

PRESS RELEASE

(March 1, 2018)

LAY BARE WAXING SALON IS NOW OPEN FOR FRANCHISE IN THE US

Lay Bare, the popular homegrown waxing salon and highly-successful franchising business model in the Philippines, bares plans to expand in California and the rest of the United States.

Thanks to its convenient and affordable hair removal services, Lay Bare Waxing Salon has earned long-term business and customer loyalty that made it a popular waxing provider in the Philippines, a successful franchise, and now a brand ready for international expansion.

It opened its first US branch in *Studio City*, an affluent residential neighborhood within the city of Los Angeles, California on July 23, 2012. The branch is located in a 500 square foot space on the 2nd floor of the California Pavilion that also houses brands like California Pizza Kitchen, Jamba Juice, Green Apple and Balloons You Love. Lay Bare offers a wide array of sugaring services, eyebrow threading and bikini facials.

“Lay Bare uses cold sugar wax jelly made from natural ingredients. It’s hair removal that’s gentler and safer on the skin. This is what made us the waxing provider of choice in the Philippines. This is also what we wanted to bring to LA almost 6 years ago where traditional waxing was largely practiced but there were very few salons that offered cold waxing,” said Fiona Hilario, Lay Bare President.

In LA, the industry term for cold wax is “sugaring.” Lay Bare has positioned itself as a sugaring salon and was one of the very few sugaring salons in the San Fernando Valley back in 2012. Plans are in full swing to expand to the rest of California and the rest of the United States by adapting and innovating the Philippine franchise model.

Humble origins, rapid growth

Lay Bare started in the Philippines in June 2006 and has grown to 107 branches nationwide. Salons are located in 83 malls with 43 branches being company-owned and 64 franchised. It currently employs a team of 800 people across the 107 branches and its Corporate Office in Metro Manila. It opened its first branch in Makati, Metro Manila capitalizing on the fact that it is a waxing-only salon that uses the cold wax technique for a selection of body waxing services, such as underarm, legs, brazilian, and eyebrow threading services at prices much lower than posh salons or spas that offered hair removal as a side service only.

Hilario said Lay Bare’s most booked service in the Philippines is underarm wax while in the US they could go on for weeks just doing brazilian waxes.

“We gave our customers the option for a relaxing and comfortable hair removal experience. They learned that waxing need not be torture or come with side effects. Our wax is made of sugar, lemon, and honey that is very gentle on your skin”.

“The first branch cost only P200,000 to put up. Now, it costs P3 Million to put up a mall branch. Franchise fee is currently at P672,000 for a 5-year term,” she said. In the US, the franchise

investment ranges from \$200,000 to \$300,000 including a franchise fee of \$32,000 for a term of 10 years.

“Sugaring is now very common in Los Angeles and other big cities. We want to continue educating the public that hair removal shouldn’t be hard on your skin or your budget. At the same time, we like to promote Lay Bare Cold Wax as something that is good for you. Aside from removing hair, it also exfoliates, moisturizes, and whitens skin. With continued waxing, hair will become finer and sparser,” Hilario said.

Lay Bare continues to offer new and fresh products and services that cater not only to the fashion-forward, but also to the growing number of health-and socially-conscious consumers. In 2017, it started offering bikini facials to complement their hair removal services. Bikini facials are like traditional facials but only in the bikini region – you get the cleansing, the scrub, ingrown extraction, and mask that leave your skin soft, smooth, and moisturized.

“We only use organic thread for eyebrow threading. This type of thread is made exclusively for the face and is 6x times thicker than regular thread that makes sure that the procedure is less painful and would not cut into the eyelids.”

Lay Bare carries aftercare products that are paraben-free like its soothing and exfoliating creams. Its product line also includes hygiene and whitening products such as the Fresh and White Deodorant, Ultimate Lightening Gel and Minty Breeze Feminine Wash. All these products are FDA-approved and dermatologically-tested.

It now has a more dynamic website (www.lay-bare.com) that is linked to its own Twitter, Instagram, and Facebook accounts allowing it to be more interactive. Clients may not only see rates for services or branch locations but they may also book an appointment, buy products, inquire about a franchise, etc.

For reference, please contact:

Lay Bare Waxing Salon

(wax) lay-bare

usfranchise@lay-bare.com

www.lay-bare.com