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RAZZLEDAZZLE FRANCHISE LLC
241 MIRACLE MILE
CORAL GABLES, FL 33134

305.508.8081
FRANCHISE@RAZZLEDAZZLEBARBERSHOP.COM
WWW.RAZZLEDAZZLEBARBERSHOP.COM



RAZZLEDAZZLE®

BARBERSHOP

HAIRCUT



SHAVE



SHINE

A NEW CUT  AN OLD IDEA



... FRANCHISE OPPORTUNITY ...

Elena Linares, Serial Entrepreneur, Founder and Owner

RAZZLEDAZZLE®
BARBERSHOP



I'M LIKE A _____
FREIGHT TRAIN

when I want something to happen.

I DON'T BELIEVE IN LUCK

OR **SHORTCUTS.**

YOU MAKE _____
YOUR OWN DESTINY.



W E L C O M E

To **RAZZLEDAZZLE™**, *Baby!*



Luxuriously Old-Fashioned, Yet Thoroughly Modern.

RAZZLEDAZZLE™ is no ordinary barbershop. We offer high quality, old school barbershop grooming services in a jaw-dropping, sensual, retro environment. Pampering is what we're all about – and we do it at reasonable prices. Our customers leave us feeling great and looking better than ever!

Launched in 2008 in Coral Gables, Florida, our original barbershop concept proved to be so popular, we quickly added a second location, and soon began expanding even more! Today we have multiple thriving locations, and we have garnered countless accolades from the press, including interviews and appearances on national and international television ...and even on reality TV!

The growing demand for our services, the popularity of our business model and one-of-a-kind brand style, and the steady growth of our company has set us down the path toward franchise expansion. Good news is, franchising is in our blood. In fact, our founder has 30 years of experience as a stylist, district manager, franchise owner and entrepreneur, and is fully

committed to sharing her expertise with franchise owners to help them grow their own businesses.

Other hair care franchises may say they're unique, but **RAZZLEDAZZLE™** really is a standout in the industry. There is currently no direct competition within the enormous, growing beauty industry.

The **RAZZLEDAZZLE™** business model is fully established and market-tested – and you, too, can call it your own. We have a streamlined, highly efficient business system in place, meticulously planned and perfected throughout our years in operation. From hiring and training your own team of "Dazzlers," to specifications on our distinctive décor and dynamic marketing materials, plus access to the latest technology tools, every detail is in place when you become part of the **RAZZLEDAZZLE™ Experience** as a franchise owner.

COME GET YOURS. Join us and put some RAZZLEDAZZLE™ in your future!

"JUST A REALLY COOL VIBE WITH EXCEPTIONAL QUALITY, SERVICE AND ATTENTION TO DETAIL...FROM THE DECOR TO THE SCENT TO THE MUSIC."

FRANK B, MIAMI, FL, YELP.COM

RAZZLEDAZZLE.™

AN EXPERIENCE *Like* NO OTHER.



A visit to RAZZLEDAZZLE™ is a throwback in time. It's an escape from the hustle and bustle of everyday life, providing customers with an incredible, spa-like experience for the time they're with us – in an environment unlike any they've ever seen before at other barbershops or salons. Customers leave feeling like they were treated like a king. And because our prices are reasonable, they won't have to spend like one.

Featuring brilliant red walls with vintage Hollywood images, gilded gold mirrors, ornate chandeliers, a tasseled swing and great music from a bygone era, RAZZLEDAZZLE™ locations transport people back to a more sophisticated, opulent time. Think old-fashioned, luxurious barbershop with a sensuous touch, just like a Hollywood movie set.

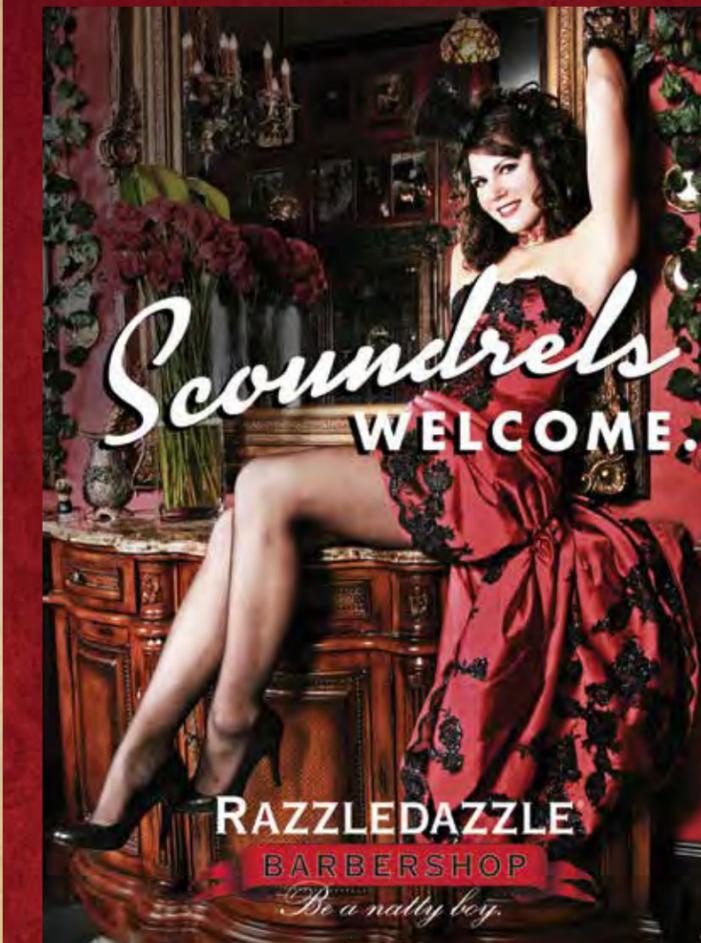
The Dazzlers

The team at RAZZLEDAZZLE™ is in costume and on stage! Beyond our unique décor, the right staff is key to helping make our concept so special. Dazzlers dress in alluring, black and red corseted dresses and stiletto heels. We're all about pampering men in a flirty but wholesome, professional manner.

Dazzlers not only must possess the technical skills to cut and style hair, they must have personality and charisma to engage with customers. The Dazzlers pamper them, giving them the attention they want and deserve—with complimentary extras such as hot towels, hand, neck or scalp massages, and a free shot of "sugar" (whiskey or vodka*)! We work hard to search for and recruit our talented stylists/barbers and then train them to deliver the signature RAZZLEDAZZLE™ Experience. And, of course, we'll provide you with guidance on how to best recruit and train the Dazzlers at your local franchise.

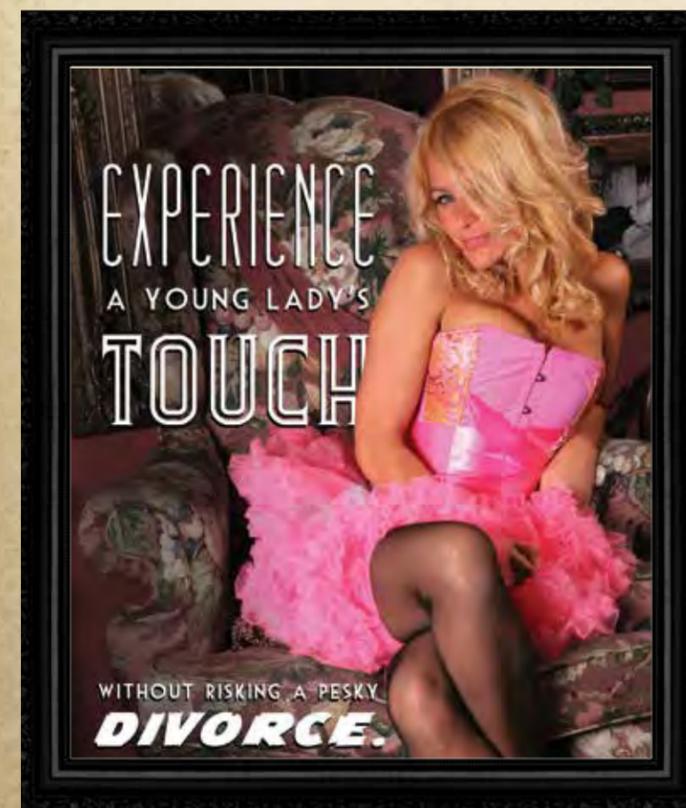
An exceptional franchise model

We offer franchise owners an incredible franchise prototype, offering the exclusive RAZZLEDAZZLE™ Experience and sophisticated, nostalgic ambience.



“JUST AN AWESOME EXPERIENCE ALL AROUND. FRIENDLY STAFF, A COMPLIMENTARY (AWESOME) HAND MASSAGE FROM A BEAUTIFUL GIRL AND GREAT QUALITY HAIRCUT TO BOOT. LEFT FEELING LIKE I HAD BEEN TO A SPA AFTER THE WARM TOWEL HEAD MASSAGE. I'LL BE BACK FOR MORE!”

JAMES P., PHILADELPHIA, PA,
YELP.COM



RAZZLEDAZZLE™ BARBERSHOP

EST 2008

RAZZLEDAZZLE Barbershop®:
Haircut * Shave * Shine
...and a Whole Lot More.

Appealing to men and boys of all ages, this model combines the old-school techniques of men's grooming with high quality, personalized service and today's best products. Our broad range of services include: traditional haircuts; the lost art of hot lather shaves; hairstyling, a variety of personal grooming services including scalp, neck shoulder, or hand and foot massages; hand and foot care; nose, ear or brow waxing; and shoe shines. In addition, we offer indulgent grooming necessities and other retail products, event packages, VIP annual memberships, and more, to pamper customers and boost the bottom line.

“THIS PLACE MADE ME FEEL LIKE A KING AND LOOK LIKE ONE AS WELL, I ONLY WISH MY HAIR GREW FASTER AND I LIVED CLOSER...THIS IS TRULY A UNIQUE EXPERIENCE IN A CLASSY, SEXY AND PROFESSIONAL ENVIRONMENT.”

JOHN S., MEMPHIS TN, YELP.COM

*where legally permitted

THE CLASSIC BARBERSHOP

with A TOUCH OF *Sexiness*

RAZZLEDAZZLE™ brings savvy entrepreneurs a rare, once-in-a-lifetime opportunity to participate in a truly unique business concept. Local barbershops and mass chains can't touch our high quality, fun, experience-centric model. And high end salons or spas can't match our prices.

RAZZLEDAZZLE™ is sexy, classy, and intriguing. It is also highly professional and features an established, time- and market-tested model and has an incredibly positive brand reputation. With fully developed standards and procedures in place, multiple revenue stream possibilities, a super-broad customer base, plus an unmatched customer experience that can easily translate into constant repeat customers, our concept really is a cut above the rest!

RAZZLEDAZZLE™ is part of a huge and growing industry, and taps into some of the hottest market trends:

- There are nearly 303,000 salons and barbershops in the U.S.¹ Revenues for all salon services has grown to more than \$67 billion and is expected to rise even more in the years ahead.²
- There are 127,000 barbers in the U.S., and the number is predicted to grow through 2022.³ In addition, the men's beauty and personal care products market is one of the fastest-growing segments of the beauty industry.
- Since 2012, the segment has increased globally more than 70 percent. In 2014, the U.S. men's personal care market hit \$4.1 billion, up 19 percent from 2009. Sales are predicted to grow to \$4.6 billion by 2019.⁴

Extraordinary, Charismatic Leadership

Elena Linares is the visionary founder of RAZZLEDAZZLE Barbershop®. She's tough, driven and ambitious, yet warm and welcoming with a strong desire to give back to the community. She mentors local beauty school students and has a deep personal connection to her preferred charities, including Safespace Foundation, Inc., Miami Children's Hospital, Lotus House and back-to-school programs with the City of Miami Mayor's office.

Backed by decades of business experience, including years as a head corporate technical and franchisee educator and franchisee of 12 major national hair salon chains as well as a restaurateur, Elena is an award-winning entrepreneur, who knows what it takes to grow a business with her out-of-the-box marketing strategies and will help franchise owners do the same in their local communities.

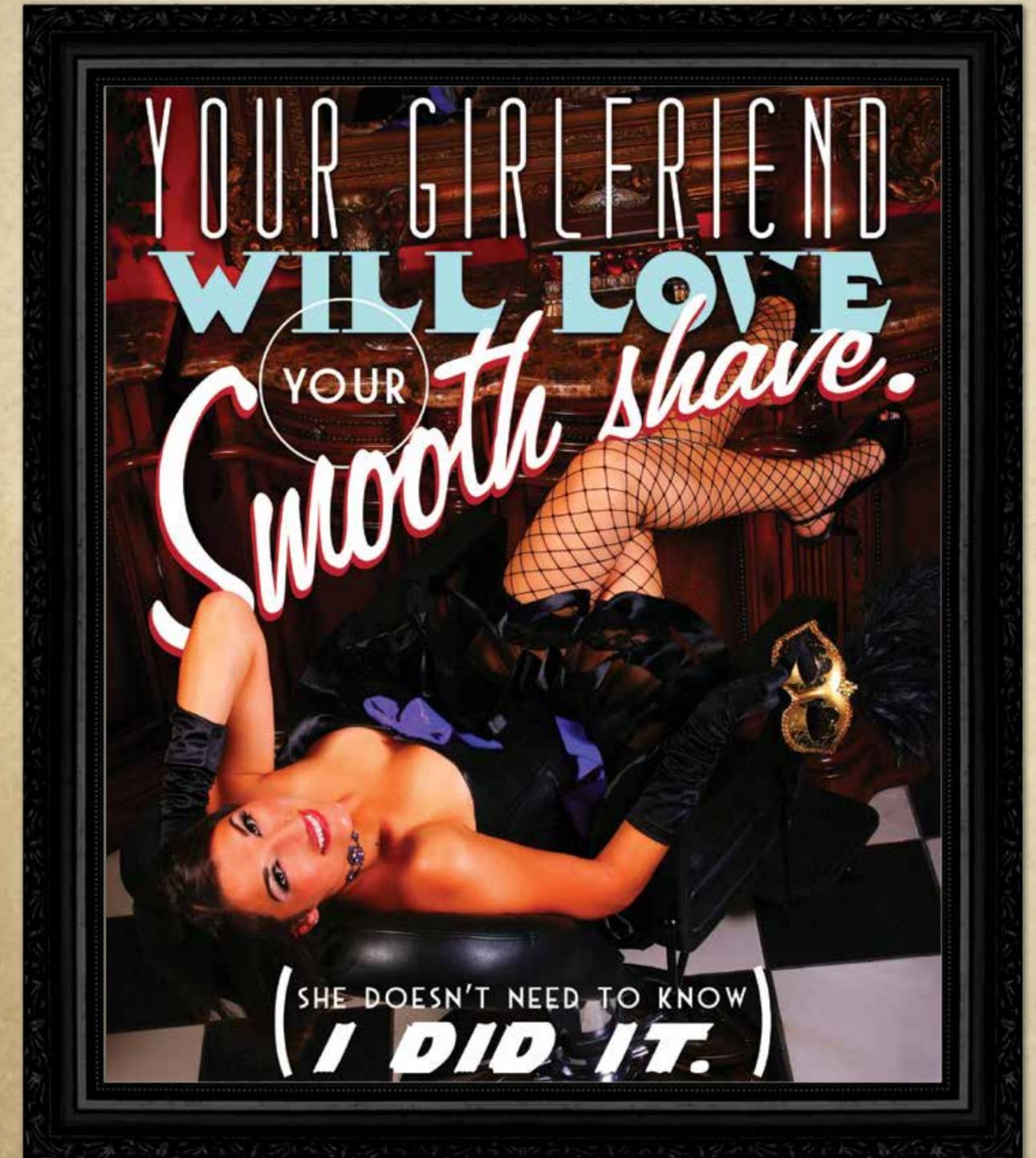


“IT REMINDS ME OF A BURLESQUE SHOW I SAW IN PARIS ONCE. THE VERY ATTRACTIVE LADIES ARE ALL DRESSED UP IN COSTUME AND EVERYONE IS SUPER FRIENDLY AND ENGAGE YOU IN CONVERSATION. ONCE YOU ARE SEATED YOU NOT ONLY GET A GREAT HAIRCUT YOU WILL ALSO RECEIVE A COMPLIMENTARY HAND AND ARM MASSAGE FOR ABOUT 10 MINUTES FROM ANOTHER ATTRACTIVE WOMAN. I LOVE THE ATTENTION!!”

DON O., MIAMI, FL, YELP.COM

“LOVE THIS PLACE! THE STYLISTS HERE ARE AMAZING AND LOVE THE AMBIANCE. I HAVE BEEN A CLIENT FOR A COUPLE OF YEARS NOW AND HAVE RECOMMENDED A COUPLE OF FRIENDS THAT LOVE IT AS WELL. ASK FOR YOUR SHOT OF SUGAR AND SIT DOWN AND RELAX FOR YOUR HAIRCUT. GREAT AMAZING SERVICE!”

JAVIER Z., MIAMI, FL, YELP.COM



¹modernsalon.com. Moratto, Anne. "New 2014 Professional Salon Industry Haircare Study Sees Growth," 3-5-15.

²ibid.

³Professional Beauty Association. "Economic Snapshot of the Salon & Spa Industry May 2014," Bureau of Labor Statistics.

⁴cnbc.com. Booth, Barbara. "Real men don't cry...", Mintel research group, 12-6-14.

DAZZLING SUPPORT

for your business

Whether you have prior beauty industry experience or not, whether you plan to open one or multiple locations, and whether you are a dedicated on-site owner operator or qualify to invest in the program and staff your location with a trained manager, we have options suited to a variety of franchise ownership profiles.



Regardless of your background or your growth plans, as a RAZZLEDAZZLE™ franchise owner, you can count on our corporate team, with years of real-life, day-to-day experience, to provide you with a full suite of superior support services, including:

• **Comprehensive training and education programs:**

Training will cover important areas, including guidance in customer service, management, bookkeeping, equipment use, inventory and more, as well as assistance with finding and training your "Dazzlers."

• **Initial and on-going support:** Assistance will be available when you launch your business, including input with site selection, set up, lease negotiation and of course, replicating our distinctive décor. Plus, you'll get field visits on a regular basis from a RAZZLEDAZZLE™ representative to help you grow your local business. Topics discussed may include operations, sales, human resources, maintenance and more. You'll also receive refresher training as needed, and if you ever have a question or problem, we're fully accessible—by phone, email or text.

• **Exciting marketing & advertising:**

You'll get guidance on how to leverage the provocative, yet cheeky, RAZZLEDAZZLE™ brand. Presence on the corporate website, plus access to a selection of pre-approved materials, will help you build appeal and create buzz in your local area.

• **Valuable supplier relationships:** You'll have direct access to our approved, designated suppliers and vendors for purchasing key products and equipment, giving you a built-in advantage for pricing and purchasing terms.

• **Confidential operations manual:** A proprietary guide detailing the important information you'll need to operate your business, including daily operating procedures, job descriptions, management, and other important business functions.

• **The latest technology:** As a franchise owner, you'll get advice on software and technology tools, including access to our approved POS system to help you manage your business smoothly and efficiently.



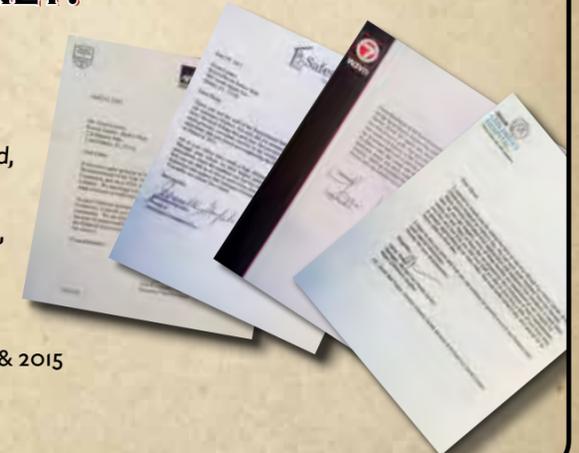
RAZZLEDAZZLE®
BARBERSHOP

RAZZLEDAZZLE™ IS A MEDIA MAGNET!

RAZZLEDAZZLE Barbershop® and Founder Elena Linares have been featured on a variety of media outlets, including: CBS Miami, WSVN-TV, Deco Drive, NBC 6 South Florida, América Tevé, Despierta América, Wake Up Call (Reality Series), El Nuevo Herald, Miami Herald, Telemundo, BizBash.com, Miami New Times, SOMI Magazine, Selecta Magazine, Brickell Magazine, Haute Living Magazine, NBCMiami.com, Miami.com, Thrillist.com, AskMen.com, and much more!

RAZZLEDAZZLE™ WAS NAMED:

- Miami New Times "Readers' Choice Winner" for Best Barbershop 2014 & 2015
- One of the five "Top Salons in South Florida for Men" by CBSLocal.com
- One of Best Off-Campus Spots for Pampering" by Miami Hurricane





“BE POSITIVE AND CARING TOWARD OTHERS, THEY BECOME YOUR FANS. WHEN YOU ARE GOOD TO OTHERS, IT REALLY COMES BACK TO YOU. IT’S EASY AND HOW I LIVE LIFE.”

- Elena Linares

**It's Show Time!
Bring a Little RAZZLEDAZZLE™ to Your Community**

If you have a strong work ethic and a real passion to cater to customers, this could be the exciting opportunity you've dreamed about.

RAZZLEDAZZLE™ is a once-in-a-lifetime opportunity to own a fun, unique, exciting business. It's also a chance for a personally fulfilling career—owning and operating a fun and, yes, sexy business that provides an unbeatable experience to so many people.

We are presently screening a select group of motivated individuals the skills and integrity to join our franchise network. To qualify, you must have solid customer service and managerial skills, and be committed to delivering **the RAZZLEDAZZLE™ Experience**. In exchange for your commitment to the RAZZLEDAZZLE™ brand and system, you'll have instant access to all the strengths and benefits our totally unique concept has to offer!

Take the next step and let a great future take root today! To learn more about this extraordinary opportunity, please complete and submit the enclosed confidential request form. Upon review, we'll set up a meeting where we can discuss the details of and next steps toward owning and operating a RAZZLEDAZZLE™ franchise.

Thank you for your interest in RAZZLEDAZZLE Barbershop®.



IT'S SHOW TIME!



BE A PART OF THE RAZZLEDAZZLE™ FAMILY!



Elena Linares, Serial Entrepreneur, Founder and Owner

**RAZZLEDAZZLE™
BARBERSHOP**



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elena@razzledazzlebarbershop.com

