

# GROOMING LOUNGE



**THE ORIGINAL UPSCALE BARBERSHOP & SPA FOR MEN**

# GROOMING LOUNGE®



With its initial and now-iconic flagship shop opening in Washington, D.C. in 2002, Grooming Lounge was the first destination to offer a full array of upscale men's hair, shaving and spa experiences in a decidedly masculine and professional atmosphere.

Word of mouth of Grooming Lounge's exemplary service levels, consumer experience and first-rate business practices spread quickly and the company opened a second destination in Northern Virginia in 2006. Along the way there have been hundreds of franchise inquiries, but now the company has perfected its craft enough to offer local owners, like you, a time-tested and replicable formula for success.

As we expand across the country, you too will be able to cater to discriminating gentleman who want to look, smell and feel their finest.



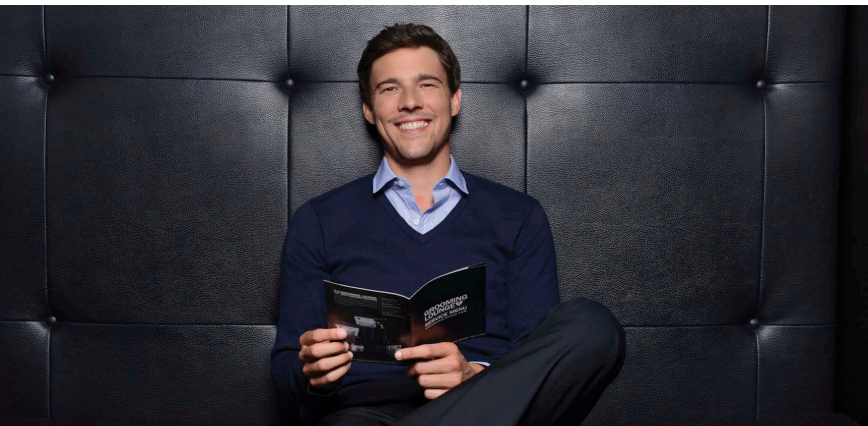
*Mike Gilman*  
Grooming Lounge Founder

**AS FEATURED IN:**



**Men'sHealth**

**THE WALL STREET JOURNAL.**



## The Numbers:

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### INITIAL FRANCHISE FEE:

\$40,000

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### ROYALTY FEES:

5% below \$1 MM Gross Sales

\*Steps down to 4.5% at \$1 MM

\*Steps down to 4% at \$1.5 MM

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### MARKETING FUND SUPPORT:

1%



HOWARD  
STERN



The Washington Post

**“If Grooming Lounge  
were any manlier or more  
awesome, it’d be a hardware  
store. Tops in its category.”**

~ **GQ** Magazine

**“No one combines five-star  
technical and customer  
service the way Grooming  
Lounge does everyday.”**

~ Long-Time Guest

**GROOMING  
LOUNGE** 

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