

AUG 14 2017

**FRANCHISE DISCLOSURE DOCUMENT**

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Securities Regulation Division



**TONI&GUY Salon Franchising Company, LLC**

(a Texas limited liability company)

4251 Kellway Circle

Addison, Texas 75001

(972) 931-1567 ext. 2216

(972) 407-7530 (fax)

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

The franchise offered is for a TONI&GUY hairdressing salon (“TONI&GUY Hairdressing Salon”).

The total investment necessary to begin operation of a new TONI&GUY Hairdressing Salon is estimated to be between \$314,900 and \$578,500 (excluding real estate costs), which includes the \$70,500 to \$120,500 you must pay to us or our affiliates. The total estimated investment necessary to begin operation of a conversion salon is estimated to be between \$111,650 to \$289,500 (excluding real estate costs), which includes the \$22,500 to \$75,500 you must pay to us or our affiliates. These estimated figures are based on a 1,000 to 1,600 square foot salon. If you sign an Area Development Agreement to develop multiple TONI&GUY Hairdressing Salons in a specified area, you must also pay us a development fee. The development fee is equal to \$20,000 for each New-build TONI&GUY Hairdressing Salon, and \$15,000 for each conversion TONI&GUY Hairdressing Salon described in the Development Schedule attached to the Area Development Agreement. If you sign the Area Development Agreement and pay the associated development fee, you will not be charged an initial franchisee fee for the TONI&GUY Hairdressing Salons described in the Development Schedule. For each TONI&GUY Hairdressing Salon established under the Area Development Agreement beyond those described in the Development Schedule, the Area Developer will pay a discounted initial franchise fee of \$10,000.

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, us or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this Disclosure 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 administration department at 4251 Kellway Circle, Addison, Texas 75001, (972) 931-1567 ext. 2216, (972) 407-7530 (fax) or [salonfranchising@toniguy.com](mailto:salonfranchising@toniguy.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 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

TONI&GUY Hairdressing Salon 2017 FDD  
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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: July 27, 2017

## 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 (Not applicable in all states - See State Specific Addenda):

1. THE FRANCHISE AGREEMENT REQUIRES THAT ALL DISAGREEMENTS BE LITIGATED IN DALLAS, TEXAS. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT. IT MAY ALSO COST YOU MORE TO LITIGATE WITH US IN DALLAS, TEXAS THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT TEXAS 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.
3. YOU MUST COMPLY WITH MAXIMUM PRICES SET BY THE FRANCHISOR FOR THE GOODS AND SERVICES YOU SELL. THIS REQUIREMENT MAY REDUCE YOUR ANTICIPATED REVENUE AND NET INCOME.
4. 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.

State registration effective dates are listed on the following State Registrations page.

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