



Kalologie®
skin•body•massage

360
spa

franchise information packet





"This antioxidant protects skin cells from the environmental damage that leads to wrinkles..."
- Allure Magazine

"From Mom to Mogul, All With Good Skin"
- CNN Money

Kalologie is soo awesome. I LOVE this place, plus the products are AMAZING!!
- Natalie H.

TREND WATCH

OXYGEN-BOOSTING SKINCARE
Breathe easy! The latest glow-potions coveted by A-listers, including Amanda Bynes, Michelle Trachtenberg and Victoria Beckham, contain oxygen to smooth, soften and even out skin tone. "The element has been shown to revitalize skin and even heal wounds," says NYC-based dermatologist Jeannette Graf.



"You're in trusted hands at Kalologie..."
- Elle Magazine

"A beauty haven where stars treat themselves to customized beauty treatments."
- Star Magazine

"Instant anti-wrinkle gratification!"
- Lucky Magazine

Press and clients alike are **RAVING!**

"It's Not Just a Ring That's Giving Eva Longria Her Glow..."
- People Magazine

"I just had my follow up with Jasmine on Robertson in LA. I love her and all the ladies there. Kalologie is my favorite place!!!"
- Wendy M.

"Loving the products! Especially my rewind serum."
- Deborah S.

360spa

skin
body
massage



Kalologie® 360 Spa

Spa franchising done right!



The driving force

After finishing an international modeling career and graduating from UCLA, Tracy Brennan embarked on a very successful advertising career and worked with top brands such as Apple, Sony and Volkswagen, launching the New Beetle in 1999. While working as a marketing executive, Tracy also found time to get married and start a family, and then something interesting happened. . .

Things change

Tracy, for the first time in her life, had problem skin! After having two children, Tracy noticed changes in her complexion. She had always taken care of herself and had used top products to keep her skin in shape, but now her “go-to” products were not producing the results she was used to. Tracy continued to try new products and varied services hoping to get some control of her changing skin. Having exhausted all the available products and services and visiting spas of all price ranges and levels of expertise; Tracy determined that if she wasn’t satisfied with her results, there had to be others looking for more options as well.

Adversity spawns opportunity

Frustration, knowledge, and need, like coal under pressure, can sometimes lead to diamonds. Tracy was on a mission to set out and create a one-stop shop with products and services that would not only meet her needs, but also meet the needs of others in the fragmented spa marketplace. Tracy worked with top estheticians, physicians and chemists to create integrated products and services for all different skin types; always proceeding with a non-compromised dedication to quality. The results have been nothing short of extraordinary; Kalologie has been praised in countless periodicals and has received accolades as a top spa destination. . .and Tracy’s skin cleared up too!

360
spa

The offering continues to evolve

Bill Brennan supported his wife through her journey while running a very successful web-based retail company. After the profitable sale of his business, Bill began exploring new business ventures; scouring offerings of all types, but one unexpected opportunity continued to grab his attention --- Kalologie! Bill had seen first-hand how well-received Kalologie had been with health and beauty consumers and began having more in-depth discussions with his wife about the future of Kalologie. Bill, using his Harvard Business School education, began researching the size and scope of the health and beauty industry and was overwhelmed by the opportunity. Bill knew with proper marketing and promotion, mixed with the right products and services, Kalologie could satisfy a much-needed segment of the health and beauty space. For years, the Kalologie team invested countless hours researching trends, products, financial data and competition within the health and beauty industry. Equipped with experience and knowledge from this research; the Kalologie team opened company locations in the most competitive market for health and beauty in the United States – Los Angeles, California – and the results speak for themselves.



Never Resting on Success

As Kalologie expanded, the company continued to keep an eye on industry trends and listen to customer feedback. The Kalologie team noticed many of their customers utilizing a variety of Kalologie services and products to maintain their health and beauty regimen, and sometimes going outside the Kalologie offering for items such as massage and brow shaping. Kalologie saw an opportunity, there were independent spas offering splintered services at random quality levels, and there were massage franchises offering formerly high-priced luxury services at lower prices, but there was no organized brand with the type of services Kalologie could offer combined with award-winning products in a convenient, affordable membership-based model --- alas the Kalologie 360 Spa concept was born. Kalologie 360 Spas offer a complete solution built on an affordable membership model, providing consumers the aesthetic products and services they desire, in a comfortable, convenient setting.

The journey leads to Franchising

As the Kalologie brand continued to grow, many requests to open locations came from outside the Los Angeles area. The Kalologie team was in need of an expansion plan allowing for rapid growth into key markets throughout the country while maintaining Kalologie’s high standards of quality and customer service. Kalologie 360 Spa turned to franchising, working with top franchise consultants and legal professionals to create a comprehensive franchise program. Kalologie has developed a franchise system enabling individual unit owners as well as multi-unit entrepreneurs to be successful. Kalologie is offering franchises in key locations for entrepreneurs who bring strong transferable skills, are financially sound and have a desire for success.

Committed to a comprehensive ideology

The Kalologie 360 system is based on the idea that each individual component within the Kalologie brand integrates to provide a total business solution. Elements of 360 such as spa design, products and services, client membership, marketing, and franchisee training all work together to create an opportunity unlike any other. Combined with an award-winning line of proprietary products, Kalologie offers an unprecedented opportunity for entrepreneurs in the spa industry.

For our franchisees

The 360 system starts with spa design, and a spa designed to maximize revenues. The Kalologie “front-of-house” is reflective of an upscale apothecary. Customers are free to browse some of the finest aesthetic products in the industry. When greeted by a trained staff of aesthetic professionals, customers are provided a service menu and invited to visit Kalologie’s “back-of-house” treatment rooms, offering spa services that include facials, waxing, tanning, brow bar and massage. Service clients, after receiving a Kalologie treatment, can discuss personalized product recommendations and purchase retail versions of products used during treatments. These two elements, retail and service, combine to provide clients with an integrated 360 solution to their product and treatment needs.

For our clientele

The Kalologie 360 system also means a flexible membership model that can be customized to accommodate the demands of most active lifestyles. Unlike membership models based solely on single-service offerings such as massage or waxing, Kalologie offers a portfolio of services and provides customers the opportunity to customize their membership to meet their needs. Client members can choose from a broad array of facial and massage options, and upgrade their monthly visits with services such as tanning and waxing. Clients appreciate a membership that is flexible, and you will appreciate a membership system that increases client retention and provides multiple revenue streams.

The Kalologie® Difference

Full-circle marketing

Kalologie’s 360 approach to marketing on both a macro and micro level helps facilitate customer acquisition using efficient and cost-effective methods. By leveraging a celebrity clientele and a proprietary line of award-winning products, Kalologie provides the tools necessary to help drive service traffic to Kalologie 360 Spas. Our macro marketing strategy includes website optimization, national print and television press, public relations and co-op advertising. Micro strategies at the spa level include seasonal programs, sponsored events, community-based grass roots relations, e-mail and print campaigns, and pay-per-click and social media online initiatives.

Training binds our commitment

Spa design, leading products and services, a flexible membership, and effective marketing are all important elements of the Kalologie 360 system; however, without proper training, the 360 system would be incomplete. Franchisee training, starting with a comprehensive initial training, and continuing with grand opening assistance, ongoing seminars, and online support, is a key component to system success. With Kalologie, you will stand together with a team of professionals to help facilitate your business’ success every step of the way.

“I love Kalologie!!

I Always leave feeling ten times better than when I walked in!! Jasmin at the Robertson location is the best!!

- Sonia G. ”

Read on to learn
more details about
our systems

The Spa Industry

The spa industry searches for direction...

SpaFinder's most recent Spa Trend Report defines the huge opportunity clearly - the modern spa industry is young, and historically, it's been fragmented: the majority of spas operate a single facility... the industry hasn't cracked the large-scale brand expansion code...

"230 million massages are purchased every single year."

- Fox Business News

"This year will prove a break-through year for global spa franchise expansion and spanking-new spa brand models." - SpaFinder

All in due time...

Kalologie is not a "Johnny-come-lately," we have been positioning our brand for many years, tirelessly examining trends, services, products, and the most-conducive retail layouts to wrap them all in. When massage franchisors popped up they sold as many massage-based units as possible, only to quickly realize the need for more than just one revenue stream. Meanwhile, Kalologie continued to hone its product and service offerings. Kalologie offers today's savvy spa patrons the most in-demand products and services to maintain their health and beauty regimen. Cornerstone services such as facials, waxing, and massage are combined with add-on services such as brow shaping, tanning and make-up application. SpaFinder's most recent Spa Trend Report validates Kalologie's business model research and development by stating...

"The trend towards "express," "sampler" or "mini-sized" treatments will continue to rise in this year, gratifying time- and budget-crunched consumers... We'll see more quickie treatments... where clients grab 30-minute (or less) beauty treatments sitting fully dressed and upright at the "bar," right next to each other. "

According to the U.S. Spa Industry International Association, Americans visited spas 441 million times between 2008 - 2010.



The Spa Pass

To further enhance customer loyalty, Kalologie 360 Spa franchisees offer their clients a convenient, affordable Spa Pass. Our Spa Pass membership allows clients to customize their health and beauty regimen into one convenient electronic monthly payment. For Kalologie 360 franchisees, the Spa Pass helps to create cash flow very early in their development and budget based off an extremely predictable revenue stream.

FOR YOUR INITIAL INVESTMENT --- YOU'LL RECEIVE

Comprehensive 10-Day Initial Training

Every franchisee receives 10 days of initial operations training. First, franchisees receive five days of Kalologie's hands-on, start-up training in our corporate offices. There, your training will cover every aspect of the Kalologie franchising system. Our expert instructors will show you how to effectively market your business, operate the Kalologie point-of-sale system, coordinate scheduling, manage the administrative and financial aspects, and oversee your estheticians, massage therapists and retail staff. You'll learn all this and more in a very comprehensive, in-depth five days. In addition, your management team and key service professionals will be trained by Kalologie service experts and key Kalologie collaborators in our proprietary systems and techniques to enhance their ability to provide the absolute best results for your clientele. Then, to further solidify the training experience, you will receive an additional five days of onsite instruction at your new Kalologie 360 Spa. You'll gain real world experience as our trainers help you make final preparations for your successful grand opening!



Distinctive Image and Design

Kalologie's design team has created a comfortable environment while relentlessly working to drive revenues from all areas of a Kalologie footprint. Kalologie's 360 integrated systems seamlessly merge front-of-house products with back-of-house services into a well-crafted, comfortable, and inviting setting. Our step-by-step design and review process aids franchisees in customizing their franchise to help ensure that you make the most of your chosen Kalologie location. Additionally, Kalologie's design and layout vendors will work hand-in-hand with you to maximize your space while keeping costs down.



Site Selection and Build-Out Assistance

Selecting the right location is critical to the success of your business, and correctly managing the build-out of your Kalologie 360 Spa can cut months off your start-up time. At Kalologie, we help with the important details, from providing specifications for choosing a location to working with commercial real estate brokers. Our procurement vendors will assist you with purchasing all your fixtures and furnishings, staying true to Kalologie branding while customizing to your unique space. Kalologie's site selection and build-out program takes a sometimes frustrating process and turns it into an exciting time as you see your Kalologie location nearing completion.

A Proven System

When you join the Kalologie 360 Spa franchise system, you're joining a system that has been constantly refined and improved for many years. You become part of a brand that has been the recipient of countless local, national and international accolades. And you're gaining access to a staff of experts with years of collective experience in the Spa industry.

“I just had a facial Sunday at the West Hollywood location on Robertson and it was great! My skin is glowing and I haven't had a breakout yet. The woman who did my facial was nice and didn't try to sell me products I didn't need. A great experience overall! ”
-Dalia G.



Kalologie's Jumpstart Program

Kalologie's one-of-a-kind Jumpstart Program is a primary reason Kalologie franchisees get off to a fast start. Jumpstart is a pre-training program that holds your hand through every detail of your new business's start-up. From mundane tasks such as applying for a local business license and obtaining your Federal Tax ID number, to more expansive assignments such as initial employee hiring and the development of your grand opening target marketing campaign, Jumpstart ensures that you maximize your time before training. But most importantly, it helps ensure that once you return from training, you'll be ready to launch your new business!

Complete Equipment Package

While health and beauty can be an art, selecting the right equipment is a science. We know exactly what you need in your spa and exactly where to get it. We've done the research and we know what works. The result is a complete equipment package that supports the operations of your spa without inefficiency or excess.

Kalologie Award-Winning Products

Our proprietary product line was developed through extensive research and testing, leading to the formulation of some of the most effective skin care products on the market. Designed to clarify, repair, infuse, hydrate and balance, Kalologie products are dedicated to create and maintain healthy looking skin. By eliminating harsh chemicals often found in lesser product lines, and committing to the highest quality effective ingredients, Kalologie has crafted award-winning products with a loyal following of those who need to keep their skin in the best possible condition. The Kalologie product line is an important aspect of your branding program, keeping the Kalologie name in front of your customers on a daily basis, and creating additional reasons for your clients to visit your local Kalologie location. By pairing quality products with the most in-demand spa services, you will create a powerful one-two punch to drive your businesses revenues.



Software

The Kalologie 360 software suite is more than just an advanced computer system; it is the center point of your retail, staff, and marketing management. Your Kalologie web-based software system allows you to seamlessly manage your business from anywhere with an Internet connection. Your staff will enjoy an extremely user-friendly interface, easily allowing movement between fields to book appointments and sell items such as memberships, products, and gifts cards. This attractive, color-coded software uses an intuitive touch screen that, along with Kalologie 360 Spa's training, will have your staff up and running in no time. While your staff inputs day-to-day sales and customer data, you will greatly benefit from the wealth of tools available to manage and analyze this information. For example, you will have access to detailed reports such as attendance patterns, customers by technician, sales by hour, week, and month, breakdowns of staff productivity, and much more. By accessing detailed reports broken down by service, product, supplier, and staff member, you can more effectively use the software's marketing modules to help drive revenue growth. And all the while, the software manages the most-important aspect of your business, Spa Pass Memberships. The software processes automatic membership payments, tracks membership usage, and applies member-only pricing to applicable products and services. The Kalologie 360 Spa software provides you with everything you need to seamlessly manage your business today, with the functionality and flexibility to still make it relevant, for tomorrow.



You'll Also Receive...

- Preferred Vendor Pricing
- Customer Service Systems
- Operations Manual
- Name, Trademarks, Logos
- Employee Interviewing/ Hiring Packet
- Quality Controls
- Computer POS System
- Grand Opening Manual
- Exclusive Territories
- Office Forms
- Marketing Systems

What You Get

Ongoing for your Royalties

Company Intranet

You will have access to our password-protected company intranet. Our company intranet contains updates to your manual suite, new training techniques and videos, company announcements, communication forums, and downloadable forms, all in one convenient location.



Preferred Vendor Savings

All franchisees enjoy the "economies-of-scale" savings provided by bulk ordering of supplies and support materials. We negotiate to help garner top-notch service from our vendors while passing on considerable discounts and providing our locations with streamlined distribution.



Toll-Free Expert Hotline

Our support line gives Kalologie franchisees direct access to experts in every aspect of a Kalologie franchise. Whether you're calling for marketing advice, staffing guidance, or software information, our support line provides easy access to the answers you need when you need them.

Inclusion on our Industry-Leading Website

When you become a Kalologie franchisee, one of the many benefits is having your franchise included on our industry-leading website. We have invested a tremendous amount of capital and resources to create a website that defines our place in the spa industry. Your franchise will be prominently displayed on the Kalologie website so you can begin building your business quickly and with instant brand-name recognition.



National Training Conferences

We organize and produce national training conferences, bringing our franchisees together to learn the latest methods of building a successful Kalologie 360 Spa and to work with fellow franchisees, sharing stories of how best to grow the Kalologie brand. You will share in presentations by industry experts, roundtable discussions, unveiling of new products and updates by the Kalologie team.



You'll Also Receive...

Ongoing Vendor Support
Administrative Backup and Support
Ongoing Training and Seminars
Insight into New Products and Services

What You Get

advertising fund

Regional and National Branding

The membership-based model is a powerful marketing tool and as Kalologie continues its national expansion, our franchisees enjoy collective recognition that significantly impacts their individual marketing efforts. Because the need for health and beauty services is national, Kalologie's reputation as a premier, convenient one-stop spa is quickly spreading from coast to coast. New Kalologie franchisees can often benefit from the impressive work of those that have pioneered the Kalologie reputation.

Public Relations Support Systems

To date, Kalologie has received wide media exposure which has helped the company build the Kalologie brand and provide international visibility. Kalologie has received significant attention from entertainment and beauty magazines such as **Allure**, **Vogue**, **Cosmopolitan**, **Fitness**, **InStyle**, and **Us Weekly**, and industry trade and business publications such as Beauty Launch Pad, Women's Wear Daily, and The Wall Street Journal. Kalologie has also been featured on episodes of Extreme Makeover, Fine Living, The Learning Channel's Ten Years Younger, and the nationally syndicated television program **The Tyra Banks Show**.

In addition, the Academy Awards® has twice made Kalologie a member of the official Oscar® Gift Basket. Kalologie franchises are included in PR launches upon Grand Opening as well as the collective benefit of Kalologie PR initiatives.



All marketing strategies are not created equal. By leveraging years of press, awards and acumen with marketing strategies that comprise the best of traditional and new media, Kalologie franchisees are well-positioned to maximize their marketing dollars. And with turnkey solutions and support, Kalologie franchisees can rest assured that their marketing message is delivered both efficiently and effectively.

Bill,
Thank you for your willingness to travel to Mountain View to present to our team. We know it took a lot of time to prepare for this event and we appreciate the insights and experiences you shared with us today. We hope you enjoyed your brief visit to Google and look forward to continuing this partnership!
Best,
Ana + Erika

Google

Proprietary Online Advertising Techniques

Kalologie is not only a pioneer in the spa industry, but it is also a pioneer in the online advertising industry. With online advertising experience dating back over 15 years, Kalologie management understands how to leverage the company's public relations credibility through online advertising. With this approach, Kalologie delivers a credible, specific message to a target audience, controlling the message while also controlling where the message is shown. The development and execution of this strategy has recently been lauded by Google, Inc. as one of the most advanced in the health and beauty industries --- *leading to Google extending an invitation to Bill Brennan to speak at their main campus in Mountain View, California*. In return, Google maintains a team committed to enhancing Kalologie's online advertising initiatives, and our franchisees greatly benefit from these collective efforts. Kalologie currently employs over 15,000 keywords and eliminates over 18,000 negative keywords in its Google AdWords pay-per-click online advertising campaigns, which are tied to Kalologie's proprietary portfolio of in-house-created advertisements. The development of these proprietary lists and advertisements has enabled Kalologie to optimize its online marketing efforts, helping to generate more prospects at a lower cost-per-lead for our franchisees.

Marketing Development and Guidance

A marketing plan is the most critical component of your business plan. Using field-tested, proven marketing strategies, the Kalologie marketing team works with you to develop a results-oriented marketing plan to help provide a competitive advantage in your marketplace, targeting individuals interested in spa services to become members. You receive an in-depth, practical understanding of the relationship between advertising, public relations, and sales, and how to implement all three components using a mix of marketing tools.

Marketing Materials

As a Kalologie franchisee, you will receive our complete suite of marketing materials tested and refined to help provide new and repeat business. Materials include flyers, brochures, e-mail blast templates, online advertising templates, magazine advertisement templates, direct mail, event sponsorship guidelines, advertising specialty merchandise, local publicity releases, and point-of-purchase display materials. You simply choose the materials that are consistent with your local marketing plan.

Grand Opening Assistance

Kalologie has developed a comprehensive marketing system to launch each location as effectively and rapidly as possible. You will leverage strategic partners, vendors, local media, print, web and grass roots marketing to make an instant impact, signing as many new members as possible during your Grand Opening weekend.



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