

Don't Just
Open
A Business.
Redefine An
Industry.



The L.A. Bikini Difference.

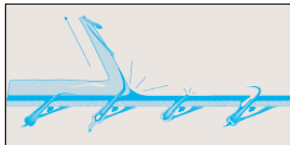
Using sugar to remove unwanted body hair is actually an ancient technique. But it took L.A. Bikini to make it work in today's world. As a result, our brand of modern sugaring provides permanent, satisfactory results with benefits that far exceed the more commonly used hot wax.

Our signature service, the L.A. Bikini, not only removes hair from the bikini line and bikini area, it permanently reduces hair growth – leaving skin unbelievably smooth in the process. Which makes it far superior to the outdated Brazilian.

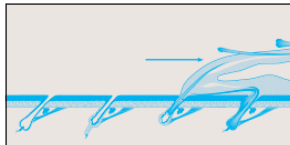
Combine that with our forward-thinking business model and consistent use of innovative technology and it's pretty clear why L.A. Bikini is such an attractive franchise for today's marketplace.

Why Sugaring Hits The Sweet Spot.

Unlike the aforementioned (and traditional) Brazilian, an L.A. Bikini relies on a proprietary sugar paste to remove unwanted body hair from sensitive areas. It goes on cool, only bonds to hair and won't stick to skin. Which makes an L.A. Bikini nothing short of a modern miracle.

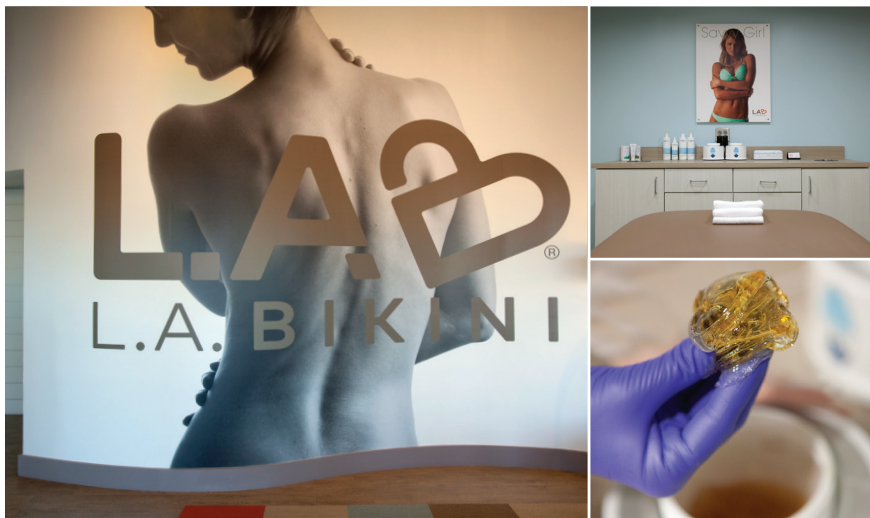


Wax removes hair against it's natural direction resulting in broken hairs, ingrowns and skin irritation.



Sugar removes hair in its natural direction resulting in fewer ingrowns, reduction of hair growth and super smooth skin.

the new smooth®



Empowered Staff

Efficient Footprint

Streamlined Technology

Customer Loyalty

A Higher Form Of Hiring.

One qualified employee is better than 2 or 3 who aren't. That's why we're big believers in hiring the best. And then earning their loyalty by rewarding them with compensation that's among the highest in the industry.

By focusing on a small number of stronger, happier employees (4-10 to be exact), the total experience and quality of life is enhanced for everyone – customers and staff members alike. Which is the best way to maximize profits.

Add to that L.A. Bikini's strict training standards and the result is an unparalleled commitment to quality of service. (Complete with programs and strategies that are designed to maintain it.)

Bigger Is Not Necessarily Better.

L.A. Bikini franchises are known for their modest footprints, which usually range from 1500 to 1700 square feet. That's because we want every L.A. Bikini to be only as big as it needs to be in order to achieve success. By using a smaller, more efficient space, operating costs are lower, fewer employees are needed and everything from the electric bill to the décor is easier to manage.

Power To The People. Literally.

Like most businesses, we believe that people make the difference. But with the right tools, those same people can excel beyond the wildest expectations.

That's why our goal at L.A. Bikini is not to replace people with technology, but to use technology to make them as powerful as possible.

We may be at the forefront of how beautiful skin is achieved, but we're also at the forefront of how successful businesses are operated as well. All thanks to our use of state-of-the-art technology to improve sales, customer service and everything in between.

A New Way To Define The Term "Membership."

We didn't invent the concept of membership, but we've gone to great lengths to make it our own. That's why we give L.A. Bikini customers the chance to enjoy special perks and privileges by becoming lifetime members – and the only prerequisite is a short-term commitment.

It's the perfect way to maximize the benefits of regular treatments while giving customers an easy way to contain costs and minimize obligation.



Your Team Awaits. (Not To Mention Your Future.)

Whether you want to be a single or multi-unit owner – or something a little more ambitious – L.A. Bikini is ready to welcome you into the fold. It's not every day that an entire industry is reborn. So when it happens, don't let it pass you by.

For more details about this amazing franchise opportunity, contact us today at www.mylabikini.com/franchising.