

**TRADE<sup>®</sup>**  
**SECRETS**

**OVER 30 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.

Trade Secrets sells over 10,000 beauty products that are hard to find, in demand and trendy in today's beauty market.

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

TRADE  
SECRETS

GLAMOUR  
SECRETS  
GS BEAUTY BAR

TAYLOR & COLT  
BarberSpa

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 30-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

- 65 locations across Canada
- Retail 10,000 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, high traffic locations available
- Up to 90% bank financing available

# 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





## OUR EXCLUSIVE PROGRAMS

- Exclusive relationships with product manufacturers
- Gift with Purchase and National promotional programs
- Affiliations with beauty schools
- Operate eye lash academy
- Certified Authentic product programs that guarantee product authenticity
- National partnerships and sponsorships ie Goodlife Fitness and Miss Universe Canada
- E commerce set up to provide franchisees with an additional sales channel
- Exclusive high margin product procured by GS Beauty Group



## STORE IMAGES





# FRANCHISE INVESTMENT BREAKDOWN

- Franchise fee - **\$35,000**
- Design, buildout , leaseholds and equipment - **as low as \$250,000**  
( 90% financing available )
- Opening inventory - **\$80,000**
- Working capital - **will vary**

*Note - existing stores will also vary in price*



# OUR DUAL CONCEPT FRANCHISE OPPORTUNITY



**TAKE** ADVANTAGE OF MULTIPLE CONCEPTS  
SIDE BY SIDE THAT COMPLEMENT EACH OTHER.

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# FINANCING PROGRAM

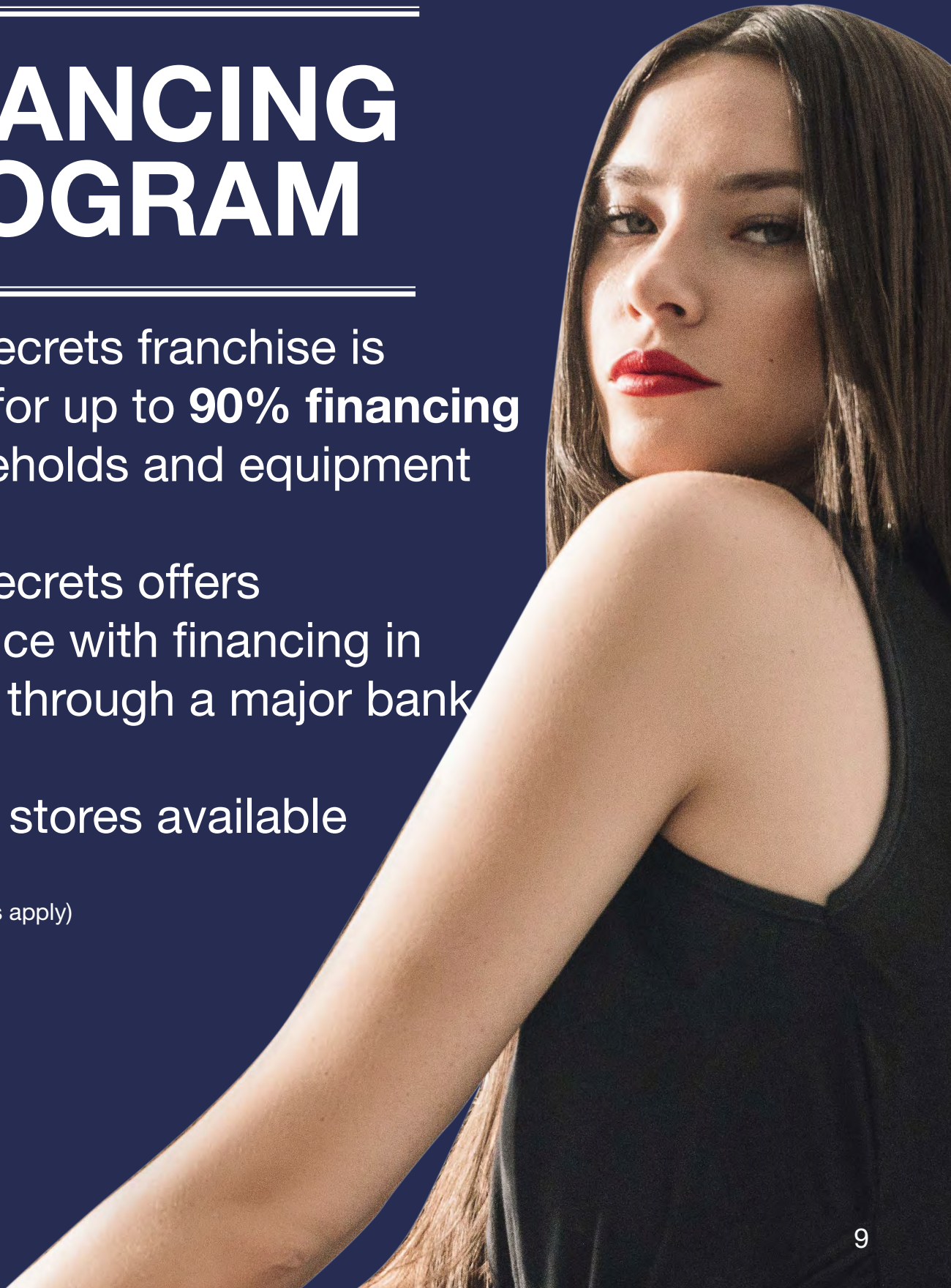
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Trade Secrets franchise is eligible for up to **90% financing** for leaseholds and equipment

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?

**[doug@gsbeauty.ca](mailto:doug@gsbeauty.ca)**

## EXISTING LOCATIONS

### **TAYLOR & COLT** (CANADA)

#### **ONTARIO**

Commerce Court  
Simcoe Place  
777 Bay Street  
1 York  
Rideau Centre, Ottawa  
**BRITISH COLUMBIA**  
Uptown Mall

### **TAYLOR & COLT (USA)**

#### **MICHIGAN**

Ann Harbor  
Rochester Hills Village

### **TRADE SECRETS**

#### **ONTARIO**

**GTA CENTRAL**  
1398 Yonge and St Clair  
Dufferin Mall  
Eaton Centre  
Holt Renfrew  
TD Centre  
777 Bay Street  
1 York

#### **GTA NORTH**

Hillcrest Mall  
Promenade Mall  
RioCan Collosus Centre  
Vaughan Mills

#### **GTA EAST**

Eglinton Square  
Fairview Mall  
Markville Mall  
Oshawa Shopping centre

Pickering Town Centre  
Scarborough Town centre  
Smartcentre Pickering

#### **GTA WEST**

Sherway Gardens  
Bramalea City Centre

#### **MISSISSAUGA**

Erin Mills Town Centre  
Heartland Town Centre  
Square One

Sheridan Mall

#### **HAMILTON AREA**

Eastgate Square  
Limeridge Mall  
Smartcentres Ancaster  
Burlington Mall

#### **NEWMARKET**

Upper Canada Mall

#### **CAMBRIDGE**

Cambridge Mall

#### **GUELPH**

Stone Road Mall

#### **KITCHENER**

Fairview Park Mall  
Sunrise PC

#### **LONDON**

Masonville Mall  
White oaks Mall

#### **OTTAWA**

Barrhaven Market Place  
Bayshore Shopping Centre  
Kanata

Rideau Centre

Orleans

#### **SUDBURY**

Riocan Centre Sudbury

#### **WINDSOR**

Devonshire Mall

#### **QUEBEC**

Carrefour Angrignon  
Champlain Mall (lasalle)  
Le Carrefour Laval  
Les Promenades St Bruno  
Les Rivières (Trois Rivières)

### **GLAMOUR SECRETS BEAUTY BAR**

#### **ONTARIO**

#### **GTA CENTRAL**

Commerce Court  
Simcoe Place  
1 york

Don Mills

St Clair and Yonge

#### **MILTON**

Milton  
(Loblaws Superstore)

#### **OAKVILLE**

Oakville  
(Loblaws Superstore)

#### **NEWMARKET**

Newmarket  
(Loblaws Superstore)

#### **PICKERING**

Pickering  
(Loblaws Superstore)

#### **MARKHAM**

Markham  
(Loblaws Superstore)

#### **MISSISSAUGA**

Heartland Town Centre  
Mississauga  
(Loblaws Superstore)

#### **HAMILTON**

Eastgate Square

#### **LONDON**

White Oaks Mall

#### **OTTAWA**

St Laurent Mall  
Barrhaven  
(Loblaws Superstore)  
Baseline  
(Loblaws Superstore)

#### **CALGARY**

Core Shopping Centre

#### **BRITISH COLUMBIA**

Chilliwack

### **GLAMOUR SECRETS**

#### **ONTARIO**

Niagara Outlet Mall

#### **NEWFOUNDLAND AND**

#### **LABRADOR**

Avalon Mall

#### **ALBERTA**

Crossiron Mills

#### **NEW BRUNSWICK**

Champlain Place

#### **NOVA SCOTIA**

Halifax



CONNECT WITH US TODAY



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**FOR FRANCHISE INFORMATION**

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