



## THE BEAUTY OF FRANCHISING

By Jill Schildhouse

### Lash Extension Company Growth is Eye Opening

"Nothing is better than being part of a brand that's first to market with a new concept," says Teri O'Donnell, who's done just that — twice. Prior to becoming a regional developer for Amazing Lash Studio in 2015, she found her franchise footing as owner of a Chicago-area Massage Envy location. "I already knew the value of being part of a group of like-minded entrepreneurs, so when I stumbled upon Amazing Lash Studio in 2014 it was a no-brainer."

O'Donnell isn't alone in building upon her previous franchise success by seeking out the next hot business opportunity. In fact, 42% of Amazing Lash Studio's franchisees own at least one additional brand.

"We intend to build out three studios in the next year and are intending on doing more in the future," says Jon Brovitz, who also owns 13 Massage Envy locations in Arizona. "Our first studio is doing great. The customers love the service and the stylists and front desk associates are great to work with."

Amazing Lash Studio is a proven recurring revenue business model thanks to its membership program populated by loyal brand advocates who rave about the patented eyelash extension application technique they receive in state-of-the-art studios. Franchise owners find themselves at the forefront of an emerging industry complete with first-class franchise support — start-up assistance, training, automated business systems, operations support, relationships with vendors, and assistance with local marketing and advertising.

"I wasn't looking for anything else to add to my portfolio, but when the Amazing Lash Studio opportunity came to me I just couldn't pass it up," says Dani Snyder, who has owned nine Massage Envy locations and three European Wax Center locations in San Diego. "With both of the other brands I found one of the things that made me successful was that I joined them in the beginning and they were each the leader in their respective industry. I knew I would be able to successfully build the Amazing Lash Studio brand and I love being the leader in the industry."

One of the fastest-growing franchises of this decade — 100 locations have opened



### ABOUT AMAZING LASH STUDIO

Amazing Lash Studio provides an on-trend offering in a thriving market. Whether the goal is to open one or more studios, we have developed the systems to run a successful business.

### AMAZING LASH STUDIO FAST FACTS

- 🔴 Startup Costs: \$276K - \$597K
- 🔴 54% of Amazing Lash Studio franchisees own multiple locations
- 🔴 No. of National/Global Franchise Units: 240
- 🔴 \$55 billion beauty industry
- 🔴 Market leader

since 2013, with another 120 scheduled to open in the coming year — Amazing Lash Studio just celebrated another milestone: 50,000 members. And that's just the beginning.

"I see huge potential with the brand," says Snyder. "I see Amazing Lash Studio being the leader not only here in the States, but also outside of the U.S."

If you're a motivated entrepreneur who has a passion for helping others look and feel amazing, provides great customer service, and has solid management skills, then you have what it takes to become an Amazing Lash Studio franchisee. Visit [amazinglashstudiofranchise.com](http://amazinglashstudiofranchise.com) today, or call (480) 400-8516 for more information today.

### FOR MORE INFORMATION

**Amazing Lash Studio**

**P: (408) 400-8516**

**W: [amazinglashstudio.com](http://amazinglashstudio.com)**

The information provided is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. Currently, the following states in the United States regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction. Amazing Lash Studio Franchising, LLC - 9383 E. Bahia Drive, Suite 100, Scottsdale, AZ 85260. All information on this website is subject to change. To validate information, please refer to the Amazing Lash Studio Franchise Disclosure Document.