

FRANCHISE DISCLOSURE DOCUMENT RECEIVED

**Mud.**  
A FACIAL BAR

Mud Franchising, LLC  
a North Carolina limited liability company  
3735 Admiral Drive, Suite 111  
High Point, North Carolina 27265  
(312) 288-9614  
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www.mudfacialbar.com

2017 APR 28

DEPARTMENT OF  
BUSINESS OVERSIGHT  
SAN FRANCISCO



We offer a franchise to own and operate (i) a distinctive spa concept offering facials, related beauty services, and related retail products and services under the name “Mud”, and (ii) a distinctive fitness studio featuring athletic conditioning on aerial silk hammocks, and related retail products and services under the name “Air”

The total investment necessary to begin operation of a Mud franchise ranges from \$88,000 to \$161,000, which does not include the cost of leasing or purchasing real estate. This includes \$44,000 that must be paid to the franchisor or its affiliates. The total investment necessary to begin operation of an Air franchise ranges from \$86,000 - \$176,000, which does not include the cost of leasing or purchasing real estate. This includes \$44,000 that must be paid to the franchisor or its affiliates. The estimates above do not include the cost of buying or renting real estate for your business.

This Disclosure Document summarizes certain provisions of your franchise agreement and other information in plain English. Read this Disclosure Document and all accompanying agreements carefully. You must receive this Disclosure Document at least 14 calendar days before you sign a binding agreement with, or make any payments to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no government agency has verified the information contained in this document.** You may wish to receive your Disclosure Document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Mud Franchising, LLC, 3735 Admiral Drive, Suite 111, High Point, North Carolina 27265, (312) 288-9614.

The terms of your contract will govern your franchise relationship. Don't rely on this Disclosure Document alone to understand your contract. Read all of your contract carefully. Show your contract and this Disclosure Document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this Disclosure Document can help you make up your mind. More information on franchising, such as “*A Consumer's Guide to Buying a Franchise*,” which can help you understand how to use this Disclosure Document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You can also visit the FTC's home page at [www.ftc.gov](http://www.ftc.gov) for additional information. Call your state agency or visit your public library for other sources of information on franchising. There may also be laws on franchising in your state. Ask your state agencies about them.

ISSUANCE DATE March 24, 2017

Mud Franchising, LLC (Mud/Air Combined)  
2017 Franchise Disclosure Document

### STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS FRANCHISE DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit A for information about the franchisor, or about franchising in your state.

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS. BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW.

Please consider the following RISK FACTORS before you buy this franchise:

1 THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US IN A JURISDICTION IN THE STATE IN WHICH OUR PRINCIPAL PLACE OF BUSINESS IS LOCATED (CURRENTLY, HIGH POINT, NORTH CAROLINA). OUT OF STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE OR LITIGATE WITH US THAN IN YOUR HOME STATE.

2 THE FRANCHISE AGREEMENT STATES THAT NORTH CAROLINA LAW GOVERNS THE FRANCHISE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.

3 IF YOU ARE A BUSINESS ENTITY, YOUR OWNERS WILL HAVE TO GUARANTY YOUR OBLIGATIONS AND BE BOUND BY THE PROVISIONS OF OUR FRANCHISE AGREEMENT. YOUR SPOUSE MUST ALSO SIGN A GUARANTY WHICH PLACES YOUR SPOUSE'S MARITAL ASSETS AT RISK IF YOUR FRANCHISE FAILS.

4 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

**Effective Date** See the next page for state effective dates.

## **MUD FRANCHISING, LLC**

### **STATE EFFECTIVE DATES**

The following states require that the disclosure document be registered or filed with the state, or be exempt from registration California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin

This disclosure document is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates

California                      renewal pending

Illinois                          April 4, 2017

In all other states that do not require registration, the effective date of this disclosure document is the issuance date of March 24, 2017

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