

Hands On Success

Become a
:10 Minute Manicure
Franchisee



:10 minute
manicure®



A Perfect Manicure in Just :10 Minutes

Sound impossible? The :10 Minute Manicure breaks the manicure “sound barrier” with professionally rendered, high quality manicures, performed to meet the demanding schedules of their busy clientele. Created to serve professional women and men, particularly those who travel and have little time to obtain personal grooming services, :10 Minute Manicure brought a much needed service to customers in the airport setting. Now, women and men can treat themselves to a :10 Minute Manicure service that’s in step with their fast-paced lives and preference for top quality where it is most convenient for them: where they work, shop or travel.

This innovative concept debuted at Cincinnati-Northern Kentucky International Airport, in 2006, to a rave reception and has been steadily gaining speed. The company has been featured on numerous television shows and written about in many publications, including USA Today, Redbook, Good Morning America, The TODAY Show and Entrepreneur. Now, with 14 locations in the United States and Canada, :10 Minute Manicure is ready to further spread its wings, via franchising. Predominantly targeting business professionals, it meets today’s trends head-on!



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TRAVEL MARKETS INSIDER

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North American Airports Retail Feature
10 Minute Manicure continues rapid expansion

Miami-based express nail service operator :10 Minute Manicure opened its 4th airport location last month, a 660 sq ft store located on the B Concourse in the new American Airlines terminal at JFK International Airport in New York. The fast-growing travel retailer will have 13 or more locations by the end of this year, says CEO and founder Lorraine O’Neil.

The upcoming locations include a new store in Cincinnati (CVG), two new spots post-security in Toronto-Pearson’s new Terminal 1, that open in July, a store in Miami International’s South Terminal, which opens later this year, as well as locations in Newark Liberty International and Washington Dulles.

The company, conceived and run by three working moms, opened the first airport store in Cincinnati in January 2006.

“Our results have been fabulous,” O’Neil tells Insider. “Our services have been very well received. Within three months of opening our first location in Cincinnati Airport, we had the third highest concession revenues by square foot and have stayed at that level since then. The retailers generating higher income than us are shops selling very high-end luxury goods.”

Above: The 660sq ft :10 Minute Manicure express nail spa in JFK’s Terminal B (American Airlines) opened in May 2007.

The 10 Minute Manicure concept is based on adaptable modular units, and can operate in as little as 50 sq feet of space. Travelers can select from express or spa length services — including manicures, pedicures and massages. The company’s signature service is a \$15 manicure completed in ten minutes, but customers have a range of choices from a \$5 hand massage to a \$70 foot reflexology session.

“We found that we cater to airport employees and airline crews during layovers as well as passengers. Our shops are gender neutral and very inviting. We use the highest quality products and strict sterilization standards and stress training, so that customers know they will receive the same wonderful service in every one of our locations,” says O’Neil.

The owners of 10 Minute Manicure say that an estimated 8.5 million travelers will pass through JFK’s Terminal B, “with average post-security wait times at 90 minutes, passenger service concepts, like :10 Minute Manicure, are gaining in popularity within the airport setting. Travelers can make use of downtime and take advantage of services normally sought out once they reach their destination,” says O’Neil.

For more information, go to www.10minutemanicure.com

International Shoppers debut Lacoste Boutiques in Newark and JFK airports

New York-based travel retail operator International Shoppers opened its first operation in Newark Liberty International Airport at the end of March, a 699 sq. ft. Lacoste Boutique in Terminal C. Located adjacent to the Duty free store in TC, the store has been warmly received, says the company. Its mid-May, International Shoppers also opened a Lacoste Boutique in the new American Airlines Terminal at JFK International Airport in New York.

COMPANY NEWS
Pilitteri Estates received the only Canadian medal at the “Syrah du Monde” wine competition, held in Angoulême, France May 31–June 1, 2007. Pilitteri’s 2004 Shiraz lewis was also named one of the “Top Ten Syrahs” in the world, scoring the top 6th best note of all 352 samples provided. Situated on 53 acres of vineyards in Niagara-on-the-Lake, Pilitteri Estates and operated business founded in 1993. It has established itself as a leader in the industry and is currently exporting to 27 countries. Pilitteri is distributed in duty free in the Americas by Alfa Brands Corp.

“It is such an honor to be acknowledged. It further confirms to the global consumer that Canadians are the best Canadian producers in the world,” said company president C. Pilitteri.

Record earnings for T. F. Fermin in fiscal 2007
 US drinks company T. F. Fermin reported record earnings of \$3.22 per share in its fiscal year ended April 30, 2007, driven by double-digit volume growth and margin improvement from the company’s premium brands. Fiscal 2007 revenues and gross profit went up 16%, to \$2.81 billion and 13%, to \$1.44 billion respectively. Gross profit grew \$173 million, reflecting double-digit gains for Jack Daniel’s, Southern Comfort and Finlandia. The fiscal 2007 acquisitions of Chambord liqueur and the Casa Hermanos brands also contributed to the year-over-year increases in revenues and gross profit.

Global depletion for Jack Daniel’s were up 6% over the prior year, reaching more than 9 million nine-liter cases.

Southern Comfort global depletions grew 3%, and Finlandia volumes were up 13% globally.

WE LOVE
 The :10 Minute Manicure is a perfect blend of convenience and quality. It's the only manicure service that can be done in just 10 minutes. It's the only manicure service that can be done in just 10 minutes. It's the only manicure service that can be done in just 10 minutes.

Buy before you fly...
 Jet set. Make a brand new start of it in old New York with a unique fashion stay.

DESTINATION: NEW YORK
 The :10 Minute Manicure is a perfect blend of convenience and quality. It's the only manicure service that can be done in just 10 minutes. It's the only manicure service that can be done in just 10 minutes. It's the only manicure service that can be done in just 10 minutes.

travel statistics
 RESULTS FROM A RESEARCH POLL OF 1,000 PEOPLE BY ONE RESEARCH AGENCY. 50% OF ALL BUSINESS TRAVELERS...
 76% of respondents said they are more likely to be frustrated when traveling.
 66% of men and 60% of women admitted to be frustrated when traveling.
 48% of all female respondents would consider doing without a manicure on an overseas trip.

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Nailing the Market

Research indicates 40 percent more women are getting their nails done than 10 years ago,¹ and increasing numbers of men have weekly manicures in order to look—and feel—good.² With America's growing attention to fine grooming, nail salons have expanded exponentially.³ But what the nail industry truly needs is a trusted chain salon, offering a consistent experience and eliminating concern over such issues as sterilization.⁴ :10 Minute Manicure is that concept, using high quality products that are better for your nails, and integrating medical grade implement sterilization practices and disposable materials that are above and beyond industry requirements.

These days, everyone is pressed for time and looking for ways to accomplish more in less time.⁵ With locations planned for airports and busy commercial centers, :10 Minute Manicure offers important services to our customers where they want it most: close to their office, where they shop and when they travel. Our sleek free standing or inline locations are geared to the high-end market, a market that's largely comprised of people who lack the time for hour-long treatments.⁶ According to David Kellerman, Retail Manager at Cincinnati-Northern Kentucky Airport, business and leisure travelers continuously seek ways to put their time at the airport to better use.⁷ Kellerman notes, "Time is so precious that more passengers are looking to take care of personal needs while traveling."⁸ As airports call for passengers to arrive even earlier for their flights, traveling professionals have time to kill and money to spend.⁹ :10 Minute Manicure is ready to serve them in style...in just ten minutes!



A Dream Takes Flight



:10 Minute Manicure founders Vivian Jimenez, Karen Janson and Lorraine O'Neil.

The innovative :10 Minute Manicure concept is the brainchild of Lorraine O'Neil, Vivian Jimenez, and Karen Janson. As professionals who traveled, the three friends brainstormed opportunities that would make lives easier for men and women travelers. It wasn't long before they arrived at the idea of express manicures in the airport.

They devised—and revised—their business plan, overcoming several "speed bumps" along the way to realizing their goal. In addition to firsthand experience with professional travel, Lorraine's background as an attorney and Vivian and Karen's experience as public relations executives have brought an ideal blend of personal insight and professional knowledge to :10 Minute Manicure. And their entrepreneurial spirit inspires them to achieve a goal to become the global leader in express nail services. Should you be selected to join the :10 Minute Manicure franchise team, you'll represent a vibrant and growing brand that has won the acclaim of national press, customers, and host airports. You'll operate your franchise, using our well-designed business system.

¹ Koeman, Juliet. "Express Success." *Entrepreneur*. Accessed 12-11-07 <<http://www.10minutemanicure.com/press/EntrepreneurMag.pdf>>.

² "At Nail Salons, Beauty Treatments Can Have a Distinctly Unglamorous Side." 19 Aug. 2007. Accessed 11 Dec. 2007 <<http://www.nytimes.com/2007/08/19/nyregion/19nails.html>>.

³ Ibid.

⁴ Roy, Sree. "Can One of These Emerging Salon Chains Become the 'Starbucks of Nails'?" *Nails*. Sept. 2007.

⁵ "Manicures on the Go." 19 Nov. 2007. Accessed 11 Dec. 2007 <http://www.springwise.com/fashion_beauty/manicures_on_the_go/>.

⁶ Koeman, Juliet. "Express Success." *Entrepreneur*. Accessed 12-11-07 <<http://www.10minutemanicure.com/press/EntrepreneurMag.pdf>>.

⁷ "New Express Manicure Kiosk Opens at Blue Grass Airport." Blue Grass Airport Info Center. Accessed 11 Dec. 2007 <http://www.Cincinnati Press Release/102706_10MinuteManicure.html>.

⁸ Ibid.

⁹ Ibid.



Brilliant Business System



The :10 Minute Manicure business system has been finely tuned to deliver on our brand promise of convenience, speed, quality, and service.

:10 Minute Manicure takes the mystery out of manicure. As the nail care industry morphed from a once a month luxury to a personal grooming must, much like the haircut, nail salons have popped up everywhere—but do you trust them?

When brainstorming this idea, :10 Minute Manicure founders listed all the elements they wanted to see in a nail care concept—and the

result is: sterilized tools, consistent service levels, cool atmosphere, great products, and services that fit their busy schedules.

Based on the amount of time a customer has to spend, :10 Minute Manicure offers a service menu ranging from an express ten minute manicure to a forty-five minute aromatherapy-induced pedicure. We offer our customers stop-gap services in between the longer spa treatments to keep their nails looking great, and we also offer longer, traditional services for a relaxing treat—whether in the airport, around the corner from your office, or while out shopping. And we do this without sacrificing quality or cleanliness.



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Distinctive Look

Passers-by can't help but notice your franchise unit's attractive signage, clever logo, and gender-neutral air of sleek sophistication. Colors of deep espresso, rich red and bright white, combined with brushed aluminum, track lighting, and a laminate wood floor, create a look that's stylish, modern and clean. The :10 Minute Manicure decor promotes relaxation and comfort, where clients can make the most of their moments of self-indulgence. Your staff will wear smart, contemporary black uniforms.



Superb Health & Safety Standards

Customers rely on :10 Minute Manicure to go above and beyond in the effort to prevent the spread of fungal, bacterial, and viral infections. You'll adhere to our high standards of sterilization, which help eliminate health and safety issues and further distinguishes the :10 Minute Manicure brand.

At the start of each session, your nail technician and customer will use an antibacterial hand sanitizer. Disposable materials are used, whenever possible, and other instruments are sterilized in a dental grade autoclave, then encased in a sealed pouch and opened fresh in front of each customer.

“I've seen people literally stop in their tracks when they see the :10 Minute Manicure marquee. They look at their watch and say, ‘Wow, I have 10 minutes.’”

Lorraine O'Neil,
Co-founder, Partner



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Consistent, Quality Services



All :10 Minute Manicure salons follow standardized procedures and services, so your customers will know what to expect when they enter your store. Following the initial hand sanitation, clients' hands are placed in hot towels, rather than in a water soak, as used by other salons. Not only can too much water damage nails, water increases the time required for a manicure. You and your staff will be well-trained in our procedures and customer-service techniques. So, while your manicures are quick, your clients will never feel rushed or hurried.

The :10 Minute Manicure is an expandable concept. Your primary services include manicures and pedicures from express to spa length procedures. Depending on the size of your location, you may offer additional services, such as massage therapy and waxing for clients that have a little extra time to spare.

Private Label Products

Another exciting aspect of the exceptional :10 Minute Manicure franchise is the high-end, private label products you'll use on clients and offer for sale. Products will be displayed in brightly lit cases and on shining glass shelves that offer high visibility and promote interest. Your product line will include formaldehyde- and toluene-free polishes, crystal files, silky smooth lotions and more. Geared to the professional "on-the-go," :10's products are contemporary, gender neutral and practical.



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Effective Store Design

Your :10 Minute Manicure facility may range in size from 100 to 1,200 square feet, as dictated by location. Airport stores will generally be smaller than stores in high traffic, upscale malls, business and strip centers. Regardless of size, the units are efficiently designed to best utilize space, with many components built in. Your store will be compact but never cramped!

The size of your facility will determine your number of stations. Each station will include a roll-out table, electricity, and product storage space. They will also include a prominent display of :10 Minute Manicure private label and other approved retail products.



Two Franchise Models

Whether you'd like to apply your passion for nail trends to a new business of your own, or you already own a nail salon, :10 Minute Manicure will help you craft a franchise investment that works for you.

With a Start-Up Model, you'll enter the growing field of nail salons, with the strong backing of our exceptional brand behind you. You'll use our excellent methods, superior products, and procedures to provide valued, time-saving services to discriminating customers.

If you already own a nail salon, a :10 Minute Manicure Conversion Model gives you the opportunity to join forces with a powerful, expanding brand. You'll use our business system to offer your clients a new level of service and convenience, backed by our steady support.



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The :10 Franchise Advantage

When you become a member of the :10 Minute Manicure franchise team, you join the vast, ever-expanding world of franchising. There are more than 760,000 franchised businesses in the United States, generating more than \$1.5 trillion in economic activity.¹⁰ What draws so many people to this powerful industry? For one, the expansive network of franchising can foster productive, mutually beneficial relationships for those who wish to be in business for themselves but not by themselves.¹¹

With a :10 Minute Manicure franchise, you'll represent an exclusive, recognizable and trusted brand. Moreover, you'll follow our time-tested methods and procedures, as you provide our top quality products and services. In many cases, you may be able to reduce the risks commonly associated with starting up a small business by relying on our established system of operation. Plus, we'll provide you with excellent support and expert advice.



Support Services

You'll be well-prepared to operate your :10 Minute Manicure franchise with a full array of support services designed to help you every step of the way.

Training

We want all of our franchisees and their managers to be well-versed in our organization as well as our products and services. Your classroom training will address administrative, operational, and sales/marketing matters. To give you the "feel" of the :10 Minute Manicure operation, hands-on training will take place at one of our locations. Just prior to and immediately following the opening of your own location, we'll send an experienced trainer to assist you in getting off to a polished start.



¹⁰ "How Big is Franchising?" 30 May 2007. Accessed 10 Nov. 2007 <<http://www.franchise.org/Franchise-News-Detail.aspx?id=34192>>.
¹¹ Ibid.





Site Selection

You'll receive guidelines on choosing a location for your :10 Minute Manicure franchise. Whether you wish to operate in an airport, mall, business, or strip center, we will assist you in making your selection.

Marketing Support

Well versed in public relations and experienced in promoting the :10 Minute Manicure brand, we'll share our expertise with you. In addition, you'll be provided with consumer marketing plans and professionally-produced advertising materials for your use.



Operations Manual

All the "tricks of the trade" can be found in your operation manual, which contains detailed information on our policies, procedures, and much more. You'll rely on this extensive reference, as you start out in your new business.



On-going Service and Support

You can rely on us for ongoing operational support in areas such as unit operations and maintenance, customer service techniques, product ordering, suggested pricing guidelines, and much more. We'll be available by phone or email to answer your questions and address any concerns you may have. Plus, you'll be periodically visited by a :10 Minute Manicure field consultant who can provide expert assistance.



Reach for the Stars!

Are you ready to launch or reshape your own business in the thriving nail care industry? A :10 Minute Manicure franchise puts you where the action is, delivering high quality, sought-after services to an upscale, professional clientele. You'll operate under the remarkable :10 Minute Manicure brand, a brand that consistently garners attention and acclaim.

To become part of our controlled expansion through franchising, you must possess the following characteristics:

- *Passion for the nail industry and its trends*
- *Ability to perform the required services and to manage staff who will do so*
- *Strong sales and customer-service skills*
- *Willingness to work long hours*
- *Finely-tuned people skills*
- *High personal standards of excellence, honesty, and integrity*

Former salon experience will be considered a plus but is not a requirement.

If you meet the criteria outlined above, please contact us at your earliest convenience. Only a select group of qualified candidates will be chosen for interviews, and we hope you'll be among them!

We're looking forward to hearing from you!



nails done on the run*

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