



## FRANCHISE DISCLOSURE DOCUMENT

### EWC FRANCHISE GROUP, INC.

The Village at Gulfstream Park  
600 Silks Run, Suite 2270  
Hallandale Beach, FL 33009  
(954) 455-5913  
[www.waxcenter.com](http://www.waxcenter.com)  
[jessica@waxcenter.com](mailto:jessica@waxcenter.com)

If we (franchisor) approve you (franchisee), you will establish and operate a business offering hot wax hair removal services to women and men and other related goods.

The total investment necessary to begin operations of a European Wax Center franchise is \$292,200 to \$374,897. This includes a one-time lump franchise fee of \$45,000 for the initial European Wax Center franchise, or \$36,000 for subsequent European Wax Center franchises, that you pay to us, the franchisor. The initial investment also includes \$13,000 to \$15,980 that you pay to us, or our affiliate, for a start-up package of your initial supply of European Wax Center products and \$2,900 to \$3,100 for a start-up package of European Wax Center marketing materials that we currently refer to as a “New Store Launch Kit”.

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 Ms. Jessica Coba, EWC Franchise Group, Inc., The Village at Gulfstream Park, 600 Silks Run, Suite 2270, Hallandale Beach, FL 33009, (954) 455-5913.

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, 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.

Date of Issuance: January 1, 2012 (modified June 30, 2012)

## 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 MOST DISPUTES BE SUBMITTED TO ARBITRATION IN MIAMI-DADE COUNTY, FLORIDA. OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN FLORIDA THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT FLORIDA LAW GOVERNS THE AGREEMENT, AND FLORIDA LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS YOUR STATE'S LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. IN CONNECTION WITH THE FRANCHISE, WE MAY SET THE PRICE FOR THE PRODUCTS AND SERVICES YOU SELL, IF THE LAWS OF YOUR STATE ALLOW US TO DO SO.
4. THE FRANCHISEE WILL BE REQUIRED TO MAKE AN ESTIMATED INITIAL INVESTMENT RANGING FROM \$292,200 TO \$374,897. THIS AMOUNT EXCEEDS FRANCHISOR'S STOCKHOLDERS EQUITY AS OF DECEMBER 31, 2011, WHICH IS NEGATIVE \$21,459. THEREFORE, AS PER THE AUDITED BALANCE SHEET DATED DECEMBER 31, 2011, FRANCHISOR HAD A NET WORTH DEFICIENCY OF \$21,459.
5. AS OF JUNE 14, 2012, FRANCHISOR HAS AWARDED 342 EUROPEAN WAX CENTER FRANCHISE LICENSES, OF WHICH 192 ARE OPEN AND OPERATING. ACCORDINGLY, ONLY 56% OF OUR LICENSES ARE OPEN AND OPERATING AS OF JUNE 14, 2012. OF THE 150 LICENSES THAT HAVE NOT OPENED FOR BUSINESS, 49 ARE UNDER DEVELOPMENT AND THE REMAINING 101 ARE IN THE SITE SELECTION PROCESS.
6. YOUR ABILITY TO LOCATE A SITE FOR YOUR FRANCHISED CENTER MAY DEPEND ON A NUMBER OF FACTORS, INCLUDING DEMOGRAPHICS, INGRESS AND EGRESS, COMPETITION FROM AND PROXIMITY TO OTHER BUSINESSES, SIZE, APPEARANCE, TRAFFIC COUNT, THE NUMBER OF OTHER FRANCHISEES LOOKING FOR A SITE FOR THEIR FRANCHISED CENTER WITHIN YOUR REGION AND OTHER PHYSICAL AND COMMERCIAL CHARACTERISTICS OF THE REGION. BECAUSE PROTECTED TERRITORIES ARE NOT DETERMINED UNTIL A FRANCHISEE HAS LOCATED AN APPROVED SITE, THERE COULD BE OTHER FRANCHISEES WITHIN YOUR REGION LOOKING FOR A SITE AT THE SAME TIME AS YOU.
7. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

The states listed below may require 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 on the cover page of this Disclosure Document. 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 page of this Disclosure Document. (See the State Addenda to this Disclosure Document for certain states.)

California	Effective Date:	<u>April 16, 2012</u>
Florida	Effective Date:	<u>December 15, 2011</u>
Hawaii	Effective Date:	<u>July 1, 2011</u>
Illinois	Effective Date:	<u>April 16, 2012<sup>1</sup></u>
Indiana	Effective Date:	<u>August 27, 2011</u>
Kentucky	Effective Date:	<u>June 17, 2011<sup>4</sup></u>
Maryland	Effective Date:	<u>September 21, 2011</u>
Michigan	Effective Date:	<u>April 15, 2012</u>
Minnesota	Effective Date:	<u>April 23, 2012</u>
Nebraska	Effective Date:	<u>November 24, 2010<sup>4</sup></u>
New York	Effective Date:	<u>June 20, 2012</u>
North Carolina	Effective Date:	<u>March 30, 2012</u>
North Dakota	Effective Date:	<u>September 21, 2011</u>
Rhode Island	Effective Date:	<u>April 27, 2012</u>
South Dakota	Effective Date:	<u>August 5, 2011</u>
Texas	Effective Date:	<u>June 20, 2008<sup>4</sup></u>
Utah	Effective Date:	<u>October 18, 2011 + September 28, 2011<sup>2</sup></u>
Virginia	Effective Date:	<u>September 16, 2011</u>
Washington	Effective Date:	<u>April 19, 2012 + November 28, 2011<sup>3</sup></u>
Wisconsin	Effective Date:	<u>April 3, 2012</u>

1. Lowery Holdings III, LLC and EWC North, LLC registered along with us in the state of Illinois, effective April 16, 2012. On March 30, 2012, EWC North, LLC acquired DMREWC Development, IL, LLC's area representative rights in Illinois.

2. NW Wax Area Development LLC, an affiliate of Pacific Wax, LLC, which the ownership is identical to Pacific Wax, LLC, registered in the state of Utah on September 28, 2011. NW Wax Area Development LLC obtained the area representative rights for Utah from Pacific Wax, LLC on November 16, 2011.

3. NW Wax Area Development LLC, an affiliate of Pacific Wax, LLC, which the ownership is identical to Pacific Wax, LLC, registered in the state of Washington on November 28, 2011. NW Wax Area Development LLC obtained the area representative rights for Washington from Pacific Wax, LLC on November 16, 2011.

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