

FRANCHISE DISCLOSURE DOCUMENT

PB ART FRANCHISE, INC.

A Florida Corporation
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Business Oversight



Brow Art 23 has taken the art of threading to an entirely new level, combining an ancient beauty solution with the sophistication of a modern spa-like setting. Brow Art 23 offers a franchise opportunity for the establishment and operation of a business providing eyebrow threading and other body hair removal services in a quick, timely and upscale manner, selling beauty products and also providing facials and other treatments. You may operate your franchise as either an in-line store unit or a kiosk unit.

The estimated total investment necessary to begin operations of a Brow Art 23 in-line store franchise is \$69,900 to \$164,800. This includes \$34,300 to \$36,800 that must be paid to the franchisor or affiliate. The estimated total investment necessary to begin operations of a Brow Art 23 kiosk franchise is \$60,650 to \$108,300. This includes \$34,300 to \$36,800 that must be paid to the franchisor or affiliate. The estimated total investment necessary to begin operations of a Brow Art 23 turn-key franchise is \$81,650 to \$214,300. This includes \$74,300 to \$186,800 that must be paid to the franchisor or affiliate.

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 disclosures in different formats, contact Elizabeth Porikos-Gorgees, 3223 Lake Ave., Suite, 15C, Wilmette, IL 60091, (847) 772-7577 or email at franchisesales@browart23.com.

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 contracts carefully. Show your contract and this Disclosure Document to a professional 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 (FTC). 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 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.

Date of Issuance: May 25, 2017

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 THE 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 THAT DISPUTES BE SUBMITTED TO LITIGATION IN COOK COUNTY, ILLINOIS. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT OF DISPUTES. IF LITIGATION IS FOUND NOT TO BE REQUIRED TO RESOLVE DISUPUTES THEN THE FRANCHISE AGREEMENT ALLOWS FOR DISPUTES TO BE SUBMITTED TO ARBITRATION IN COOK COUNTY, ILLINOIS. IT MAY ALSO COST YOU MORE TO LITIGATE WITH US IN ILLINOIS THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT ILLINOIS LAW GOVERNS THE AGREEMENT, AND ILLINOIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS YOUR STATE'S LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. IMMEDIATE FAMILY MEMBERS OF FRANCHISEES MAY BE REQUIRED TO SIGN NON-COMPETITION AND NONDISCLOSURE AGREEMENTS PLACING THEIR PERSONAL ASSETS AT RISK.
4. IF WE FINANCE EITHER A PORTION OF THE FRANCHISE FEE OR THE BUILD-OUT COSTS, YOUR SPOUSE MUST SIGN A GUARANTY MAKING HIM OR HER JOINTLY AND SEVERALLY LIABLE FOR THE OBLIGATIONS UNDER THE AGREEMENT, THUS PLACING THE SPOUSE'S PERSONAL ASSETS AT RISK.
5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We may use the services of one or more FRANCHISE BROKERS or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay these persons a fee for selling our franchise or referring you to us. You should be sure to do your own investigation to form your own opinion of our franchise.

The following states require the registration or filing of this Disclosure Document. If this offering is registered in any of these states, the effective date of the registration may differ from the date of issuance of this Disclosure Document as stated below. Some of these states may require different or additional disclosures or revisions to the agreement. The effective date of this Disclosure Document for any state that is not included in this list is as shown on the cover of this Disclosure Document.

California	Effective Date:	_____
Connecticut	Effective Date:	<u>March 30, 2011</u>
Florida	Effective Date:	<u>January 11, 2017</u>
Hawaii	Effective Date:	_____
Illinois	Effective Date:	_____
Indiana	Effective Date:	_____
Kentucky	Effective Date:	<u>August 11, 2009</u>
Maine	Effective Date:	_____
Maryland	Effective Date:	_____
Michigan	Effective Date:	_____
Minnesota	Effective Date:	_____
Nebraska	Effective Date:	_____
New York	Effective Date:	_____
North Carolina	Effective Date:	<u>January 12, 2015</u>
North Dakota	Effective Date:	_____
Rhode Island	Effective Date:	_____
South Carolina	Effective Date:	_____
South Dakota	Effective Date:	_____
Texas	Effective Date:	<u>July 2011</u>
Utah	Effective Date:	_____
Virginia	Effective Date:	_____
Washington	Effective Date:	_____
Wisconsin	Effective Date:	_____

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