



WAXING & FACIALS EXPRESS

« **Business in a box** »  
a turnkey operation.

Franchising provides a complete  
business opportunity



[www.esthetic-center.com](http://www.esthetic-center.com)

# HIGH PERFORMANCE CONCEPT

## FRENCH WALK-IN WAXING AND FACIALS CENTER AT LOW PRICES

**OUR CONCEPT:** Our goal is to satisfy clients who want to look their best, while saving money and enjoying the freedom of our no appointment services.

- All our services feature very attractive prices and we have a wide choice of membership options to target any kind of clients. We are a walk-in beauty center specialized in fast hair removals and express facials. Facials' results can be maintained at home thanks to our effective cosmetic products line.
- Working without appointment adds great value to our concept as it delights our clientele whose hectic lifestyle and schedules are more and more unpredictable nowadays.
- As a result, our main goal is to reduce waiting time during the most wanted time slots and to make cabin occupancy more profitable during the off peak hours.
- Rush management is key in our concept. That's why the respect of timing is necessary. Timing actually determinates your salon instant profitability. All our services are timed. We optimize your profitability by making estheticians performing several services at a time.
- Traditional classic cares are not enough to stun our clientele more and more tempted by unseen, new cares. Creativity is also a tool to improve customer service. Creativity is required within our salons. Whether it is design, menu or products range, nothing is left to chance and is carefully done to stun our clients, to arouse their curiosity and to make them wanting to come more often.
- Frantz Lallement designed competitive and without appointment services that are accessible in terms of price and time. Our double achievement has been to increase significantly our salons profitability while offering our growing clientele uninterrupted access to beauty treatments.

**150 SALONS WORLDWIDE**



WAXING & FACIALS EXPRESS



**EXPONENTIAL MARKET**  
**OPTIMIZED PROFITABILITY**  
**LARGE RETURN ON INVESTMENT**  
**MANAGE PROFITS ON A**  
**DAY-TO-DAY BASIS**

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# PROFIT **INCREASE**

**Everything is carefully designed to offer you not only high performance and quality but also real profitability.**

- We provide you an opportunity to operate a tested, proven, and profitable beauty business coupled with support services which increase the chances of success in the market place. Nothing is left to chance in the management and operation of EC salons.
- In France our fast hair removal technique lets us to be twice as profitable as the average return in the profession. On the other hand, our facials protocols allow us to handle up to 12 clients an hour, doubling the hourly profitability and multiplying opportunities for additional products sales by 12.
- All the factors for improving and optimizing margins have been designed to offer original high quality care to the greatest number of clients at the lowest price.
- To achieve this goal, efficient central merchandizing combined with a judicious commercial policy enable us to offer attractive rates valid in any Esthetic Center and to develop customer loyalty.
- We definitely hold a high performance concept with unmatched performance. What is making our concept unique and original is that we offer affordable and wide beauty services in a modern and attractive place.
- In 4 years time in France, the number of EC centers in our network has been multiplied by 5 and more than 50% of our franchisees own at least 2 centers. Multi-franchisees are eager to own several stores as they totally adhere to our concept which had not only convinced them but also proved them that it is very successful. It has indeed given them the opportunity to reach their goals and expectations.

**150 SALONS WORLDWIDE**



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## EXPERIENCE :

As a well-known franchise,  
we have national brand-name recognition.

**Acknowledged** Franchising skills

**Proficiency** and **Competence**

**Unparalalled** Expertise

**Established** Concept



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# UNMATCHED **EXPERIENCE**

## TAKE ADVANTAGE OF OUR FRENCH KNOW-HOW

### A twenty years franchisor experience with a worldwide success

When you buy an EC franchise, you are buying an established concept that has been successful. We have 150 salons worldwide. We are the network with the strongest foothold in France.

Development in Europe begun in Spain, where 7 salons opened and the concept had proved to be successful.

We have lately adapted our concept to the worldwide market, being aware that International clients' needs are somewhat different to European' ones.

Our concept will soon be known at a worldwide scale as EC is exporting its expertise and success throughout the United States, South America, China and the United Arab Emirates.

The beauty market does not stop from growing at a fast pace. Our experience is employed to challenge this market. The main performer at the franchisees' service to do so is our workforce.

Due to their positive behavior, implication and their professionalism, our qualified and licensed estheticians are part of our renown and take advantage of our technical know-how. Our estheticians treat all our customers right. This is an asset to the company. Our estheticians embody our company to the people they deal with and they represent it in the best way.

We are aware of our clients' needs and do our best to build customer loyalty to the brand.

Our aim is to satisfy our clients thanks to our services, know-how, expertise and brand name. We are evolving in a very competitive market and we do our best to provide top-quality services coupled with an optimal cohesion throughout the salons network.

# 150 SALONS WORLDWIDE



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**Pioneer in** Walk-in-beauty  
**Astonishing and**  
**Groundbreaking** concept  
**Unique** Creativity

# INNOVATIVE **CONCEPT**

**REVOLUTIONARY NO APPOINTMENT SERVICES SUITABLE TO ON-THE-GO MEN AND WOMEN' NEEDS.  
A PRESTIGIOUS LINE OF COSMETICS WITH INNOVATIVE FACIALS PROTOCOLS.  
MAKE LUCRATIVE PROFIT BY TAKING ADVANTAGE OF OUR ORIGINAL BRAND NEW COSMETIC LINE.**

## WAXING

- Being specialist in hair removal, EC offers waxing services for her and for him.
- Traditional high quality hair removals are performed in record time.
- All our waxing services are performed with European quality waxes whose results are not only perfect but fast and efficient, reducing pain and irritation. Our waxes are not recycled . To respect our clients and to insure them an immaculate hygiene, we guarantee the use of single-use and disposable waxes.

## FACIALS

- A comprehensive menu of more than 20 types of facial treatments featuring innovative express protocols.
- From 5, 10 and 20 minutes express facials that produce astonishing results for all skin types to 40 minutes deluxe relaxation treatments that feature specific masks.
- Our prestigious facials target specific problems and produce spectacular results visible right from the very first session.
- All our facials are performed with a new performing cosmetic line featuring new generation and modern formulas which answer precisely to on-the-go women and men needs.

## FRANTZ LALLEMENT PARIS COSMETICS

Frantz Lallement Paris Cosmetics provides the network with an innovative, modern line of cabin and retail beauty care products. The comprehensive line includes over 150 references. It is composed of women and men face and body beauty products as well as make-up products.

The line was launched in combination with a veritable Beauty Kod that puts the language of cosmetics in terms clear enough to be understandable to all. The Beauty Kod simplifies the cosmetics. The choice of the pictograms also makes sense to anyone. The products sales rate is an important part of your total income. That's why our cosmetic products add great value to your salon.

## MAKE-UP

Frantz Lallement Paris Cosmetics also designed a refined and high quality make-up line to satisfy all women. After any facial, a remake-up is proposed to all our clients.

**150 SALONS WORLDWIDE**



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**Network-specific** training

**Turnkey** concept

**Permanent** Assistance

**Marketing** Pack

EASY TO **RUN**

## You get a lot of help starting your business and running it afterwards.

Our franchise is a turnkey operation. When you buy an EC franchise, you get all the equipment, supplies and instruction or training needed to start the business. You also get ongoing training and help with management and marketing. We offer training in all aspects of running a successful franchise. We do have really good programs that make it very difficult to fail when followed as taught.

As a franchisee, you receive a technical and managerial assistance. You benefit from a network-specific training, assistance with store opening and ongoing support in the field. No diploma degree is required for the manager.

We provide a qualified and skilled training which comes from our French headquarters training department.

By organizing ongoing audits, we support you in your own achievement to convey a professional image of quality which lets to increase customer traffic, to develop their loyalty and to attract new clients. We also help you to make sure that all your estheticians respect our protocols, techniques and timing and manage to sell products and memberships. We train them on a regular basis as network novelties are launched. We assist you in the management of your staff and stay at your disposal at any time.

We give you the tools to build a comprehensive communication policy, as well as a targeted marketing strategy.

We put at your disposal very good operating plans. For instance we have user-friendly software, which proves to be really suitable to our centers' needs. It is moreover a great comprehensive and detailed tool to analyze your sales and insure a performing follow-up .

## ADVERTIZING AND MARKETING CAMPAIGNS

A bunch of advertizing campaigns are placed at the disposal of the network to communicate throughout the year, with a battery of appropriate communication tools (flyers, posters, mailings, text messages, newsletters, e-mailings...)

The most appealing aspect of purchasing an EC franchise is the fact that most of the pre-opening work is done for you. When you purchase an EC franchise, you gain the privilege of not only being able to sell our products or services, but also the right to use our established business practices. These practices include training programs, marketing strategies, trade secrets...

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**MATCHLESS** CONCEPT

**BENEFIT FROM ALL THE  
ADVANTAGES OF OUR  
UNSURPASSED CONCEPT**

**GREAT  
SATISFACTION**

**THE SUCCESS OF EC PROVIDES A HIGH QUALITY SERVICE** which is supported by our ability to train and develop the franchisee into a successful business person. There are many advantages to franchising. Some of the more important advantages include: expansion, motivation, capital investment, good profit margins, and business opportunities.

Franchising's advantages over going into business for yourself include: opening quicker, experiencing success sooner, developing a customer base faster, having less risk and being more profitable.

You will enjoy the peace of mind that comes with a franchise, that of having a proven concept and a proven system to greatly increase your chances of success.

EC Franchising is successful because we target people of habit and who are brand-driven when they are looking to take care of themselves by delivering services the same way all the time, we increase their loyalty. The most they will get familiar to our brand, the most they will trust us, as they will see us everywhere, every day.

Franchisees are not only eager to own several stores but to deal with our franchising multi-assets which enable them to reach high standard objectives.

Frantz LALLEMENT offers to his network a real philosophy built on a strategic partnership between franchisor and franchisee, based on transparency, trust and loyalty whose goal is the ESTHETIC CENTER clients' satisfaction.

**150 SALONS WORLDWIDE**