

MAY 06 2015

FRANCHISE DISCLOSURE DOCUMENT

Department of
Business Oversight

DESSANGE
PARIS ®

Dessange Franchising LLC
a Delaware limited liability company
500 Cummings Center Suite 1100
Beverly Massachusetts 01915
Telephone 978 232 5600
E-mail franchise@dessange-inc.com
Website www.dessange-inc.com

A franchisee operating under our system will operate a French hair and beauty salon (a Salon) or a Salon with a Spa (a Salon+Spa) using our marks, such as Dessange and "Dessange Paris" (collectively, a "Dessange Salon" or Dessange Salons")

The Initial Franchise Fee for a single Dessange Salon is \$55 000 If you operate one Dessange Salon at the time you enter into a Franchise the Initial Franchise Fee will be \$40 000 If you operate two or more Dessange Salons at the time you enter into a Franchise Agreement the Initial Franchise Fee will be \$25 000 The total initial investment for a single Salon ranges from \$593 450 - \$840 350 The total initial investment for a single Salon+Spa ranges from \$815 700 - \$1 094 600 The initial investment includes \$108,460 to \$172 650 payable to us or to our affiliates for a Salon or for a Salon+Spa (including the Initial Franchise Fee and Training Fees)

We also offer to enter into Development Agreements with qualified parties who wish to establish an agreed-upon number of Dessange Salons in an agreed-upon area The Development Fee is \$85 000 for three Dessange Salons and \$115 000 for five Dessange Salons and is paid to us when you sign the Development Agreement The Development Fee is paid instead of the Initial Franchise Fees that would otherwise apply for those Dessange Salons

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 Julie Johnson at 500 Cummings Center Suite 1100 Beverly Massachusetts 01915 (tel 978 232 5600)

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 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 DC 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

The issuance date of this Franchise Disclosure Document is April 20 2015

Dessange Franchise Disclosure Document
04/20/15

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 franchise administrator listed in Exhibit H 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 AND DEVELOPMENT AGREEMENT PERMITS THE FRANCHISEE TO LITIGATE ONLY IN MASSACHUSETTS. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO LITIGATE WITH THE FRANCHISOR IN MASSACHUSETTS THAN IN YOUR HOME STATE.
- 2 THE FRANCHISE AGREEMENT AND DEVELOPMENT AGREEMENT STATE THAT THE LAW OF MASSACHUSETTS GOVERNS THE AGREEMENT AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
- 3 UPON EARLY TERMINATION OF THE FRANCHISE, YOU ARE LIABLE TO PAY US LIQUIDATED DAMAGES.
- 4 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We 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 this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of the franchise.

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

STATE EFFECTIVE DATES

The following states require that the Franchise 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, as well as exemption from the business opportunity registration requirements in Florida, Kentucky, Nebraska, Texas, and Utah

The effective dates of this Disclosure Document in the states listed below are

STATES	EFFECTIVE DATE
California	
Hawaii	
Illinois	
Indiana	
Maryland,	
Michigan	
Minnesota	
New York	
North Dakota	
Rhode Island	
South Dakota	
Virginia	
Washington	
Wisconsin	
All Other States	April 20, 2015

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