

Item 1

THE FRANCHISOR AND ANY PARENTS, PREDECESSORS AND AFFILIATES

The Franchisor

To simplify the language in this disclosure document, "we" or "us" means Hilda Demirjian Franchising LLC, the franchisor. "You" means the person who buys the franchise, and it may refer to the owner or owners of the buyer entity. We do business under the name Hilda Demirjian. We are a New York limited liability company formed April 19, 2012. Our principal business address is 508 Mamaroneck Avenue, White Plains, NY 10605.

Our agents for service of process are listed in Exhibit A of this disclosure document.

The Franchise

We offer the right to own and operate a Hilda Demirjian business (a "Hilda Demirjian Center") at a location that you choose and we approve. Each Hilda Demirjian Center offers spa services including facials, massages, reflexology, non-medical microdermabrasion, and a line of proprietary cosmetic skin care products. The microdermabrasion we offer affects only the outermost layer of the skin and can generally be performed by a licensed esthetician or cosmetician. Hilda Demirjian franchises also offer laser skin care and hair removal services in those states where the franchisee is permitted by law to offer such services as part of the franchise.

The terms of the franchise are contained in our franchise agreement, a form of which is attached to this disclosure document in Exhibit F. The franchise agreement gives you the right to operate a single Hilda Demirjian Center.

Our Parents, Predecessors and Affiliates

We have no parent company.

Our founder, Hilda Demirjian, opened the first Hilda Demirjian Center in 1996. Today, that business is operated by our affiliate, Hilda Demirjian Laser & Spa, LLC, at 508 Mamaroneck Avenue, White Plains, NY 10605. The business that this company offers is the model for the franchised business that we offer. It sells the same products and services that our franchisees will sell. Hilda Demirjian Laser & Spa, LLC is a New York limited liability company formed February 28, 2003. Hilda Demirjian Laser & Spa, LLC also supplies the Hilda Demirjian line of skin care products to our franchisees for resale to their customers.

We began selling Hilda Demirjian franchises in 2012.

Neither we nor any predecessor or affiliate has offered franchises in other lines of business. No affiliate offers or has offered franchises of the type we are offering.

The Market

The markets for laser hair removal, for spa services including facials and massages, and for skin care products are well-established.

Hilda Demirjian Centers are open for business all year round. They serve both men and women.

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State	State Administrator	Agent for Service of Process
Maryland	Office of the Attorney General Division of Securities 200 St. Paul Place Baltimore, MD 21202-2020 410-576-6360	Securities Commissioner 200 St. Paul Place Baltimore, MD 21202-2020
Michigan	Attorney General's Office Consumer Protection Division 525 W. Ottawa Street 670 Williams Building Lansing, MI 48909 517-373-7117	Attorney General
Minnesota	Minnesota Department of Commerce Market Assurance Division 85 7 th Place East, Suite 500 St. Paul, MN 55101-2198 651-296-6328	Commissioner of Commerce
New York	Attention: Barbara Lasoff Office of the New York State Attorney General Investor Protection Bureau Franchise Section 120 Broadway, 23rd Floor New York, NY 10271-0332 212-416-8236	Secretary of State Department of State of New York 41 State Street Albany, NY 12231
North Dakota	North Dakota Securities Department 600 East Boulevard Avenue, Fifth Floor Bismarck, North Dakota 58505-0510 701-328-4712	Securities Commissioner
Rhode Island	Division of Securities 1511 Pontiac Avenue John O. Pastore Complex, Bldg 69-1 Cranston, RI 02920 401-462-9527	Director, Department of Business Regulation
South Dakota	Department of Labor and Regulation Division of Securities 124 Euclid, Suite 104 Pierre, SD 57501 605-773-4823	Director of the Division of Securities

CALIFORNIA ADDENDUM

OUR WEBSITE HAS NOT BEEN REVIEWED OR APPROVED BY THE CALIFORNIA DEPARTMENT OF BUSINESS OVERSIGHT. ANY COMPLAINTS CONCERNING THE CONTENT OF THIS WEBSITE MAY BE DIRECTED TO THE CALIFORNIA DEPARTMENT OF BUSINESS OVERSIGHT AT WWW.DBO.CA.GOV.

THE CALIFORNIA FRANCHISE INVESTMENT LAW REQUIRES THAT A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE SALE OF THE FRANCHISE BE DELIVERED TOGETHER WITH THE DISCLOSURE DOCUMENT.

Section 31125 of the Franchise Investment Law requires us to give to you a disclosure document approved by the Commissioner of Corporations before we ask you to consider a material modification of your franchise agreement.

Item 1 – THE FRANCHISOR AND ANY PARENTS, PREDECESSORS AND AFFILIATES

Laws and Regulations

Because of California healthcare laws, we do not offer laser skin care or hair removal services in California, nor do we offer any service that requires the injection of Botox.

The Reflexology Association of California does not require state certification or licensure of reflexologists. Each city or county decides on its own business license requirements. You must consult with a licensing professional to obtain details of these requirements.

You must be or hire someone who is an esthetician or a cosmetician who has a state license to provide professional skin care services, such as microdermabrasion and facials, to customers in California. The Business and Professions Code of California governs basic requirements for state licenses. The California Board of Barbering and Cosmetology sets additional specific rules for estheticians and issues the licenses. You must consult with a licensing professional to obtain details of these requirements.

Item 3 – LITIGATION

Neither we nor any person or franchise broker in Item 2 of the Franchise Disclosure Document is subject to any currently effective order of any national securities association or national securities exchange, as defined in the Securities Exchange Act of 1934, 15 U.S.C.A. 78a et seq., suspending or expelling such persons from membership in that association or exchange.

Item 5 – INITIAL FRANCHISE FEE

For the protection of prospective franchisees, we defer your requirement under the Franchise Agreement to pay all initial fees (including fees due to us and our affiliates other than the initial franchise fee) until we have completed our initial obligations and the franchise is open for business.

Item 17 – RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION

California Business and Professions Code Sections 20000 through 20043 provide rights to the franchisee concerning termination or non-renewal of a franchise. If the Franchise Agreement contains a provision that is inconsistent with the law, the law will control.

According to Item 17r, the Franchise Agreement requires you not to compete with us for a period of two years after the agreement is terminated or expires. This provision may not be enforceable under California law.

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This is a document preview downloaded from FranchisePanda.com. The full document is available for free by visiting: <https://franchisepanda.com/franchises/hilda-demirjian>