



THE START OF A BEAUTIFUL FRANCHISE



“AT CANNELLE
WE BELIEVE THAT
EVERYONE DESERVES
TO FACE EACH DAY
FEELING CONFIDENT
AND POSITIVE”

Cannelle[®]
YOUR WORLD OF FRENCH BEAUTY

Welcome

BIENVENUE



. . . into the World of Cannelle

At Cannelle we believe that everyone deserves to face each day feeling confident and positive. We enable people to realise their dream of looking and feeling their very best inside and out. From the very first day, the aim of Cannelle was to offer exceptionally high quality beauty therapy services deriving from the techniques and quality products from the exquisite world of French beauty therapy.

When I opened my first Cannelle salon in Oxford back in 1997, the world of beauty therapy focused mainly on waxing and manicures. Allowing time for massage or facial was a luxury people rarely contemplated. Out of the few salons that did exist in Oxford none offered the types of treatments, products or atmosphere - that certain "je ne sais quoi" - that I wanted to explore.

And so Cannelle was born, a unique "French experience", using the highest quality salon products in a relaxing and calm atmosphere. Every detail was of utmost importance, from the quality of the service, the cleanliness of the salon, to the professionalism of the therapists.

Years on, the Cannelle treatment list has grown along with clients' demands and their expectations for ever more permanent results. Today Cannelle continues to offer exceptionally high quality essential treatments such as the flagship hot waxing, with wax imported from France, and has expanded to become a market leader in the fields of IPL permanent hair reduction, Skin rejuvenation, Endermologie and microdermabrasion.

The world of Cannelle offers therapists an opportunity to take pride in being the country's most highly trained, respected experts in French beauty therapy. It offers franchisees the experience of running a busy yet relaxed, highly professional and profitable salon. And it offers clients the unique experience of stepping into a world of top quality french beauty therapy guaranteed to achieve the best results possible.

The key to the Cannelle success? Intuition, Innovation and Passion. If you have the ability to listen and adapt, the drive to develop and a passion for the fascinating ever-evolving world that is beauty therapy then you too could be part of the success of the Cannelle world.



Mission Statement

NOTRE MISSION

TO ENABLE PEOPLE TO ACHIEVE THEIR AIM OF LOOKING AND FEELING THEIR VERY BEST - INSIDE AND OUT

We strive to fulfill our mission by:

- + Providing all clients with a memorable beauty treatment experience
- + Exclusively stocking only trusted, quality product brands
- + Committing to partnerships with Eco-friendly suppliers
- + Providing clients with a pristine and relaxed salon environment
- + Ensuring that all Therapists deliver treatment services to the stringent Cannelle standards
- + Providing ongoing professional training to all Therapists
- + Building client relationships which result in long term loyalty

At Cannelle we care for our clients and our environment. By using energy efficient and environmentally friendly products, we make every effort to ensure that we protect the planet whilst we care for clients.

While ensuring complete cleanliness and freshness in the salons we endeavour to run all machines using the lowest possible energy and have electricity from energy efficient providers who have sustainability at the heart of their long-term strategy. They embrace the environmental and social issues facing their industry like climate commitments to reduce greenhouse gas emission and minimising their impact on the environment.

We research and use, wherever possible, environmentally friendly washing products. These have been developed to achieve optimum results whilst having the minimum effect on the environment. Produced in ecological factories they are based on sustainable plant and mineral ingredients which have been chosen to work well and limit the chemicals in the environment.

We recycle all waste products possible and encourage our suppliers to deliver products using environmentally friendly packaging.

Who are we?

QUI SOMMES NOUS?

Cannelle is the brain child of France Baudet whose dream it was to bring the quality, style and individuality of French beauty therapy to the UK. From a single salon in Summertown, Oxford with one therapist, Cannelle has grown with premises in Oxford and Henley-on-Thames.

The owner, France Baudet has seen her business thrive as more and more women - and increasingly men - appreciate the particular ambience of the Cannelle salons, with their concentration on well-being and the prestigious Decl or range of products and treatments.

Our aim is to offer a unique "French experience", using the best products in a relaxing and calm atmosphere with therapists trained to an exacting and very high standard.

One of our major developments was to offer laser treatment for permanent hair removal which we launched in 1999. Cannelle is now a leader in this field and this technique of removing unwanted hair permanently is becoming more and more popular.

Other innovations have been the introduction of Endermologie from LPG, the only anti-cellulite treatment to be approved by the FDA. IPL skin rejuvenation, CACI Ultimate non surgical facelift treatments, eyelash extensions, St Tropez airbrush UV-free tanning and the Biosculpture 3 week nail polish are amongst France Baudet's most recent investments proving her ongoing dedication to providing clients with the latest in quality beauty therapy

The key to any successful business is well trained and motivated staff who enjoy their work and this is at the forefront of each and every Cannelle salon. There is continuous training and development of new techniques and products.

There is a clear focus on being an environmentally-friendly business with the salons looking at alternative energy sources and energy conservation in their day to day operations.

The current trend of health spas and beauty salons within fitness centres as well as people's ever increasing search for true quality of life experiences prove that France Baudet's conviction that relaxation and beauty therapy would become an integral part of busy people's lives was well founded. But more importantly Cannelle continues to offer thousands of people a special quality and ambience of French beauty therapy that is uniquely distinctive to the Cannelle brand.



Our Product Range

NOTRE GAMME DE PRODUITS

Cannelle offers an extensive list of first class French beauty therapy including the classic beauty treatments such as manicures, pedicures, massage and waxing as well as offering clients expert facial and body treatments tailored for specific skin and body types. Following the firm belief that massage, relaxation and beauty therapies should be a regular part of our lifestyle and an integral part of a happy, healthy, positive existence Cannelle has developed a treatment list offering the very best in French beauty treatments.

DECLÉOR FACIAL AND BODY TREATMENTS

In partnership with the world renowned French beauty product supplier Decleor, Cannelle provides a series of professional and effective treatments especially designed to meet the specific needs of both men and women. Decléor's holistic approach to beauty combines quality and excellence using 100% pure Essential Oils with natural Plant Extracts. The face and body skincare products and professional treatments are designed to work in harmony with the Cannelle clients' lifestyle, relaxing mind and body for the ultimate experience and are sold at all salons.

JESSICA NAILS

Cannelle offers luxurious manicures and pedicures to transform tired, worn and dull feet and hands complete with a choice from the exquisite and extensive Jessica nail polish colour range. The Jessica system combines a unique understanding of the importance of what it takes to achieve and maintain naturally beautiful nails with world class product development. A system based on an approach so different; it works like nothing else can.

BIOSCULPTURE GEL NAILS

With no nail buffing needed Bio Sculpture offers total protection of your nails allowing them to grow naturally whilst always looking perfectly polished. The gel polish is applied just like a normal varnish and set under UV light. The Bio Sculpture gel manicure and pedicure guarantees a long lasting, chip resistant polish with a stunning, glossy, finish for up to 3 weeks.

EYELASH EXTENSIONS FROM NOUVEAU LASHES

Nouveau Lashes are state of the art semi-permanent lash extensions that give longer, thicker, natural looking lashes. Soft and curved, Nouveau Lashes have a flat base and fine, polished tip - just like natural lashes and are applied individually for a striking and defined result. The result is longer, thicker, natural looking lashes that are comfortable to wear. Cannelle offers individually applied lashes or an express eyelash extension treatment which takes only 20 minutes.

Additional Treatments

TRAITEMENTS ADDITIONNELS

ENDERMOLOGIE - SLIMMING AND TONING

The only FDA approved treatment for reducing cellulite. Most treatments for cellulite are unsuccessful because they only target the appearance of cellulite. The dimples on the surface of the skin are a symptom of the cause and so require a deep treatment. The Endermologie treatment from CACI takes the "sub dermal" approach and literally gets right under the skin.

Endermologie is an extremely effective treatment and has become particularly popular after its very positive press coverage and the number of celebrities who include it as an integral part of their beauty regime.

CACI ULTIMATE

CACI ULTIMATE is the celebrity favourite skin rejuvenation treatment featured on popular reality TV programmes such as '10 Years Younger' and voted number one anti ageing treatment.

The CACI Ultimate is an effective non surgical treatment which redefines facial contours, plumps out deep lines and wrinkles, as well as tackles a range of skin imperfections combining Microcurrent facial toning, crystal free Microdermabrasion and LED photo rejuvenation.

IPL TREATMENTS

Our Oxford and Henley salons provide skin rejuvenation and permanent hair reduction treatments using the Harmony® Alma Lasers Aria system, a multi-application pulsed light technology system using Advanced Fluorescence Technology (AFT™). This state-of-the-art technology offers clients fabulous results in skin rejuvenation as well as permanent hair reduction treatments. For all IPL treatments follow up treatments may be desired annually to maintain results.

IPL SKIN REJUVENATION

Often referred to as "photorejuvenation", this treatment improves the appearance of general skin texture literally creating younger looking, fresher skin. Skin rejuvenation also targets specific ailments such as rosacea, flushing, broken capillaries, sun damaged skin, age spots. Treatment also improves mild acne scars, tightens pores and softens fine lines. Skin becomes smoother with a more even tone. Photorejuvenation is particularly effective in enhancing the areas often exposed such as face, neck, chest and hands.

The Franchise Package

L'ENSEMBLE DE LA FRANCHISE

Cannelle as Franchisor, delivers to the Franchisee, a franchise package that provides everything necessary for an effective launch of the business at a new location. The essential ingredients of our package include:

Comprehensive Training Programme This consists of a five day fully residential training programme at our head office in Oxford. Training will focus on - beauty salon layout and design, maintaining corporate standards, implementing an effective local marketing strategy, monthly and seasonal promotions, recruiting quality therapists, keys to staff management, maintaining client loyalty, all aspects of administration, product supply and stockholding - and ongoing business review.

Beauty Therapist Training A member of the Franchisor team will visit the Franchisee premises for one week prior to opening launch and provide training for the beauty therapists.

Launch programme There will be a tailored launch programme appropriate to the location. It will comprise such things as PR, advertising, leaflet distribution, celebrity opening and strategies to create brand awareness.

Promotional and Stationery Package The initial package will include such things as business cards, voucher gift certificates, price list, appointment loyalty cards and branded letterhead.

Website The Franchisee will be provided with their own page linked to the corporate website.

Corporate Uniform Six sets of corporate uniform will be provided in the package.

Branded Towels/ Bathmats The initial package to include a quantity of large, medium and small towels - together with bath mats and robes.

Own Label Branded Products The package to include an initial supply of own label warm wax, hot wax, wax heaters and after wax gel.

Bespoke internet client management & booking system On-site training in the use of the system will be supplied, together with a licence for the hardware which includes barcode scanner, receipt printer and cash drawer.

Operations Manual The highly valuable know-how and expertise relating to the complete Cannelle business method is documented in a comprehensive and attractive manual. It represents the Intellectual Property Rights of Cannelle as Franchisor and is made available to the Franchisee on loan.

Licensing Rights The Franchisee is granted the right to trade under the Cannelle corporate identity and enjoy all the benefits of being a Franchisee receiving the full back-up and support services of the Franchisor.

Total Franchise Package Content £27,400

Support Services

SERVICES DE SUPPORT

Cannelle is committed to providing a comprehensive total support package to its Franchisees and in so doing, to provide them with an excellent opportunity to grow and develop successful Cannelle businesses. These support services include:

- + Established relationships with product suppliers which ensures that Cannelle remain associated with the most trusted and quality brands in the sector
- + Negotiation with suppliers to ensure a reliable supply of quality assured products at the best possible price
- + The provision of refresher training (at cost) re waxing/make-up/massages - for Beauty Therapists
- + The production of regular email newsletters for use by the Franchisee to send to their customers
- + The sending of regular Franchisee newsletters as providing update on promotional activities, policy and procedures
- + The supply of branded own label waxes as critical products in the treatments provided
- + The ongoing creation of appropriate regular and seasonal promotional offers
- + The provision of advice on how to ensure that the corporate image is being ever strengthened throughout every aspect of the operation
- + The ongoing updating of the bespoke web-based system
- + Updating of corporate website to the benefit of all Franchisees
- + The ongoing analysis of the key performance indicators for each franchise business and the provision of advice and guidance on how to strengthen the weakest links and so improve business performance and profitability
- + The ongoing updating of the Operations Manual to ensure that the business system, in its most updated form, is available to the Franchisee
- + The organisation of a periodic conference as an occasion to provide recognition and motivation to all Franchisees
- + Regular visits to Franchisees' Beauty Salons in order to gain an understanding of the local situation and provide advice and guidance as appropriate
- + An ongoing programme of research and development to ensure that Cannelle remain at the forefront of developments in their sector
- + The supply and availability of all stationery and quality promotional material at cost +
The provision of PR services, which will inform the local press of significant stories that can be used in editorial promotion
- + The ongoing development of a clear marketing strategy that will enable the Franchisee to be effective in generating quality prospective clients as the basis for business development
- + The organisation of promotional programmes to recognise and reward the best performing salons | The provision of advice and guidance on incentive programmes for Cannelle Therapists

The Next Step

LA PROCHAINE ÉTAPE

Cannelle is appointing franchisees who meet the basic criteria of the selection procedure. Detailed below therefore are the factors which we consider important to owning and managing a successful Cannelle franchise. They include:

- + A strong desire to own your own business
- + A good feel for the beauty sector
- + A passion to provide excellent customer servicing
- + Ability to recruit and manage a small team of Beauty Therapists
- + Commitment to maintaining the high standards of corporate image
- + A desire to be a business builder in attitude
- + Commitment to replicate the Cannelle system per se
- + Ability to relate well to people
- + Ability to fund the capital investment required

If you respond to the above points positively, we would be pleased to speak with you in greater detail and welcome you to our Head Office for a tour of our salon and an exploratory discussion. Upon signing a confidentiality agreement, you can be given an in-depth insight into the Cannelle franchise opportunity.

Please complete the application form in the back of the brochure and send it to France Baudet at Cannelle, 1a Oakthorpe Road, Summertown, Oxford OX2 7BD or fax it to 01865 511964. Alternatively email [details to franchise@cannellebeaute.co.uk](mailto:details.to.franchise@cannellebeaute.co.uk)

Client Testimonials

LIVRE D'OR DES CLIENTS

"After a full body massage I feel very relaxed and stress-free. I walk out of Cannelle with a clear and positive mind with a fantastic feeling body!" **T Meedham, Henley-on-Thames**

"A very relaxing pedicure with great attention to detail." **C Connell, Henley-on-Thames**

"Thank you so much for making me feel beautiful and special and on my wedding day. The thought and care that went into my make up was very much appreciated. [the therapist] explained everything she was doing and also listened to my own suggestions to get the complete natural yet different from everyday look I was wanting. It was a real treat on the day to be pampered and relaxed. My make up lasted the whole day and I could even re apply the lip gloss later which [the therapist] had so kindly lent me!" **N Womack, Oxford**

"I recently had an Aromaplastie facial with Vital Eyes treatment. I expected my skin to feel clear and relax a bit. Actually all the stress disappeared, especially around my eyes and I felt I was floating "on air". It was a wonderful experience and I would recommend it for the overall feeling of wellbeing and comfort. It was the best facial I have ever had!" **Diana, Oxford**

"It is always a pleasure to have a facial at Cannelle. I have one once a month, from time to time a pedicure, or a tanning session. The staff are always charming and helpful." **Chris Jones, Henley-on-Thames**

"I am very pleased with the results of my Endermology treatments - a very noticeable improvement to all areas where I had cellulite, especially my thighs and bottom. I would recommend this treatment. The service has always been professional with very friendly staff, who are always pleased to see you." **Charlotte, Oxford**

"Firmed and fixed the hips! Takes 10 years off your legs. Wear jeans without saddlebags. Like wearing permanent shape-wear underwear. Makes you improve your diet and water consumption. Fantastic remedy for those "tired heavy legs" - improves overall circulation all over the body." **Karen, Oxford**

"A very friendly welcome. Good efficient service, great result - thorough and careful." **F Ojo, Henley-on-Thames**





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