

**FRANCHISE DISCLOSURE DOCUMENT**

**BHRC FRANCHISING LLC  
A CALIFORNIA LIMITED LIABILITY COMPANY  
1860 S. SEPULVEDA BLVD.  
LOS ANGELES CALIFORNIA 90025  
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The franchise offered is for a single Beverly Hills Rejuvenation Center ("Center"). Centers are facilities that offer and sell goods and services to customers and services to medical practices. Centers generally market and offer various cosmetic, health, and wellness services to customers including, but not limited to: Hormone Replacement Therapy, Hair Restoration, Ultherapy (non-surgical skin tightening), Laser Treatments, Injectables, Weight Loss, Body Contouring, Facials, Medical Grade Peels, CVAC Hyperbaric Chamber, Novothor PMB Light Pod, Medical grade skincare products and supplements and nutraceutical products. We offer 2 franchise programs:

1. A single Center. The total investment necessary to begin operation of a Beverly Hills Rejuvenation Center franchise ranges from \$453,950.00 to \$631,000.00, excluding land. This includes the initial franchise fee of \$50,000 that must be paid to the franchisor or its affiliates.
2. Multiple Centers within a defined area pursuant to an Area Development Agreement. There is an initial development fee of \$25,000 multiplied by the number of centers (excluding the first Center) which you must open, plus \$50,000 representing the initial franchise fee for your first Franchise Agreement. You will pay an initial franchise fee of \$50,000 for each center.

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 payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental 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 disclosure in different formats, contact Katherine Trench at 1860 S. Sepulveda Blvd., Los Angeles, California 90025.

The terms of your contract will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, like an attorney 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.

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## 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 DISCLOSURE DOCUMENT.

Call the state administrators listed in Exhibit H for information about the franchisor, about other franchisors, 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 BY LITIGATION ONLY IN CALIFORNIA. OUT-OF-STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES, IT MAY ALSO COST MORE TO SUE OR MEDIATE WITH US IN CALIFORNIA THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT STATES THAT CALIFORNIA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE LAWS.
3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

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