

## FRANCHISE DISCLOSURE DOCUMENT

### D&D BEAUTY CARE COMPANY

A Delaware Corporation

2721 W. Devon Avenue

2<sup>ND</sup> Floor

Chicago Illinois 60659

1-562-991-5226 1-877-924-BROW (2769)

[www.shapesbrowbar.com](http://www.shapesbrowbar.com)



# RMLA

The franchise you will operate will be either (1) a SHAPES BROW BAR®, a beauty bar specializing in complete eye makeovers including brow shaping using the art of threading, brow tinting, lash design, lash extensions, lash tinting, limited general makeover services and facial hair removal, as well as retailing a limited number of beauty care products including our REEMA BEAUTY® brand; or (2) a full service makeup, makeover and beauty care business selling multiple product lines and services under our RMLA® brand (both referred to as the “D&D Beauty Businesses”). In certain limited circumstances, you may be permitted or required to operate under the s·h·a·p·e·s Makeover Bar® mark or the alternate mark, SHE BAR®.

In addition to services you will offer under our SHAPES BROW BAR® and s·h·a·p·e·s Makeover Bar® brands, RMLA Stores are larger and can offer some or all of the following additional services: (1) makeover and beauty care services including skin care, hair styling (excluding coloring and cutting) and

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nail care services; (2) makeup application and makeover services; (3) body hair removal using waxing; (4) facial and beauty enhancement services; and (5) demonstration and retail sale of cosmetics and hair care, skin care, nail care and beauty products including our REEMA BEAUTY cosmetic and beauty line and other lines we may develop or approve. Actual services and products offered at any particular D&D Beauty Business will depend on the format, local market conditions and landlord restrictions.

D&D Beauty Businesses may be operated in either a kiosk format or inline store format.

The total investment necessary to begin operation of a SHAPES BROW BAR in a Kiosk Format is from \$63,150 to \$83,100. This includes between \$23,500 and \$27,200 that must or will be paid to the franchisor. The total investment necessary to begin operation of a SHAPES BROW BAR in an Inline Format is from \$128,000 to \$238,000. This includes between \$33,900 and \$42,600 that must or will be paid to the franchisor. The total investment necessary to begin operation of a RMLA in a Kiosk Format is from \$68,600 to \$92,200. This includes between \$27,500 and \$31,500 that must or will be paid to the franchisor. The total investment necessary to begin operation of a RMLA in an Inline Format is from \$178,500 to \$286,250. This includes between \$47,900 and \$61,200 that must or will be paid to the franchisor. The amount that must or will be paid to the Franchisor may be less if multiple franchises are purchased in the same transaction and multiple purchase discounts or employee discounts to the Initial Franchise Fee apply, or if the franchisee is converting its existing substantially similar beauty care business to a D&D Beauty Business. The total investment to purchase area development rights is \$7,000 per D&D Beauty Business required to be developed, all of which will be paid to the franchisor. Franchisees will not be required at this time to make any payments to the franchisor's affiliates, unless the franchisee purchases an existing, operating D&D Business from an affiliate, or subleases the premises of the D&D Beauty Business from an Operating Affiliate.

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 Mosin Mohammed at 2721 W. Devon Avenue, 2<sup>nd</sup> Floor, Chicago, Illinois 60659, 1-877-924-2769 or email at [mosin@shapesbrowbar.com](mailto:mosin@shapesbrowbar.com).

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 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 1-887-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 in your state. Ask your state agencies about them.**

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