

## FRANCHISE DISCLOSURE DOCUMENT FEDERAL TRADE COMMISSION

**EARTHBAR, INC.**  
A California Corporation  
8365 Santa Monica Boulevard  
West Hollywood, California 90069  
877-327-8457  
**info@earthbar.com**  
**www.earthbar.com**

DEPARTMENT OF CORPORATIONS  
RECEIVED LOS ANGELES OFFICE

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As an EarthBar® franchisee, your store will offer a selective line of supplements, including USDA certified organic multi-vitamin pack. We also offer organic super foods, wild-crafted herbal extracts, raw protein powders, probiotics and enzymes, and nutraceuticals.

The total investment necessary to begin operation of a single EarthBar® retail store ranges from \$241,500 to \$400,000. This includes \$30,000 that must be paid to us as a franchise fee, and \$25,000 to \$50,000 that must be paid to us or our affiliate for the initial inventory of Proprietary Products.

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 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 Bernie Bubman 8365 Santa Monica Boulevard West Hollywood, California 90069 (877-2327-8457).

The terms of your contract will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read your entire 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 homepage 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.

**The issuance date is November 23, 2012.**

## STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with the 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 E 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 BY ARBITRATION ONLY IN CALIFORNIA. OUT-OF-STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO SUE OR ARBITRATE WITH US IN CALIFORNIA THAN IN YOUR OWN STATE.**
2. **YOU MUST BEGIN PAYING US CERTAIN FEES, INCLUDING ROYALTY AND ADVERTISING FEES, BEGINNING WITH THE FIRST PAYMENT PERIOD (CURRENTLY SEMI-MONTHLY) AFTER YOU SIGN THE FRANCHISE AGREEMENT, EVEN THOUGH YOUR STORE IS NOT OPEN.**
3. **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 this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of this 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

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

State	Effective Date	State	Effective Date
California	Pending	New York	To be filed
Hawaii	To be filed	North Dakota	To be filed
Illinois	Pending	Rhode Island	To be filed
Indiana	To be filed	South Dakota	To be filed
Maryland	To be filed	Virginia	To be filed
Michigan	To be filed	Washington	To be filed
Minnesota	To be filed	Wisconsin	To be filed

In all the other states, the effective date of this disclosure document is the issuance date of November 23, 2012.

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