



FRANCHISE PROGRAM

ETERNAL BEAUTY

#DREAMBIG

WELCOME TO OUR  
**FRANCHISE PROGRAM**  
ETERNAL BEAUTY





# WHY ETERNAL BEAUTY?

#BOSSBABES



# STATE OF THE ART EDUCATIONAL FACILITIES

NOT YOUR  
MOTHERS  
BEAUTY  
SCHOOL

When you walk into an Eternal Beauty Institute flagship location; your first impression will always be...

"This does not feel like a school, but rather a million dollar medical spa practise". Complete with Chandeliers, the latest in high end design and equipment. This is truly not "Your Mother's Beauty School!"

We have upped the ante on cosmetology training; to a whole new level. Our students at every level will train among the best. Often in classrooms rubbing elbows with the doctors! The reason for this...is we teach the most cutting edge treatments. We literally travel the globe to ensure our students are always learning exactly what the consumer market is requesting. And that is why the Doctors, Surgeons, Spa Owners and Master Aestheticians come to Eternal Beauty. Because what everyone in the industry knows is if it is hot and it is trending! The program will be in our curriculum!



# OUR TECHNOLOGY PARTNERSHIPS

Another key cornerstone of Eternal Beauty Institutes success is its technology partnerships. It is so important for your profit margins for us to bring you the most well-priced and well made equipment and brands to resell to students. Brands that have vision and well positioned branding.

When you team up with Eternal Beauty you are also becoming partners with our sister brands: Each of them carrying sizable additional revenue streams for you the Franchise owner!

PLASMA*LIFT*.

INFF  
INJECTION FREE FILLER

VIDA™  
LASH

DIGITE*X* PRO

  
RADIANT LASER

  
WORLD OF Spas

# OUR TEAM

#BEAUTYELITES

ETERNAL BEAUTY OFFERS CORPORATE SUPPORT SUPPORT EVERY STEP OF THE WAY

- SITE SELECTION
- DESIGN & CONSTRUCTION
- TRAINING
- MARKETING
- POINT OF SALES SYSTEM
- INCENTIVES FOR LOW INTRODUCTORY FEE
- 97% RETENTION RATE
- OPERATIONAL SUPPORT

OUR  
TOGETHER  
EVERYONE  
ACHIEVES  
MORE





# MISSION

#DREAMBIG

May We All Remain Eternally Beautiful ...in mind, body and spirit. Through a diligent passion for the exceptional, the creation hope & success through creativity and the spirit of kindness. To teach and mentor others is the greatest pursuit one can undertake. A wise teacher holds the power to change the world

- Barbara L. Mcbean

# VISION

As we gaze into the future.....we see a beautiful world. One in which women can create unlimited success for themselves and their families. A world that is both equal and just. Where no matter the colour of your skin, the economic situation you find yourself or your level of education – you will become who you were meant to be. Within each of us there is a magic. There is the ability to go far beyond our wildest expectations. It takes courage and it takes handwork. Our vision and purpose is to help our students see this force and potential in themselves. To show our students the path to greatness; so that they too might create that same purpose for their own lifes work.

# VALUE

Eternal Beauty Institutes are built on a foundation of hope and unlimited potential. These are two characteristics we see in our students. We deeply value the individuality of every person that enters our institutions.

# BUILD AN EMPIRE

COLLEGE. MEDISPA. BEAUTY SUPPLY. MEDICAL EQUIPMENT DISTRIBUTION.

Included in your franchise is access to our Elite Global Brands

This includes the following: Exclusivity to the RADIANT LASER BRAND, which North American distribution rights. What this means for you the school owner is no one else in the market place can compete with our FDA approved line of elite high-grade medical & spa laser products.

Our technology options for students are between 1/2 to 2/3 more economical than any other FDA approved option available.





# WE ARE ALWAYS ON-TREND

Just check out more of our exclusive EB partnerships!

PlasmaLift Plasma Soft Surgery is a revolutionary treatment for the skin that will change the way we approach anti-aging! This technology is taking the cosmetic world by storm! Don't miss out on your chance to get certified and make thousands of dollars per month.





# INFF

INJECTION FREE FILLER

## STRAIGHT FROM EUROPE TO THE CLASSROOM

Injection Free Fillers is Partnering with Eternal Beauty Institute finally a non-invasive option for spa professionals. This method has been used in Europe with widespread success! Beauticians across the world are now using INFF to painlessly and effortlessly smooth away surface wrinkles and add volume with natural Hyaluronic Acid.



# STUDENTJOBPLACEMENT

Why not include an Eternal Beauty Salon Spa location into your franchise?  
What is the best way to earn additional income and help your best and brightest  
find work immediately.



# THE RIGHT CANDIDATE

## THE OPPORTUNITY:

Imagine yourself becoming the proud owner of your own medical esthetics training institute. The opportunity to offer world class training to professionals and students in your area in a format that is customized to the busy lifestyles we lead.

Time is the most valuable commodity we have!

Our Programs are tailored to suit the lifestyles of modern working students. This is what we do at Eternal Beauty Institute. We have streamlined courses that offer lightning speed certifications without compromising the actual content that students must learn to become successful and develop expertise in their field of study. While actively using our online learning portals so that students can truly customize their learning experience to their lifestyles' needs.

**DO YOU WANT TO BE PART OF SOMETHING  
THAT LITERALLY CHANGES THE LIVES OF THE  
PEOPLE YOU TOUCH!**

Eternal Beauty and our team has the ability to make those dreams become a reality for the right type of person or group looking looking to invest in an educational business venture.

**YOU DO NOT HAVE TO HAVE A BACK  
GROUND IN AESTHETICS TO OWN A  
MEDICAL VOCATIONAL COLLEGE - YOU  
JUST NEED TO HAVE PASSION**

Our Franchise Owners are passionate about owning a business that helps promote personal growth and the creation of a new career for our students.

LET  
YOUR  
LEADER  
OUT



# WHAT WE VALUE

## PASSION

Passion is the driving force for all that we do and that we create. We understand our “Why” and its about teaching the skills to our students that will solidify a better future for themselves and their families.

## CREATIVITY

Beauty & the Medical Aesthetics industry is very much about the aesthetic. We pride ourselves as a group of artistic minds that love to capture our clients true beauty. through the services we teach to create a compassionate technician that cares deeply about the well being of the clients. To create a technician that strives for perfection in all that they do.

## KINDNESS

Spas, Salons & Medical Spas must be extremely attentive to compassion. Many many times our customers have gone through extreme circumstances and require restorative cosmetic treatments, weight-loss guidance, paramedical treatments. Often these topics are sensitive in nature. It is always of paramount importance that we attend to the highest good. That our school environments are always safe, clean and comfortable settings that will foster the spirit of nurture from Professor to student and from student to client.

## HOPE

Hope will renew all weakened spirits. That is what we truly provide as medical spa technicians, is the hope for a renewal of body, mind and spirit. When you can restore dignity to a client you bring hope. Hope for a new level of confidence an ultimately the ability for the client to see themselves as eternally beautiful.

# OWNERS CLUB LEVELS

## PLEASE NOTE THAT ALL INVESTMENT LEVELS INCLUDE:

- ★ STAFF TRAINING
- ★ CUSTOM TRAINING FURNITURE
- ★ EQUIPMENT
- ★ TRAINING KITS
- ★ LOGO AND ADVERTISING MATERIALS
- ★ SOME BUILDOUT COST "KICK BACK" AND ONSITE EBI DESIGN TEAM
- ★ ADVERTISING LAUNCH BUDGET
- ★ PERSONALIZED WEBSITE FOR TERRITORY

## SILVER LEVEL INVESTMENT

Capital investment: \$500,000 USD

Franchise Fees: 10% of net revenue

- ★ Medical Training Programs (9 medical programs)
- ★ Simple buildout for any existing pharmacy, medical clinic, dentist office
- ★ Square Footage Needed: 500 square ft.
- ★ Expectant Net Revenues per annum \$600,000 - \$1,000,000
- ★ Consumables and kits purchased through EBI
- ★ \*This is a non-vocational program, not a full-scale college\*
- ★ Royalty rights for clinic supply sales can be purchased for an additional \$200,000 USD giving rights to sell all consumables in local area through virtual "territory" online agreements
- ★ Expectant Net Revenues: \$100,000 - \$200,000 for first year to grow exponentially over the years with repeat customer VIP programs
- ★ Onsite mini medical supply stores, dropship
- ★ EBI Medispa ADD ON: \$250,000 USD - at any time franchisee can upgrade to add on an EBI Medispa component

# OWNERS CLUB LEVELS

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- ★ EQUIPMENT
- ★ TRAINING KITS
- ★ LOGO AND ADVERTISING MATERIALS
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- ★ ADVERTISING LAUNCH BUDGET
- ★ PERSONALIZED WEBSITE FOR TERRITORY

## GOLD LEVEL INVESTMENT

Capital investment: \$1,000,000 USD

Franchise Fees: 10% of net revenue

- ★ Medical Training Programs (9 medical programs) + Plus 86 short term certification programs. Online Hybrid Program options for each territory
- ★ Simple buildout for any existing pharmacy, medical clinic, dentist office
- ★ Square Footage Needed: 2000 square ft.
- ★ Expectant Net Revenues per annum \$2,000,00 - \$3,000,000
- ★ Consumables and kits purchased through EBI
- ★ \*This is a non-vocational program, not a full scale college\*
- ★ Royalty rights for clinic supply sales can be purchased for an additional \$200,000 USD giving rights to sell all consumables in local area through virtual "territory" online agreements
- ★ Expectant Net Revenues: \$100,000 - \$200,000 for first year to grow exponentially over the years with repeat customer VIP programs
- ★ Onsite mini medical supply stores, dropship
- ★ EBI Medispa ADD ON: \$250,000 USD - at any time franchisee can upgrade to add on an EBI Medispa component



# OWNERS CLUB LEVELS

## PLEASE NOTE THAT ALL INVESTMENT LEVELS INCLUDE:

- ★ STAFF TRAINING
- ★ CUSTOM TRAINING FURNITURE
- ★ EQUIPMENT
- ★ TRAINING KITS
- ★ LOGO AND ADVERTISING MATERIALS
- ★ SOME BUILDOUT COST "KICK BACK" AND ONSITE EBI DESIGN TEAM
- ★ ADVERTISING LAUNCH BUDGET
- ★ PERSONALIZED WEBSITE FOR TERRITORY

## PLATINUM LEVEL INVESTMENT

Capital investment: \$4,000,000 USD

Franchise Fees: 10% of net revenue

- ★ Medical Training Programs (9 medical programs) - Plus 86 short term certifications additional 6 full time vocational government funded vocations
- ★ \*All government funded through student aid, first nations and metis funding, advancing future (fostercare), grant funding, foreign student\*
- ★ All compliance for province or state boards is handled by EBI head office legal department and included in the franchise fees  
(building location and strategic planning handled by the EBI franchise team)
- ★ Square Footage Needed: 6000 - 10000 plus square ft.
- ★ Expectant Net Revenues per annum \$5,000,000 - \$10,000,000  
Consumables and kits purchased through EBI
- ★ Royalty rights for college supply sales can be purchased for an additional \$400,000 USD giving rights to sell all consumables. Full oncampus supply stores will be included in buildout. Store will come fully stocked
- ★ Expectant Net Revenues: \$500,000 USD plus for the first year to grow exponentially over the years with repeat customer VIP programs. Will include online territory for virtual sales  
onsite mini medical supply stores, dropship
- ★ EBI Medispa ADD ON: \$250,000 USD - at any time franchisee can upgrade to add on an EBI Medispa component

# AVAILABLE TERRITORIES

[Eternal Beauty Franchise Opportunities Near You](#)

Eternal Beauty Institute is continuing to expand! We're looking for financially qualified Franchise Owners who share our commitment to promoting health and wellness, and who embody our core values of passion, diligence, authenticity, and loyalty.

Our membership-based business model means you can more accurately predict sales and expenses and multiple revenue streams increase earnings.

We have prime territories available for single-unit and multi-unit Franchise Owners, as well as developer opportunities. Join the Massage Heights family, where we are elevating the everyday.



# 7 EASY STEPS TO FRANCHISE OWNERSHIP



1

Review information, attend a webinar, and one on one consultation

2

Review and discuss the Franchise Disclosure Document

3

Complete your Application

4

Talk with other franchisees about their success

5

Meet with our executive team

6

Business plan approval

7

Sign the franchise agreement





# THE NEXT STEP

Through Eternal Beauty's extensive infrastructure that we have carefully designed we will assist you at opening a beautiful educational facility. There are many options for spaces and how to work your way up to a larger location over time. The original investment will cover all equipment and materials you will need to run your courses efficiently and effectively.

The next step is up to you! We don't want to down play the amount of hard work it will require to get your training facility off the ground. The blessing with this business model is that you can decide to run as many courses as you like. So if you are new to owning a business you can gradually work up to fully engaging in course loads.

The vision is to create a company based on the values and principals that will help to elevate the lives of others. What Eternal Beauty provides is the ability to teach high-level medical spa training that allow our graduates to earn higher than average wages from our training that will improve their lives and the lives of their clients. This pursuit of superior education will be the driving force behind our decisions. The goal of creating a better life for women, men, working mothers, single mothers and families through our fast-track educational certifications. We specifically aim to teach courses that have the potential to lift our students out of their current situations towards a greater state of living. Our vision for our partners and our partnering locations is to create a work -life balance that is greatly rewarding, transformative and lucrative. Due to the high earning potential and easily manageable schedule opening up an Eternal Beauty Location might just be the best decision you'll ever make!

It is no small decision to start a project like opening a school facility. It will become a life long love or at the very least a monumental project that if handled correctly can be an investment for years to come. The founders of Eternal Beauty want to remain completely transparent in regards to the level of commitment it will take to manage and run one of our flag ship locations.