multinational companies related to personal care followed by Europe (Source: Brand Essence Research).





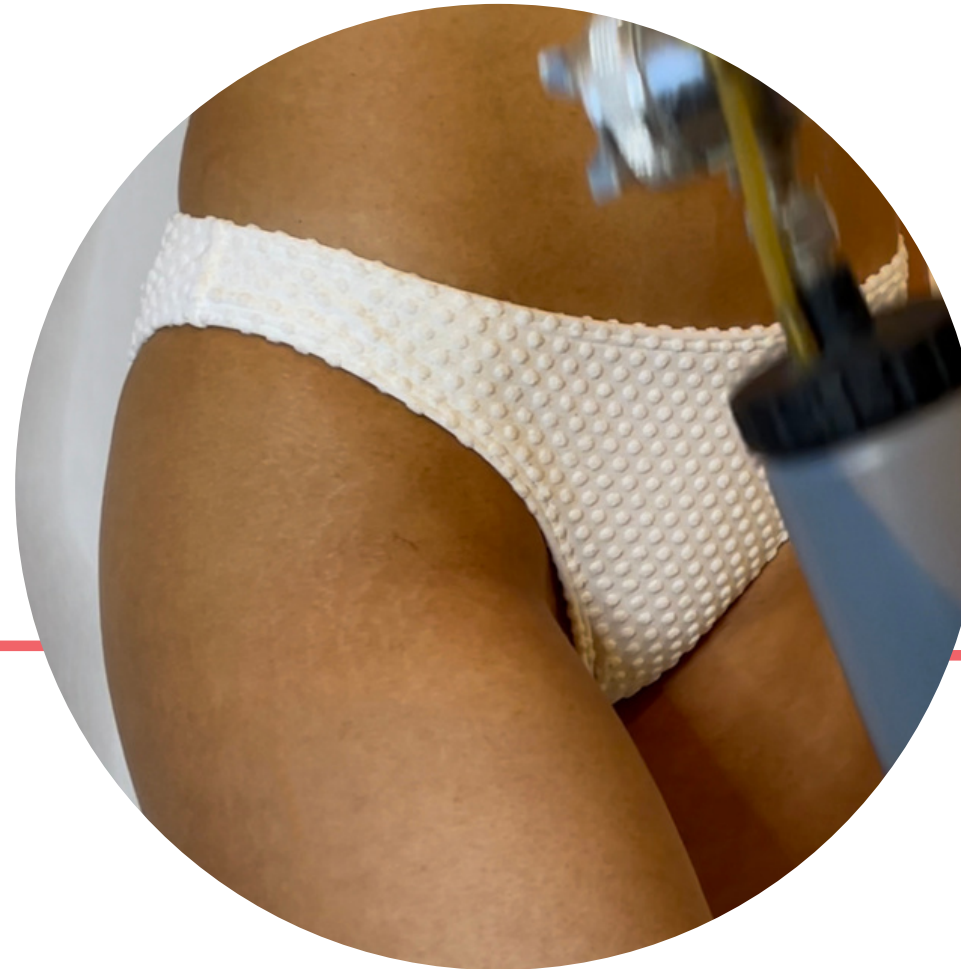
# Services In-Demand

## SUGAR



Our organic paste derived from sugar, lemon and water that removes only dead skin and unwanted hair. A superior alternative to traditional wax that is less painful and can lead to permanency over time.

## SPRAY



Our proprietary solution is comprised of 100% organic & vegan ingredients delivering the most natural golden hues on the market.

## SKIN



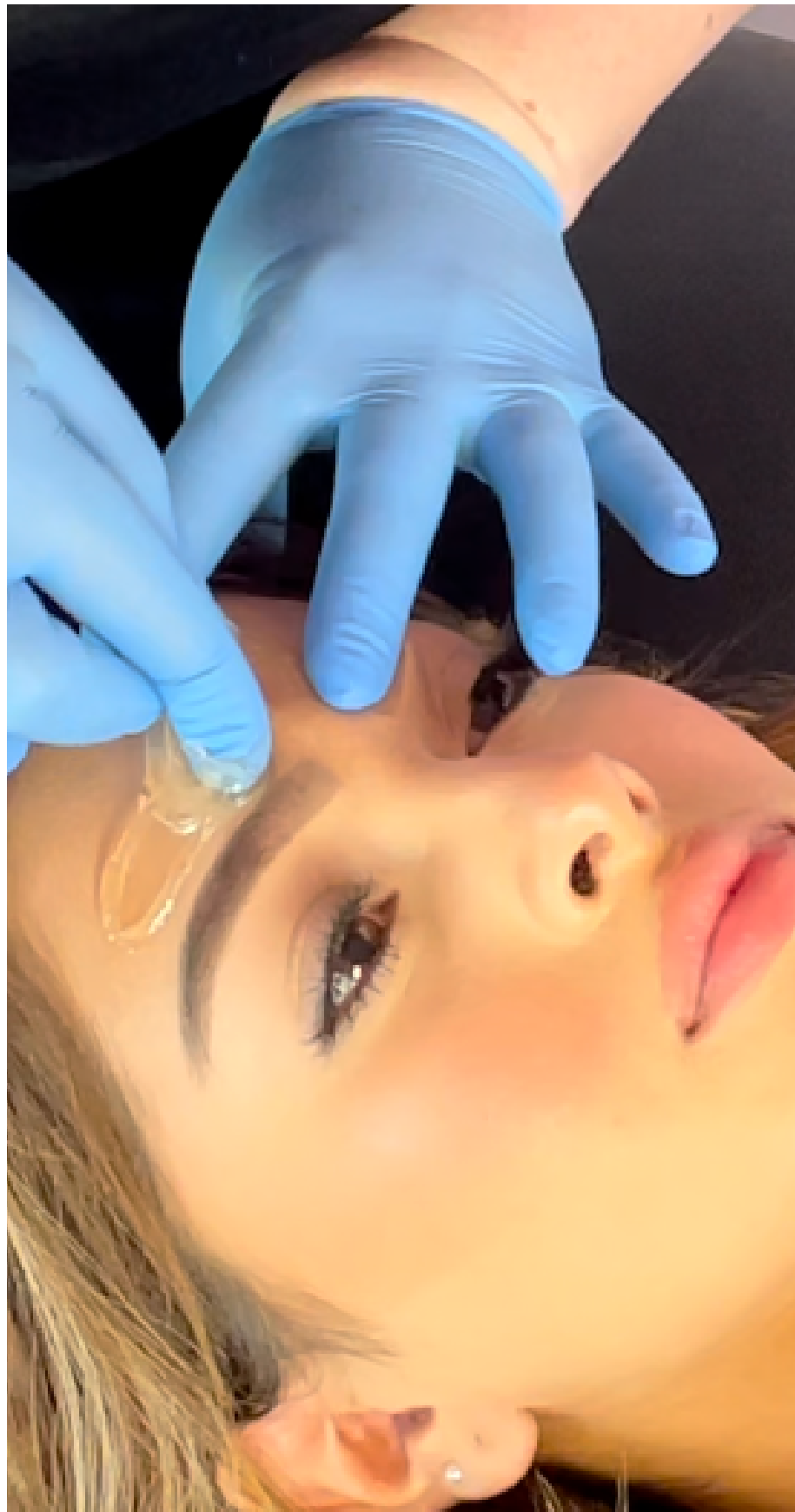
Skincare derived from nature. All of our facials are composed of naturally occurring ingredients, from fruits and vegetable to various herbs and oils. Our proprietary powder masks empower every treatment & skin type.



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# WHY SUGARING?

1. Simple, clean ingredients: Sugar + Lemon + Water (you could eat it!)
2. Paste will never burn the client. It is applied at room temperature or slightly warmed for speed.
3. Paste is applied against the hair growth and removed in natural direction. Less breakage, irritation & in grows.
4. Only unwanted hair & dead skin is removed.
5. Need only 1/8" of hair growth.
6. Sugar is effective for ALL skin tones.
7. Sugaring is 50-70% less painful than traditional wax.





# SUGAR SUGAR™ UNIVERSITY

A credential driven educational & support web portal within the Sugar Sugar™ website. Four different security levels allow for proprietary learning & information to be passed securely. Easy & prompt communication & on-going support for franchisees in every facet of the business. Video and interactive learning allow owner operators less expensive homework options for training staff.



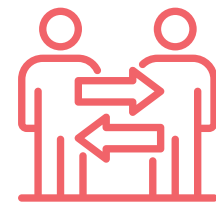


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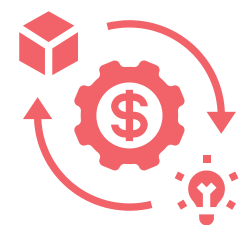
# OUR SUPPORT PILLARS



REAL ESTATE & CONSTRUCTION - support every step. From finding your location, negotiating the lease and construction guidance.



COACHING SUPPORT - P&L management, marketing and growth support.



BUSINESS OPERATIONS - To include hiring, education, maintaining employees, ordering proprietary products, inventory management.



MARKETING - 10 week pre-opening guide to all things marketing. (paid, organic, public relations etc.)





# COST OF OPENING A SUGAR SUGAR™







- Franchise Fee \$29,000
  - Initial Training \$10,000
  - Deposits/ Fees/ Permits \$7k - \$24,700
  - Construction/ Equipment/ Furnishings/  
Software \$33,600 - \$103,000
  - Inventory/ Supplies \$8k - \$12,000
  - Grand Opening - \$10,000
  - Pre-Opening Travel \$50 - \$1,500
  - Additional Funds \$10k - \$40,000
- Total Investment \$110,350 - \$230,800**







# THE SWEET SIDE

-  An easy to open concept. You could be welcoming guest within 6 months.
-  Small real estate footprint of 900-1500 sqft. Keeping monthly expenses low. Ideally in center with like minded brands & easy parking.
-  Full hands-on support.
-  Only 5-8 employees needed. Low labor = high return
-  Awarding both single units & regional developer licenses.
-  Our rebook station keeps retention & product sales high.



# FULL RETAIL SKINCARE LINE



Derived from all natural, vegan ingredients our Skin From Scratch™ retail line includes everything from a post sugaring mist, Silver Reboot to a soothing evening oil G'Night & Bright'n with skin nourishing botanicals. Proprietary products affords us autonomy, by controlling cost, ingredients and increase margin for our franchisees. Making your Sugar Sugar™ a retail destination.





# SUGAR SOCIETY

Our monthly membership model is \$9.99 giving clients 15% off all services & products.

- **Reoccurring monthly revenue stream** - affording predicability and proactive business thought
- **Easy to understand model**
  - Entices clients to book more services & purchase more products
- **Members only incentives** - Increased client loyalty & culture
- **Low cost** = very few cancellations
- **Staff sees increase in overall daily booked percentages** - less expensive labor cost
- **Low cost buy-in** - Improves staff conversion rates



**Thank you for your consideration!**

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