

FRANCHISE DISCLOSURE DOCUMENT

WAXING THE CITY™

Waxing the City Worldwide, LLC
a Minnesota limited liability company
111 Weir Drive
Woodbury, MN 55125
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www.waxingthecity.com

Waxing the City Worldwide, LLC is offering franchises for the use of the trademark “WAXING THE CITY®” and related trademarks and service marks for the operation of a business offering a studio experience focused on body and facial waxing for men and women and the sale of related products (“Waxing Studio”).

The total investment necessary to begin operation of a Waxing the City franchise ranges from \$127,741 to \$410,583. This includes \$22,750 to \$77,600 that must be paid to the franchisor or its affiliates. We may also offer you the right to develop multiple Waxing Studios. You would then sign an Area Development Agreement and pay a Development Fee based upon the number of Waxing Studios you agree to open. Specifically, the Development Fee equals the initial franchise fee for the first Waxing Studio, plus \$15,000 for the second Waxing Studio, plus \$10,000 for the third Waxing Studio, and \$5,000 for the fourth and each subsequent Waxing Studio that you agree to open.

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 your sales representative at 111 Weir Drive, Woodbury, Minnesota 55125, telephone 866-956-4612.

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 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.

ISSUANCE DATE: March 29, 2019, as amended September 19, 2019. (See page entitled “Franchise Disclosure Document Effective Dates in Designated States” for State Specific Effective Dates.)

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 THAT ALL DISAGREEMENTS BE SETTLED BY ARBITRATION OR LITIGATION IN MINNESOTA. OUT OF STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT. IT MAY ALSO COST MORE TO ARBITRATE OR LITIGATE WITH US IN MINNESOTA THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT MINNESOTA 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 MAKE MINIMUM ROYALTY OR ADVERTISING FUND PAYMENTS, REGARDLESS OF YOUR SALES LEVELS. YOUR INABILITY TO MAKE THE PAYMENTS MAY RESULT IN TERMINATION OF YOUR FRANCHISE AND LOSS OF YOUR INVESTMENT.
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.

EFFECTIVE DATE: See page entitled “Franchise Disclosure Document Effective Dates in Designated States” for State Specific Effective Dates.

FRANCHISE DISCLOSURE DOCUMENT EFFECTIVE DATES IN DESIGNATED STATES

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, exempt from registration, or otherwise effective in the following states having franchise registration and disclosure laws as of the dates listed:

California	April 3, 2019, as amended _____, 2019
Hawaii	April 5, 2019, as amended _____, 2019
Illinois	March 29, 2019, as amended _____, 2019
Indiana	April 3, 2019, as amended September 19, 2019
Maryland	<i>See Separate FDD</i>
Michigan	March 29, 2019, as amended _____, 2019
Minnesota	April 16, 2019, as amended _____, 2019
New York	June 19, 2019, as amended _____, 2019
North Dakota	April 9, 2019, as amended _____, 2019
Rhode Island	May 1, 2019, as amended _____, 2019
South Dakota	April 2, 2019, as amended September 19, 2019
Virginia	March 29, 2019, as amended _____, 2019
Washington	May 17, 2019, as amended _____, 2019
Wisconsin	March 29, 2019, as amended September 19, 2019

In all other states, the effective date of this Franchise Disclosure Document is September 19, 2019.

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