

APR 09 2018

Department of
Business Oversight

**FRANCHISE DISCLOSURE DOCUMENT
FOR CALIFORNIA**

PHENIX SALON SUITES FRANCHISING, LLC
A Colorado Limited Liability Company
1084 North El Camino Real, Suite B #427, Encinitas, CA 92024
719-785-4858 / phenixsalonsuites.com / jrivera@phenixsalonsuites.com



As a franchisee, you operate a PHENIX SALON SUITES® business that develops fully equipped luxury suites and offers such suites to independent salon and other business professionals under the PHENIX SALON SUITES® mark and, at your option, a Phenix Salon Store that sells Phenix Salon proprietary and private label products and other merchandise

The total investment necessary to begin operation of a PHENIX SALON SUITES® franchised business ranges from \$298,675 to \$969,050 This includes \$43,795 to \$77,810 that must be paid to the franchisor or an affiliate The total investment necessary to begin operations under an Area Development Agreement consists of a development fee that must be paid to the franchisor The development fee is an amount equal to 100% of the initial franchise fee for each location to be developed and depends upon the number of locations to be developed.

This disclosure document summarizes certain provisions of your franchise agreement, development 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 company 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 the Franchise Administration Department at PHENIX SALON SUITES FRANCHISING LLC, 1084 North El Camino Real, Suite B #427, Encinitas, CA 92024, 719-785-4858, jrivera@phenixsalonsuites.com

The terms of your contract will govern your franchise relationship Do not rely on the disclosure document alone to understand your contract Read your complete contract carefully Show your contract and this disclosure document to an advisor, such as an attorney or an accountant

Buying a franchise is a complex investment The information in this disclosure document can help you make your decision 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 on franchising 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

Issuance Date May 1, 2018

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 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 YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION OR LITIGATION ONLY IN COLORADO. OUT-OF-STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE OR LITIGATE WITH US IN COLORADO THAN IN YOUR OWN STATE
- 2 THE FRANCHISE AGREEMENT PROVIDES THAT COLORADO LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS
- 3 YOU DO NOT RECEIVE AN EXCLUSIVE TERRITORY AND YOU MAY COMPETE WITH US, OTHER FRANCHISEES AND OUTLETS THAT WE CONTROL
- 4 YOUR SPOUSE MUST ALSO SIGN A PERSONAL GUARANTEE MAKING YOUR SPOUSE INDIVIDUALLY LIABLE FOR YOUR FINANCIAL OBLIGATIONS UNDER THE AGREEMENT. THE GUARANTEE WILL PLACE YOUR SPOUSE'S MARITAL AND PERSONAL ASSETS AT RISK IF YOUR FRANCHISE FAILS
- 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 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 _____, 2018

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