

**FRANCHISE DISCLOSURE DOCUMENT RECEIVED**

the new well, LLC DEPT OF CORPORATIONS  
An Oregon Limited Liability Company SAN FRANCISCO  
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Grants Pass, Oregon 97526

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## the new well®

Complete Weight Loss & Wellness Centers

We offer franchises to own and operate the new well® Weight Loss and Wellness Centers. The new well® Centers offer wellness and lifestyle programs, weight loss, nutritional and life coaching, skin care and body care products, nutritional supplements and exercise, relaxation and aesthetic treatments to the public under the new well® Marks. The franchise is for either a 1,200 square foot the new well® Center ("Model 1") or a 1,600 square foot the new well® Center ("Model 2"). Model 2 Centers also feature additional complimentary retail products and treatments.

The total investment necessary to begin operation a the new well® Model 1 Center is \$116,850 to \$184,500. This includes \$43,928 which must be paid to us or our affiliates. The total investment necessary to begin operation of a the new well® Model 2 Center is \$199,300 to \$313,400. This includes \$53,928 which must be paid to us or our affiliates. The total investment necessary to begin operation of a conversion Model 1 Center is \$58,200 to \$108,600. This includes \$14,028 which must be paid to us or our affiliates. The estimated initial investment for a conversion Model 2 Center is \$94,200 to \$167,100, none of which will be paid to us.

We also offer area developer franchises. The total investment necessary to begin operation of an Area Developer business is \$59,370 to \$266,300, plus the cost of establishing one the new well® Center (\$86,950 to \$273,500). This includes \$50,000 to \$250,000 which must be paid to franchisor or its affiliates, plus \$14,029 to \$24,029 which must be paid to franchisor in connection with the establishment of one Center. Thus, the combined total investment for an area developer franchise is \$146,320 to \$539,800.

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 our Franchise Sales Department at 2160 NW Vine Street, Grants Pass, Oregon 97526, (888) 471-WELL (9355).

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 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.

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## 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 B 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:

THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY MEDIATION AND LITIGATION ONLY IN OREGON. OUT-OF-STATE LITIGATION AND MEDIATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO SUE OR MEDIATE WITH US IN OREGON THAN IN YOUR OWN STATE.

THE FRANCHISE AGREEMENT STATES THAT OREGON LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.

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 Dates: 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 Disclosure Document is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates.

California:

Hawaii:

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