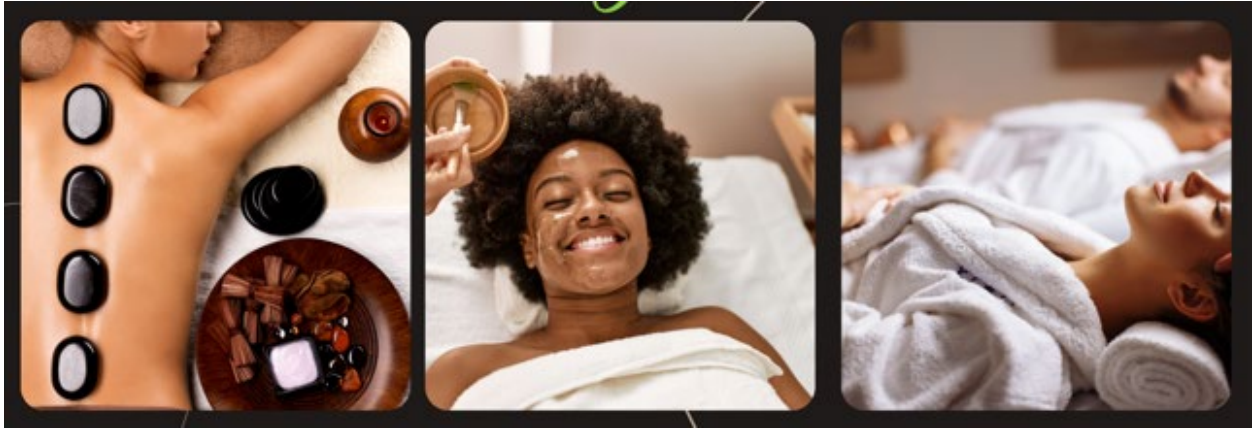


EVEXIA

Wellness Spa

Welcome to Evexia Wellness Spa!



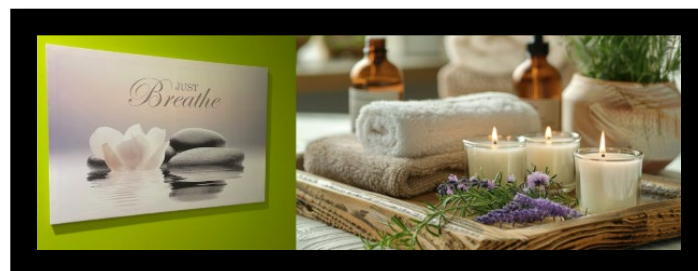
A Unique Day Spa & Medi Spa Experience

Evexia Wellness Spa is a unique concept that is underrepresented in the spa world. Our concept was carefully designed to focus on the experiences of our clients and on results rather than the actual business assets. We are hyper-focused on our clients' experience and on cleanliness, as well as offering excellent care for our team members. We believe with these three elements in place, the rest will take care of itself.

Our Mission

We have a simple, yet powerful mission: "Do all things in love."

At Evexia, we hold a deep-seated belief that every individual, regardless of where they find themselves on life's journey, is inherently valuable. Our unwavering commitment to delivering exceptional services stems from a genuine passion for what we do. Central to our ethos is a culture that places utmost importance on outstanding customer service, quality products, and enriching sessions. We strongly believe that by nurturing and supporting our team members, we are best equipped to provide exceptional care and service to our clients. This philosophy is encapsulated in our mission statement, inspired by 1 Corinthians 16:14, which guides us to approach all that we do with love and compassion.



Our Franchise Management Team



Ida Pesce Figueroa is our founder and serves as our CEO. She brings a wealth of knowledge and experience to our brand. Ida holds a master's degree in business and has a proven background in sales, marketing and operations in the hospitality business. She previously held CEO and Executive Vice President positions and has years of experience in managing layers of team members within organizations while overseeing many disciplines. She is passionate about people and often finds herself giving time, prayer or other resources to those around her. Ida believes that being kind to others is the best gift you can give to yourself!

Alex Figueroa serves as our COO and is passionate about providing excellence in customer service. With a proven track record of client satisfaction and retention, Alex has been instrumental in driving excellence in setting the customer service culture for Evexia Wellness Spa. Alex has a vast majority of experience in operations and has a proven track record in developing teams that excel in customer service. Alex past positions include Mortgage Banker with JP Morgan Chase and Corporate Director of Human Resources in the hospitality industry. Alex understands how to drive profit by controlling expenses while taking excellent care of Evexia's most valuable assets, our clients and team members.

Gjina serves as our lead Esthetician and is certified in all of our Medi spa services. She is driven by a passion to help others feel their best. Gjina takes pride in training other Estheticians in developing their knowledge and confidence needed to provide excellent and consistent services to all Evexia clients. Gjina has been instrumental in creating the Evexia protocols for our brand and understands the importance of delivering services that follow the Evexia protocols.

Kaitlin serves as our Lead Massage Therapist and is certified in cupping, deep tissue, prenatal, stretch massage and more. Kaitlin enjoys assisting other Massage Therapists in developing their skill set and following our protocols to deliver the best service based on the client's needs and desires. Kaitlin has been instrumental in assisting in the development of our Evexia Wellness Spa massage protocols, massage ramp up and training programs.

Brandy serves as our Lead Massage Therapist and is certified in cupping, deep tissue, prenatal, stretch massage and more. Brandy enjoys helping others feel their best and thrives on training other massage therapist to deliver excellence in providing massage therapy to Evexia Clients. Brandy enjoys traveling and spending time with her family during her off time.

Stephanie serves as our Massage Therapist Trainer. Stephanie has over 13 years of experience as a Licensed Massage Therapist and held positions in the past where she was responsible for overseeing 18 massage therapists. She enjoys assisting massage therapists in refining their skills to deliver the best massage experience for our clients while following all of our protocols.

Why Own An Evexia Wellness Spa Franchise?

A Growing Industry

Evexia Wellness Spa operates in a rapidly growing industry. The global wellness industry is expected to see an annual growth rate of approximately 7.3% each year between 2023-2028. The global spa market is projected to reach \$80.67 billion in 2025 with a growth rate of 11.5% from 2024 to 2025.

A Proven Business Model

The *Evexia Wellness Spa* operating system is a proven business model, which reduces the risks associated with starting a business from scratch.

Incredible Savings on Med Spa Equipment

Our affiliated company purchases our med spa equipment directly from the manufacturers, which saves our *Day Spa & Medi Spa* Franchise Owners \$150,000 to \$250,000 over the typical retail prices!

Multiple Revenue Streams

- **Memberships:** Memberships ensure consistent and recurring revenue for Franchise Owners.
- **Day Spa & Medi Spa Treatments:** Clients may purchase individual treatments.
- **High-end Retail Products:** We offer spa related retail products that clients love.
- **Gift Certificates:** Gift certificates are in high demand at *Evexia Wellness Spa*. Our clients love to introduce their family and friends to *Evexia Wellness Spa* by purchasing gift certificates for them to use.

Robust Marketing

The key to any successful enterprise is brand awareness and marketing. We support our Franchise Owners with a meticulously crafted brand strategy and local advertising and marketing programs that attract new clients. To further support our Franchise Owners, we provide a 12-month marketing plan outline that Franchise Owners use to prepare a customized marketing plan for their Franchise Business. We and our approved supplier also conduct the following advertising and marketing on our Franchise Owners' behalf to enable them to focus on their *Evexia Wellness Spa* Franchise Business:

- **Grand Opening Advertising**
 - Facebook/Instagram advertising plus “boosts” in your local market
 - Google Ads advertising in your local market
 - Yelp advertising in your local market
- **Ongoing Local Advertising**



Franchise Owners must spend 5% of their monthly gross sales for local advertising. A portion of the 5% is dedicated to the following advertising and marketing programs.

- Facebook/Instagram social media postings (3-5 postings per week)
- Google Ads pay per click advertising in your local market
- Yelp pay-per-click ads in your local market

In addition to the above advertising and marketing programs, through our state-of-the-art booking software solution, Franchisees can easily implement and conduct the following marketing and promotional campaigns at no additional cost:

- Drip marketing Campaigns
- Birthday Promotions
- Implement & Manage a Client Referral Program
- Customized Member Promotions
- Customized Client Promotions

Client Booking & Scheduling Software

Our client booking and scheduling software is an extremely robust sales, booking and scheduling solution, which as noted above, is also used to conduct additional sales, marketing and promotions to members and clients.

Comprehensive Training & Support

Our Initial franchise training includes up to 41 hours of training, which is conducted at our Clarkston and Rochester, MI locations, online, and/or at your Franchise Business. We also provide training and certification to your initial Licensed Massage Therapist (LMT) and Esthetician, who will serve as your Lead LMT and Esthetician and provide training to your newly hired LMTs and Estheticians. In addition to our Initial Training Program, we provide 3 days of additional onsite training and support at your franchise location commencing 1-2 days prior to your opening.

A Comprehensive Franchise Operations Manual

Our 400+ page Franchise Operations Manual addresses every aspect of the *Evexia Wellness Spa* Franchise Business.

Site Selection Assistance

We have established a relationship with a national Master Commercial Real Estate Company that assists our Franchise Owners in identifying and vetting potential locations for their *Evexia Wellness Spa* franchise, which takes the guesswork out of the site selection process.

Ready to take the next step? Please contact us via email at franchise@evexia-wellnessspa.com or call (888) 383-9429 to schedule an initial call or web meeting to learn more about *Evexia Wellness Spa* and discuss any questions you may have.

Initial Franchise Investment

The following charts outline the estimated initial investment for an *Evexia Day Spa* franchise and an *Evexia Day Spa & Medi Spa* franchise. Additional information regarding the initial investment is provided in Item 7 of our Franchise Disclosure Document.

Evexia Day Spa Franchise

Type of Expenditure	Amount		Method of Payment	When Due	To Whom Payment is to be Paid
	Low	High			
Initial Franchise Fee	\$45,000	\$45,000	Lump Sum	When You Sign the Franchise Agreement	Us
Equipment, Furniture, Fixtures, Décor & Spa Supplies	\$132,750	\$146,850	As Incurred	Before Opening	Affiliate & Third Parties
Computer / POS System	\$3,000	\$4,500	As Incurred	Before Opening	Third Parties
Lease Deposit & 3 Months' Lease Payments	\$20,000	\$36,000	As Incurred	As Incurred	Landlord
Leasehold Improvements	\$85,000	\$279,000	As Incurred	As Incurred	Contractors
Utility Deposits	\$500	\$1,500	As Incurred	Before Opening	Utility Companies
Signage	\$15,000	\$17,000	As Incurred	As Incurred	Us and Third Parties
Licenses & Permits	\$500	\$1,500	As Incurred	Before Opening	Appropriate State/Local Authorities or Third Party
Insurance	\$1,200	\$1,800	As Incurred	Before Opening	Insurance Companies
Professional Fees	\$2,000	\$4,000	As Incurred	As Incurred	Your Attorneys, Advisors, CPAs and Other Professionals

Type of Expenditure	Amount		Method of Payment	When Due	To Whom Payment is to be Paid
	Low	High			
Architectural Fees & Permits	\$6,000	\$12,000	As Incurred	As Incurred	Architect, Gov't Agencies
Office Supplies	\$350	\$750	As Incurred	Before Opening	Third Parties
Opening Inventory	\$4,000	\$6,000	As Incurred	Before Opening	Third Parties
Licensed Massage Therapist Ramp Up Training ^d	\$575	\$1,150	As Incurred	Before Opening	Us
Esthetician Ramp Up Training Fee	\$450	\$900	As Incurred	Before Opening	Us
Training & Expenses	\$8,000	\$12,000	As Incurred	Before Opening	Providers of Travel, Lodging, Food Services, and Us
Grand Opening Advertising Program	\$8,000	\$10,000	As Incurred	Before Opening & During the First 30 Days Following Opening	Us and Third Parties
Security Alarm & Video Monitoring System	\$2,500	\$4,000	Lump Sum	Before Opening	Third Party
Additional Funds – 6 Months	\$65,000	\$90,000	As Incurred	As Incurred	Third Parties
TOTAL ESTIMATED INITIAL INVESTMENT	\$399,825	\$673,950			

Evexia Day & Medi Spa Franchise

Type of Expenditure	Amount		Method of Payment	When Due	To Whom Payment is to be Paid
	Low	High			
Initial Investment for Evexia Day Spa Franchise	\$399,825	\$673,950	Per Table Above	Per Table Above	Per Table Above
Med Spa Equipment	\$196,000	\$210,500	Lump Sum	50% is due upon ordering for the 3 pieces of equipment purchased from our affiliate. The balance is due when we notify you that the equipment is ready to ship to you. 100% is due when you purchase one piece of equipment from our designated supplier (currently, Diamond Glow).	Our affiliate, Advanced Beauty Equipment LLC, and our designated supplier, Diamond Glow
Guardian MD (Medical Director Oversight)	\$0	\$3,600	Set-up Fee: Lump Sum Ongoing Service Fee: Monthly	The set-up fee (currently \$750) is due when you set up your account. The ongoing service fee (currently \$950 per month) is payable monthly	Guardian MD
TOTAL ESTIMATED INITIAL INVESTMENT	\$595,825	\$888,050			

Additional Steps in Our Franchise Process

Additional steps to becoming an *Evexia Wellness Spa* Franchise Owner include:

1. **Introductory Conference Call or Web Meeting:** We invite you to contact us via email at franchise@evexia-wellnessspa.com or call (888) 383-9429 to schedule an introductory conference call or web meeting to address any initial questions you have and discuss the *Evexia Wellness Spa* franchise opportunity in more detail.
2. **Franchise Presentation:** During our introductory conference call or web meeting, we will discuss scheduling a time to share our Franchise Presentation with you. The online presentation enables us to take a deep dive into the *Evexia Wellness Spa* business operation, including the process of identifying and selecting a location, our franchise training and support programs, financial information regarding our corporate-affiliated location, and other important aspects of the franchise business.
3. **Franchise Disclosure Document Review:** Following the Franchise Presentation, we will provide you a copy of our Franchise Disclosure Document (FDD). Following your review, we will schedule a conference call or web meeting to discuss any questions you may have.
4. **Pre-Qualification for Franchise Funding (if applicable):** If you plan to finance your *Evexia Wellness Spa* franchise, we will provide you contact information to finance companies that specialize in franchising.
5. **Franchise Discovery Day:** The next step is to attend a Franchise Discovery Day. Discovery Day provides the opportunity for you to view *Evexia Wellness Spa* first-hand and experience a “day-in-the-life” of a *Evexia Wellness Spa* Franchise Owner.
6. **Franchise Application & Award of Franchise:** The final step to becoming a *Evexia Wellness Spa* Franchise Owner is to complete our Franchise Application. Once we complete our review of your application and invite you to join our franchise network, we will provide you the Franchise Agreement for signing.

Ready to Take the Next Step?

Please contact us via email at franchise@evexia-wellnessspa.com or call (888) 383-9429 to schedule an initial call or web meeting to learn more about *Evexia Wellness Spa* and discuss any questions you may have.

Frequently Asked Questions

What is your Royalty Fee?

Our Royalty Fee is 5% of weekly gross sales, which is one of the lowest in the industry.

Does Evexia Wellness Spa offer financing?

We do not offer direct financing. However, we can provide referrals to franchise funding companies that offer SBA loans, retirement fund rollover programs, and other types of financing.

If I do not meet the minimum financial qualifications, am I permitted to partner with another individual who does?

Yes, provided your partner owns at least 50% of your Franchise Business.

Do you permit absentee owners?

We permit semi-absentee owners who choose to hire a manager to manage the daily operation. However, Franchise Owners are ultimately responsible for overseeing the Franchise Business.

How long does it take to open an Evexia Wellness Spa franchise?

The typical length of time ranges from 7 to 12 months.

What types of locations are appropriate for an Evexia Wellness Spa franchise?

Evexia Wellness Spas can be operated from strip centers, free-standing buildings and out-parcel buildings. The size of the space ranges from 3,500 to 4,500 square feet.

Do you offer Area Developer (Multi-Unit) Franchises?

Yes. Area Developers receive a 25% discount on the Franchise Fee for their second and each additional franchise they open.

Do you recommend that I visit Evexia Wellness Spa at some point in the process?

Most definitely! We believe a Franchise Discovery Day is a very important step in our franchise process. A Discovery Day provides the opportunity for you to meet our owner and management team and experience *Evexia Wellness Spa* first-hand. Discovery Day also enables you to learn about a “day-in-the-life” of an *Evexia Wellness Spa* Franchise Owner. Discovery Days typically run approximately 7 hours.

What is the earning potential of Evexia Wellness Spa franchise?

The Federal Trade Commission’s Franchise Rule permits franchise companies to make “financial performance representations” (FPRs) in Item 19 of the FDD. We believe it is extremely important to do so as it helps prospective Franchise Owners understand the financial aspects of our business. In Item 19 of our FDD, we provide an FPR regarding the financial performance of our affiliated location. The information will assist you in preparing financial projections for your *Evexia Wellness Spa* franchise business. We also review our FPR during our online Franchise Presentation.

The information contained on this website is not intended as an offer to sell, or the solicitation of an offer to purchase, a franchise. We offer franchises solely through our Franchise Disclosure Document. We will not offer you a franchise unless we have complied with all applicable federal pre-sale registration and disclosure requirements and any pre-sale registration and disclosure requirements mandated by your state. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin.