



**TRADE**<sup>®</sup>  
**SECRETS**

**OVER 27 YEARS  
OF BEAUTY  
EXCELLENCE**

**Single Unit  
Franchise**

# ABOUT TRADE SECRETS

When we combined a full-service salon with a retail store that sold only high quality beauty products in 1988, we pioneered the “one-stop-beauty-shop” concept.

Today, Trade Secrets sells more than 13,000 salon-professional hair, nails, cosmetics and body products made by well-known manufacturers including OPI, Essie, Alterna, Saryna Key, Hair Worx, Keratin Complex, T3 and CROC as well as private-label brands GS Professional, Deca Cosmetics and Dolce Linea Accessories.

Trade Secrets, a division of GS Beauty Group, is a Canadian company proudly owned and operated by Canadian entrepreneurs. Our mission is to become the world’s leading beauty retailer and salon by inspiring our clients to look and feel their very best — one haircut, manicure and makeover at a time.

## THE BEAUTY BUSINESS

The desire to look good and feel young has led to a boom in all areas of the beauty industry and will continue to fuel the success of Trade Secrets.

According to a 2012 report by global market research firm Lucintel, rising incomes, changing lifestyles and increased demand for luxury products are the catalysts to sustained growth in the global beauty care products industry, which is forecasted to reach around US\$265 billion by 2017. In the United States alone, total revenues from hair care services, led by hair colouring, exceeded \$20 billion in 2012. We have pivoted our business from just a hair salon in 1988 to service the changing needs of our clients in 2013.

## WHY YOU SHOULD BECOME A FRANCHISEE

Running your own business can be scary at times, but it doesn’t have to be. By purchasing a Trade Secrets /Glamour Secrets franchise, you’ll be investing in a 26-year-old Canadian company with a proven record of success, a recognizable brand in the beauty retailing space and a strong network of both single- and multi-store owners.

## Quick Facts

- 60 locations across Canada
- Retail 13,000 salon-professional hair, nails, cosmetic and body products
- Recently updated store and salon designs
- Beautiful, warm, inviting and friendly environment
- High client repeat and retention rate
- National and regional advertising programs
- Turnkey purchasing, inventory and operational systems
- Excellent initial and ongoing support and training
- Highly visible locations available
- Up to 90% bank financing available
- Store costs may vary
- Majority of franchisees are mutiple store owners.

# JOIN A CANADIAN MARKET LEADER

## FRANCHISE INCLUDES

- Site selection
- Lease negotiation
- Design, build out, equipment
- Complete training in all aspects of store operations
- Grand opening assistance
- Advertising and marketing support
- Ongoing store level and head office support





# STORE IMAGES







# FRANCHISE INVESTMENT BREAKDOWN

- Franchise fee

**\$35,000** (CAN)

- Design, leaseholds, construction

**APPROX. \$285,000** (UP to 90% financing available, some conditions apply)

- Wholesale inventory on opening

**\$50,000-\$80,000**

- Equipment + Computer **APPROX. \$7,500**

- Working capital

**Minimum \$50,000**



# OUR DUAL CONCEPT FRANCHISE OPPORTUNITY



**TAKE** ADVANTAGE OF 2 FRANCHISE CONCEPTS  
SIDE BY SIDE THAT COMPLEMENT EACH OTHER.  
FOR DETAILS, TALK TO DOUG WARREN IN THE  
FRANCHISE DEPARTMENT



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# FINANCING PROGRAM

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Trade Secrets franchise is eligible for up to **90% financing** for leaseholds and equipment

Trade Secrets offers assistance with financing in Canada through a major bank

Existing stores available

(some conditions apply)





## ASK YOURSELF

- Are you making what you are worth?
- Are you ready to be your own boss?
- Are you interested in a ground floor opportunity with unlimited potential?
- Would you be interested in multiple cash flow opportunities?
- Do you want to leverage the experience of a national franchisor?

**[franchising.tradesecrets.info](http://franchising.tradesecrets.info)**

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LACQUER  
Vernis à Ongles • Esmalte de Uñas  
Nagellack

15 ml. - 0.5 Fl. Oz. e

# TC BEAUTY GROUP

## EXISTING LOCATIONS

### TAYLOR & COLT CANADA

#### ONTARIO

##### GTA CENTRAL

Royal Bank Plaza, North Tower  
Commerce Court  
Simcoe Place

##### GTA NORTH

Promenade Mall

#### ALBERTA

Calgary Airport

#### OTTAWA AREA

Rideau Centre

#### BRITISH COLUMBIA

Uptown Mall

### TAYLOR & COLT USA

#### MICHIGAN

Ann Arbor  
Rochester Hill Village

### TRADE SECRETS CANADA

#### ONTARIO

##### GTA CENTRAL

1398 Yonge and St. Clair  
Dufferin Mall  
Eaton Centre  
Holt Renfrew  
TD Centre  
Hudson's Bay Centre

#### GTA NORTH

Centerpoint Mall  
Hillcrest Mall  
Promenade Mall  
RioCan Colossus Centre  
Vaughan Mills

#### GTA EAST

Eglinton Square  
Fairview Mall  
Markville Mall  
Oshawa Shopping Centre  
Pickering Town Centre  
Scarborough Town Centre  
SmartCentres Pickering  
SmartCentres Whitby North

#### GTA WEST

Sherway Gardens  
RioCan Centre Burloak  
Bramalea City Centre

#### MISSISSAUGA

Erin Mills Town Centre  
Heartland Town Centre  
Square One  
Sheridan Mall

#### HAMILTON AREA

Eastgate Square  
Lime Ridge Mall  
SmartCentres Ancaster  
Burlington Mall  
SmartCentres Burlington

#### NEWMARKET

Green Lane Centre

Upper Canada Mall

#### CAMBRIDGE

Cambridge Mall

#### GUELPH

Stone Road Mall

#### KITCHENER

Fairview Park Mall  
Kitchener Sunrise PC

#### LONDON

Masonville Mall  
White Oaks Mall

#### OTTAWA AREA

Barrhaven Market Place  
Bayshore Shopping Centre  
Kanata  
Rideau Centre  
SmartCentres Orleans

#### SUDBURY

RioCan Centre Sudbury

#### WINDSOR

Devonshire Mall

#### NIAGARA

The Pen Centre

#### QUÉBEC

Carrefour Angrignon (Lasalle)  
Champlain Mall (Brossard)  
Kirkland Centre  
Le Carrefour Laval  
Les Promenades St-Bruno  
Les Rivières (Trois Rivières)  
Méga Centre Notre-Dame (Laval)  
Méga Centre Quartier Dix/30  
(Brossard)

### GLAMOUR SECRETS GS BEAUTY BAR CANADA

#### ONTARIO

##### GTA CENTRAL

Commerce Court  
Simcoe Place  
Vaughan Mills  
Union Station

##### MISSISSAUGA

Heartland Town Centre

##### HAMILTON

Eastgate Square

##### LONDON

White Oaks Mall

##### BRITISH COLUMBIA

Chilliwack

### GLAMOUR SECRETS CANADA

#### ONTARIO

Niagara

#### NEWFOUNDLAND LABRADOR

Avalon Mall

#### ALBERTA

CrossIron Mills  
St. Albert Centre

#### NEW BRUNSWICK

Champlain Place



**FOR FRANCHISE INFORMATION**

Contact [franchising@gsbeautygroup.com](mailto:franchising@gsbeautygroup.com)  
| 1-888-264-7444 ext. 115 | [www.gsbeautygroup.com](http://www.gsbeautygroup.com)