

A close-up portrait of a woman's face, focusing on her eyes and skin. Her hand is gently touching her cheek near her eye. The lighting is soft, highlighting the texture of her skin and the intensity of her gaze.

Lüz[®]

*Where Luminous Skin
is Just the Beginning*


FRANCHISE PROGRAM OVERVIEW



MEDSPA

The combination of an aesthetic medical center and spa that provides non-surgical aesthetic medical services under the supervision of a licensed physician, physician's assistant or nurse practitioner.

**An Ideal Opportunity to Build
and Beautify Your Career.**



Medspas have become the go-to-add-on business for medical professionals to broaden professional scope, reach more patients, to practice medicine the way they've always envisioned:

**Monetizing skills beyond
the limitations
of a traditional medical
setting or institution.**

**An Ideal Business Concept
to Compliment Your Professional
Portfolio.**

Why a Med Spa?

Med spa owners enjoy a loyal client base in an exciting industry:

The med spa industry growth rate is averaging 12.2% annual growth, projected to reach more than **\$27 billion** in coming years



70% of med spa patients come back for more.

You already have the expertise to offer a menu of medical grade services to clients. Surely it can't be too difficult to find appropriate retail lounge space and put a staff in place? It sounds simple enough... *But is it?*

Other Key Questions...

What about the not-so-simple questions that come with med spa ownership? Here are just a few that Lüz Lounge has taken into consideration... as it has built and refined a compelling, membership based, affordable and accessible med spa model:

- How do you know what to services to offer?
- How do you make your services attainable for a broad range of clientele and still maintain a healthy bottom line?
- How do you keep clients coming back and maintain client loyalty?
- How do you efficiently move clients through the schedule, and still communicate all there is for them to know?
- How do you hire, train and retain seasoned staff?
- What steps should be taken to ensure your staff is empowered to create an excellent experience for your clients?
- How will you deal with problems that arise if there isn't another department to "handle them"?
- What technology platforms will you use to manage day-to-day operations?

A close-up portrait of Patty Rappa, founder of Lüz Lounge. She has long, dark, wavy hair and is smiling warmly at the camera. The background is dark and out of focus.

The Good News

These are the kinds of questions, among many others, Lüz Lounge founder Patty Rappa set out on a quest to answer. More than a decade of business development experience and specialized research in the field, solving problems and addressing the challenges faced by the med spa industry, is what led to the Lüz Lounge concept. **The result of this body of work is an efficiently organized, strategically developed franchise system that answers every question, taking the guesswork out of the business end of your med spa, so you can do what you do best.**

"We built a franchise model that is about attainability and accessibility for the consumer. It's about a buzz of energy for clients that feels genuine. It feels real. Lüz Lounge clients feel like they're going to visit friends who just happen to be in the aesthetics industry. Once we figured that out, it was the beginning of everything."

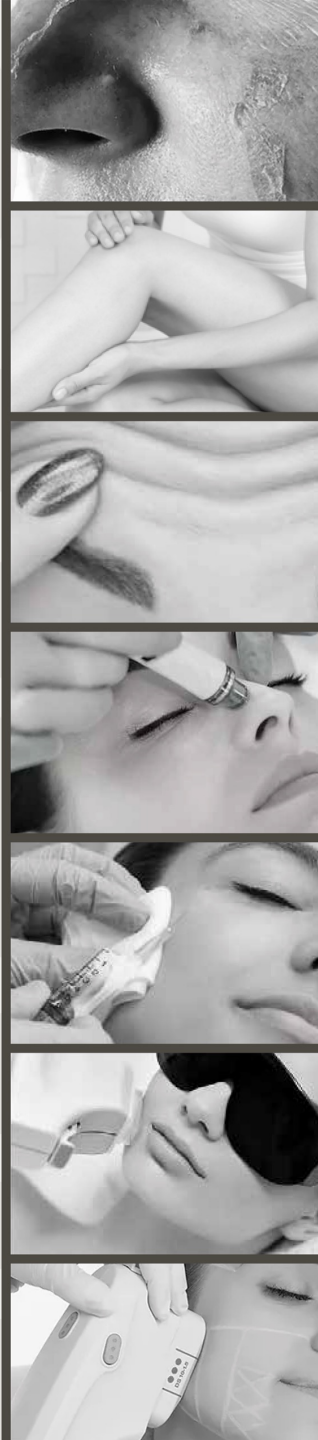
- Patty Rappa, Founder of Lüz Lounge -

Today, Lüz Lounge franchises are being offered in multiple states across the U.S.

We invite you to learn more about the Lüz Lounge franchise opportunity and see how we can help you take your professional career to new levels.

We welcome the busy professional who stops in on her lunch hour or pops onto a virtual consult with one of our nurses. The stay-at-home mom who finds community in our lounge. The informed millennial who knows exactly what services she needs. Our SkincareRx membership model offers it all.

Return visits become a must for our SkincareRx members. Each visit is also a new opportunity to consult their trusted provider, add on skincare boosters and even injectables. All with an amazing amount of value built in.



Complete

MEDSPA

MENU WITH
SOMETHING
FOR EVERYONE

TCA PEELS

AHA/BHA PEELS

LASER FACIALS

LASER HAIR REMOVAL

HYDRAFACIAL

PRP/MICRONEEDLE

INJECTABLE FILLERS

NEUROTOXIN

ULTRASOUND

RADIO FREQUENCY

This list may seem ordinary to some, but it's the way we offer these services and the business management behind it that makes all the difference.

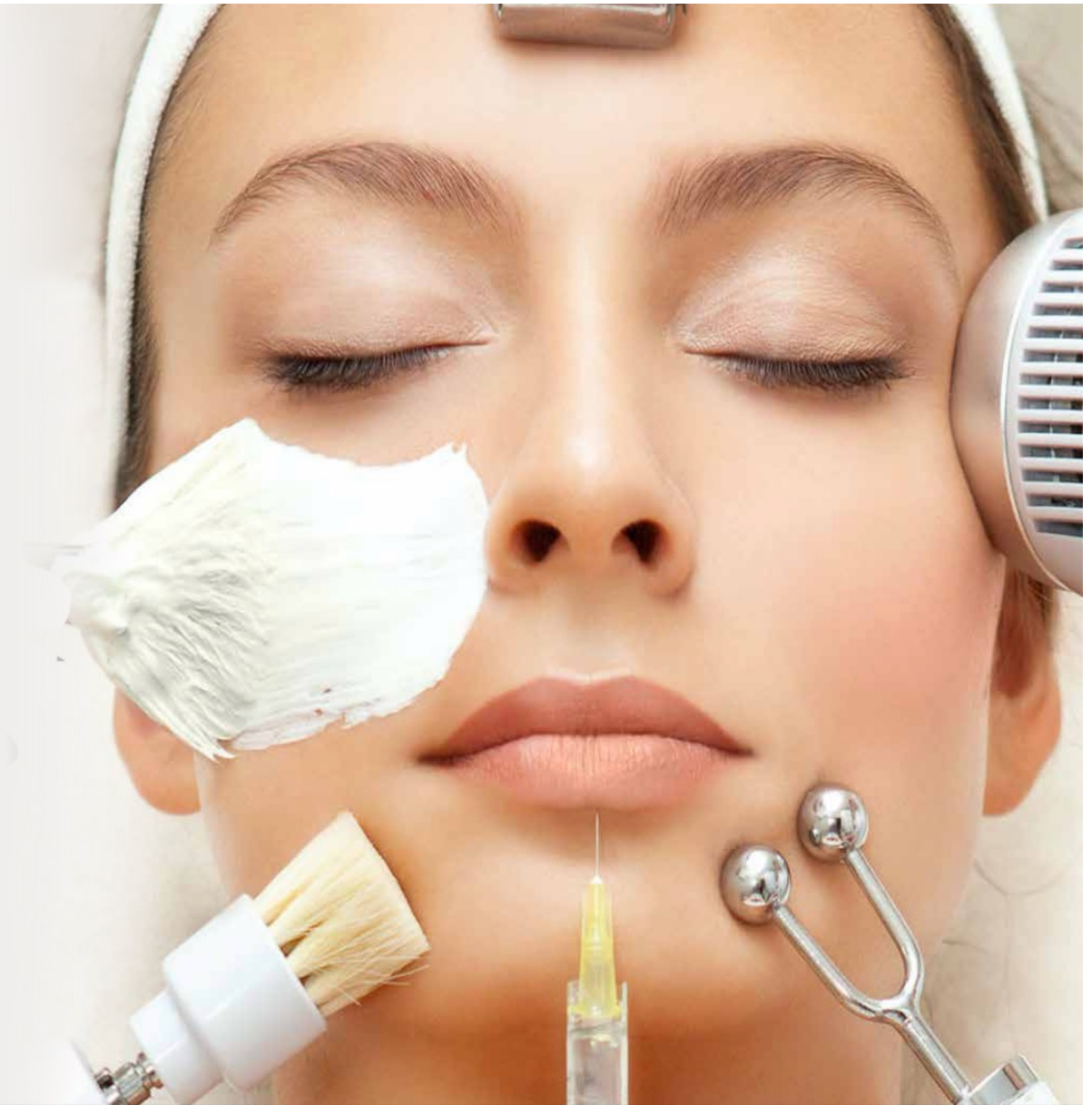
The Magic is in the Management

There is no question that our med spa franchise opportunity stands apart from the competition.

First, we've refined our processes and systems with such precision that we've made med spa affordable for a broad array of clientele, with a complete operational model supported by an unmatched membership-based structure.

Introducing SkincareRX: Our Unique, Multi-Visit Customizable Membership Model

SkincareRX creates a foundation of care for each member that includes a menu of nine facials to be mixed and matched over six visits. With this model, the facial at each visit is discussed and designed to match the client's skin condition at the time, eliminating the need for rushed, stressful decision making.



Lüz

More Features and Benefits

Why a Lüz Lounge franchise makes sense for professionals like you...

	Lüz Lounge		Traditional Med Spas
Membership Model	✓	✗	A la Carte Model
Complete Franchisee Onboarding Processes	✓	✗	Ad Hoc Business Planning
Fluid Staffing with Cross-Training	✓	✗	No Back Up System for Teams
Reasonable Level of Entry/Investment	✓	✗	High Level of Entry
Streamlined Square Footage	✓	✗	Large Elaborate Spas
Online, App and Tablet Scheduling	✓	✗	Phone Sheduling
Virtual Client Consultations	✓	✗	Only Onsite Services
Thorough Management Systems	✓	✗	N/A
Problem Solving Training	✓	✗	N/A
Welcoming Vibe, Not Clinical or Intimidating	✓	✗	Too Sterile or too Over the Top

This is your opportunity to show your community that med spa services can be accessible and convenient for all. Find out how you can serve more clients today!



Effectively Serving Clients

Seamlessly.

We've spent the last ten years studying consumer behavioral patterns, matching them with our services and building systems to fill the need for efficient, curated, medical grade skincare and laser options that render the best results.

We do it with superior skill and the latest technology. All at a fraction of the cost and on-boarding time of our competitors.

Clients are going to love coming to your medspa.



Easy, affordable practical medspa services that clients absolutely love.

"I love this place.

Everyone who works here is super sweet and helpful. Their monthly membership is definitely worth it.

I didn't have a consistent skincare routine before, but the member discounts and monthly treatments have made a huge difference in my skin."

– Kathy A., Yelp –

"Patty and her team are fantastic!

I arrived with dehydrated skin and inflammation ... left feeling clean and renewed! My aesthetician knew exactly what my skin needed!!!

5 ★★★★★

– Angie L., Facebook –

"Nicest people ever!

From my phone call to coming in. Space has a nice calm vibe inside.

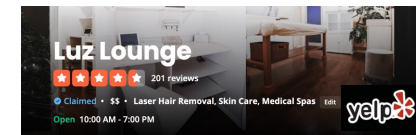
My RN was very attentive and communicative with the process. She took my feedback about the experience in real time and adjusted the settings of the laser hair removal to accommodate if it was too low or too high as we went along. Highly, highly recommend. Will come back for other experiences for sure."

– Yonah, Groupon –

"I totally recommend this place.

I had incredible experience, my treatments had good results, and I'm coming back for more. The staff is professional, and Patty is amazing. She knows how to run a professional business! This place is the best in L.A., totally recommended."

– Marianna Z., Yelp –



Luz Lounge

1229 Montana Ave STE A, Santa Monica, CA

4.6 ★★★★★ 48 reviews



Luz Lounge

GROUPON

1229 Montana Avenue Suite A, Santa M

One or Two Two Hydradermabrasion Treatments at Luz by LaserLounge (Up to 42% Off)

4.9 ★★★★★ 116 Groupon Ratings

Luz Lounge Houston

★★★★★ 4 reviews

Claimed • Aestheticians Edit



Luz Lounge Houston

4801 Woodway Dr STE 465E, Houston, TX

5.0 ★★★★★ 30 reviews



Meet Patty Rappa

Industry Leader, Multiple Franchise Owner,
Investor, and Turnaround Management Consultant,
and Founder of Lüz Lounge

For Patty, it's personal. After a decade in corporate America, she was determined to take her skillset and break into the aesthetics industry, a thrilling market with ample consumer demand, but one that was rife with "bougie" spa settings, complex treatment processes, and disappointing experiences for both clients and spa owners.

The med spas Patty encountered were either cold and clinical, or dripping with crystal chandeliers and condescension. Menus of services were confusing. Staff onboarding processes were non-existent. She didn't feel welcome. She wasn't inspired. Often, she felt worse leaving the spa than she had when she arrived.

She knew there had to be a better way.



Meet Patty Rappa (continued)

For the next near decade, Patty worked her way inside of the aesthetics industry as a keen observer, applying the management expertise she had gained from the corporate world.

"The consistency was there. The patterns were there," she said. "I found what was working and what wasn't, what was hype, and what wasn't."

From there, she was able to distill best practices and curate menus and options that were very much about results, and most importantly, create a model that was affordable and convenient for the modern consumer.

"People want to schedule a treatment on their app and drop in while they're out living their lives," she said. "They want something fun to do, not something sterile and frightening, or elitist and isolating. At Lüz Lounge, we give them what they want, and now our franchise owners can too."

Today, Patty has taken her med spa management prowess and applied it to a streamlined, and thoroughly supportive franchise program. *"We couldn't be prouder of how far we've come," she said. "And now we get to extend our systems to medical professionals who seek time to do what they do best, and not worry about the rest."*

Are you ready to leverage top leadership and management expertise to do something great with your skills?

SIMPLICITY

Clean simple lines, wall treatments and furnishings

MOBILITY

Rooms are interchangeable, machines roll, beds are multi-functional and versatile.

EFFICIENCY

Costs to furnish rooms, lease equipment and decorate are minimal.

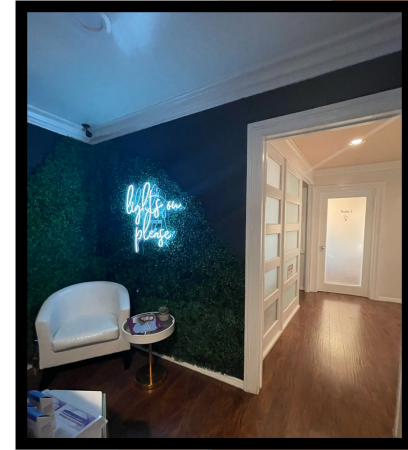


Small Space. Huge Potential.

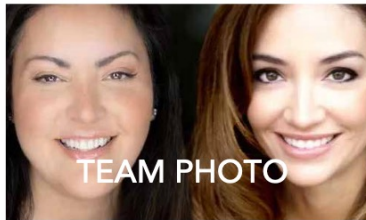
Your lounge will be buzzing with activity. With only three rooms required, a small waiting reception area and small prep area, you only need about 1000 sq. ft. of space. Keeping it chic and simple.

We help you make the most of your space using three main principles:

Simplicity. Mobility. Efficiency.



Why Own a Lüz Lounge?



Experienced Leadership

You won't feel in better hands than those of the Lüz Lounge leadership team. Patty and her team have created proprietary systems like none other in the industry, to keep your med spa running smoothly.



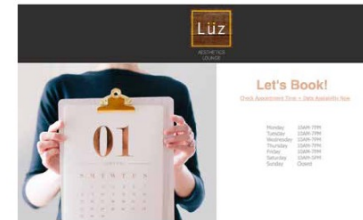
Excellent Economics

This is a complete membership-based med spa, with an incredibly accessible investment. You won't find a better value for your money, and neither will your clients.



Outstanding Support

At Lüz Lounge, developing effective management and training systems is what we do best. We'll support you with our expertise through every stage of your franchise journey, in your protected territory.



Technology Tools

We provide convenience busy clients and busy business owners only dream about. We've done all the work for you. Your clients just scroll and tap their way into your door.



Technology Tools (continued)

You can even offer cloud based medical waivers and virtual doctor and cosmetic consultations, for maximum convenience and efficiency.

An Exciting Industry at a Glance

According to the American Med Spa Association (AMSA), med spa revenues are driven by a high demand for minimally invasive treatments, increasing consumer awareness about self-care and anti-aging remedies, and the popularity of wellness tourism.

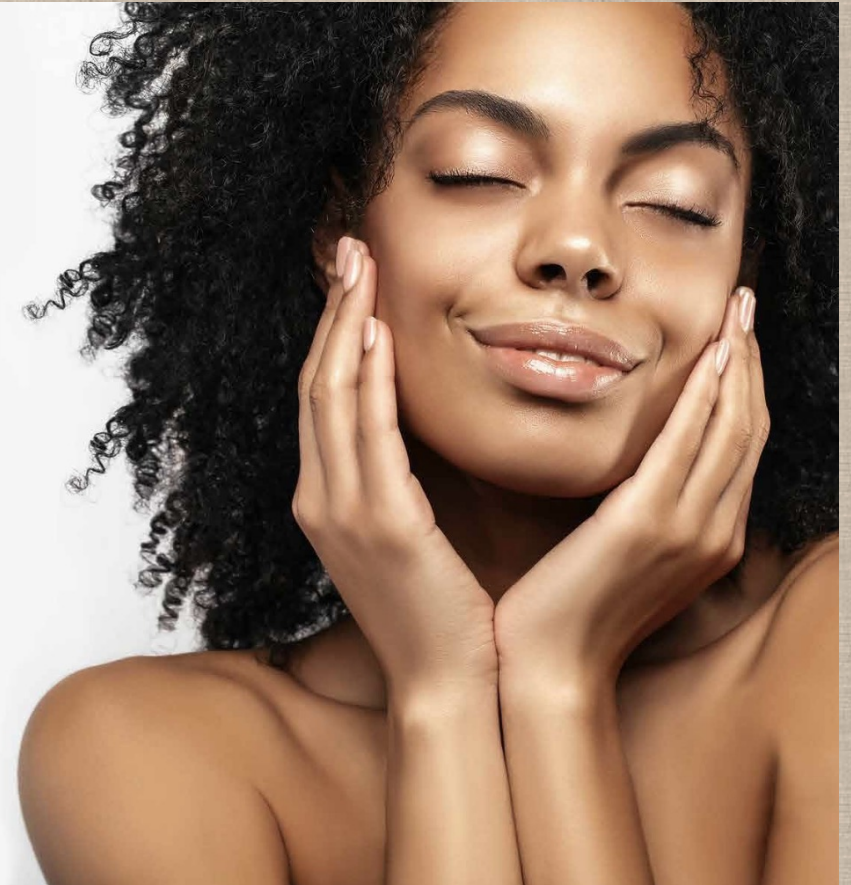
The medical spa industry reached **\$5.6 billion** dollars in the last **year**

About **11 million people** worldwide have received, or continue to receive Botox treatments, and the beauty industry has also set its sights on HydraFacial treatments, as seen in *Allure Magazine* and *InStyle Magazine*

Laser hair removal is a **\$798 million** market in the U.S.

13 million out of 15 million cosmetic surgeries in the U.S. are minimally invasive

Now is the time to invest in your community and yourself with a Lüz Lounge franchise.





Franchise Facts and Figures

We are looking for financially qualified, licensed medical professionals who are excited about Lüz Lounge, and the idea of franchise ownership to enhance their career and provide superior service, convenience and value to their communities.

ESTIMATED INITIAL INVESTMENT:
\$167,000 to \$361,600
(including an initial franchise fee of \$45,000)

ROYALTY:
\$2,500 per month

SYSTEM MARKETING FUND:
1% of monthly gross sales

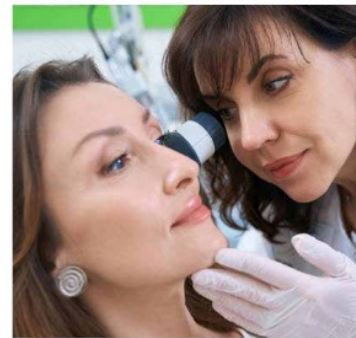
LOCAL MARKETING REQUIREMENT:
The greater of 2% or \$2,000 per month beginning month 3

*Please see FDD for details and location options

Management is at the Heart of We Do for You

We know exactly what it takes to run a med spa smoothly. Creating systems to make efficient work of everyday operations is what we do best at Lüz Lounge, which is why we can't wait to show you all we have to offer regarding franchise support.

You'll manage a staff of three to start: One office manager, one medical assistant/esthetician, and a nurse. Over the next 12-18 months your team will grow to six. We'll introduce you to the Lüz Lounge procedures training and staff management systems, designed to make sure your team is fully cross-trained and able to flex to always meet client needs. We'll also help you ensure that proper escalation management procedures are in place, when needed.



Comprehensive Support for Your Franchised Business

- **INITIAL TRAINING:** Our training program consists of two phases, the first will be at the Lüz training facility in Houston where our team will start you off on your journey toward franchise ownership. The second will be at your location, where you'll receive training from our leadership team, as well as from our top laser vendor. Both phases will be rounded out by an online Mind Body Tutorial, to be completed within two weeks of your med spa grand opening.
 - **LOCATION START-UP GUIDANCE:** We will provide guidance and direction as you seek out an ideal location for your Lüz Lounge med spa. With our design and build-out specs, you'll create a streamlined, welcoming, vibrant space where clients will truly enjoy their visits.
 - **ONGOING SUPPORT:** We pride ourselves on a premium level of management support for our franchise owners. We are always happy to support you whenever you need us, and are always just a call or click away.
 - **MARKETING GUIDANCE:** We'll guide you as you plan your marketing campaigns to local customers, with brand guidelines and samples you can follow, membership program materials, website presence, social media guidelines, and so much more.
- 

Comprehensive Support for Your Franchised Business (continued)

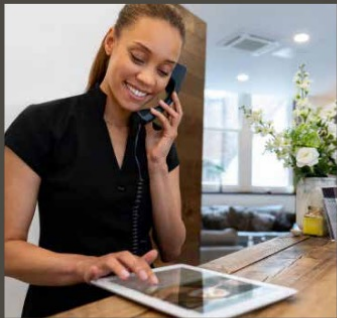
PLUS, YOU CAN...

- **UTILIZE EASY-TO-USE TECHNOLOGY:**

Learn our user-friendly portal, app, and tablet programs, as well as other software platforms designed to help make business operations simple for you and your clients.

From client booking and onboarding, to virtual consultations and treatment plans; from product inventories to post care libraries; we offer a full suite of online tools and materials, designed for streamlined operations and absolute convenience.

- **REFERENCE COMPREHENSIVE DOCUMENTATION:** Our confidential operations manual details the important aspects of running your business, from key operational procedures to finances, membership services, reporting functions, and more.



What's Next?

1

Continue to Talk More
About Lüz Lounge
with Our Team

2

Review the Disclosure
Document

3

Meet the Lüz Lounge
Team in Person

4

Sign the Franchise
Agreement



5

Attend Training
at Our National
Training Center in
Houston, Texas

6

Build Out Your Own
Lüz Lounge Med Spa

7

Hire and Train
Your Team

8

Welcome Your
Community to the
Kind of Med Spa
They WANT





luminous skin

Patty@LuzLounge.com

Ph: 310-401-9001 x3

