



# RUNNING A SUCCESSFUL BEAUTY SALON BUSINESS



**JOIN OUR NETWORK**

## ■ ■ ■ UNIQUE EXPERTISE IN BEAUTY TREATMENTS...



### ■ ■ ■ FACE TREATMENT METHODS

Our exclusive Guinot beauty treatments are suited to different skin types and beauty objectives.

Guinot's patented treatment methods are genuine alternatives to aesthetic medicine that incorporate the latest scientific advances and discoveries to visibly restore the skin's youthful appearance.

### ■ ■ ■ BODY TREATMENT METHODS

Using Guinot's revolutionary professional treatment methods, women can slim quickly, effectively and sustainably in their areas of concern.

The Technispa machine uses the double knead and roll technique to obtain visible, measurable results from the very first session.

### ■ ■ ■ DEPILATION METHODS

Our Guinot Beauty Therapists use innovative, extremely comfortable depilation techniques with perfect, long-lasting results.



## ... FROM PRODUCT DEVELOPMENT TO TRAINING ■ ■ ■

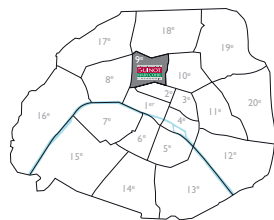


### ■ ■ ■ A FRENCH RESEARCH, DEVELOPMENT AND PRODUCTION LABORATORY THAT MEETS PHARMACEUTICAL STANDARDS

The Guinot laboratory is ISO 22716 certified and complies with European regulations on product safety and traceability from manufacture to retail. ISO 140001 certification attests to Guinot's environmental commitment.

### ■ ■ ■ DEGREE PROGRAMMES AT GUINOT ACADEMY

Guinot opened its training academy in September 2012. The academy offers government-recognised degree programmes to more than 300 students every year. The programmes range from CAP to Bac +3 (3 years of undergraduate study) and include BP, Bac Pro and BTS.





# MANAGING THE CUSTOMER EXPERIENCE FROM A TO Z



## THE RECEPTION

Guinot Beauty Therapists welcome customers and present exclusive treatment methods in a professional environment.

## BEAUTY THERAPIST BEAUTY DOCTORS

Thanks to the exclusive Guinot Beauty Consultation method, which ensures a precise, personalised treatment and product prescription, the customer's needs and expectations are always our top priority.

## AT THE END OF TREATMENT

By confirming the customer's next appointment and ensuring that her beauty objective has been met, the Guinot Beauty Therapist guarantees customer satisfaction and loyalty.

# AN ORGANISED NETWORK OF BEAUTY SALONS: A GENUINE OPPORTUNITY



## ■ ■ ■ GROWING DEMAND FOR BEAUTY

The beauty salon market is a market with strong potential.  
Although 90% of women go to hair salons, only 10% go to beauty salons.

## ■ ■ ■ A MARKET WITH DEVELOPMENT POTENTIAL

To customers, the beauty salon sector has a disorganised image that is not always very positive. Many salons are not very professional and do not meet the standards of quality that customers today expect.

## ■ ■ ■ GUINOT HAS EXCEPTIONAL RESOURCES

For more than 50 years, Guinot has gained experience and expertise in beauty salons. Every member in the network applies the brand's tried and tested methods.



*Before the transformation*



*After the transformation*

## ■ ■ ■ WE SUPPORT YOU...



## ■ ■ ■ MAKE YOUR SALON THE NO. 1 SALON IN YOUR TOWN

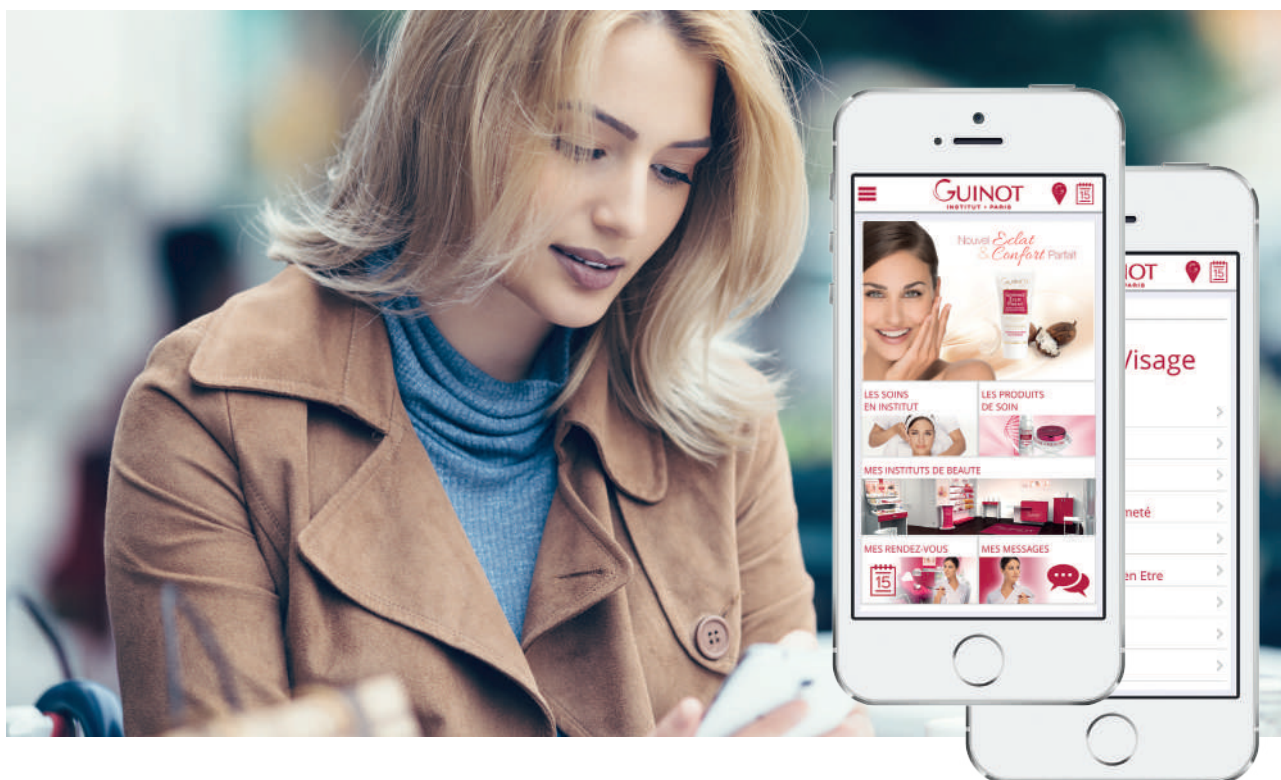
- Because your salon is appealing, professional and reassuring, it attracts more customers with significant purchasing power.
- The local market situation report submitted to you prior to opening allows you to verify the status of your location.

## ■ ■ ■ ACTIVE, PERSONALISED SUPPORT

- **Before opening:**  
Three-week training courses on carrying out treatments and salon management methods.
- **During the opening:**  
Support from training instructors/team leaders to help you set up your salon.
- **All year round:**  
Regular follow-up by a regional manager and a team leader/training instructor. Continuous training (sales techniques, salon key figures, management, etc.) to help you improve your salon performance.
- **The e-training application** allows you to learn about treatments, products and new launches throughout the year.



## ... IN YOUR BEAUTY SALON PROJECT ■ ■ ■



### ■ ■ ■ DIGITAL MEDIA OF THE FUTURE

To stay connected to consumers in your area, Guinot provides you with digital communication tools to convey contact information, prices, open times and promotions instantly:

- **A website dedicated to your salon** and a listing on the **IT Beauté** booking website
- **A personalised Facebook account:**  
The digital marketing team posts information and updates all year long.
- **Your client application** allows you to be in permanent contact with customers (make appointments online, geolocation, marketing offers).
- **Maximise your SEO strategy** on 23 partner websites including Google.
- **Salon management software:**  
Simplify the management of your salon with Ikosoft, a software that can manage appointment books, customer databases, marketing campaigns, inventory and stock, extract figures for accounting purposes; and send orders.

### ■ ■ ■ A MARKETING PLAN ADAPTED TO YOUR BEAUTY SALON

- **Marketing plan** with promotions and events all year round as well as tools to attract new customers and promote customer loyalty: the affiliate marketing department provides support for specific issues or challenges you may encounter.
- **Online platform for ordering** customised salon stationery  
All tools necessary for promoting your salon are available on the printing platform.

## ■ ■ ■ MEET SOME OF OUR AFFILIATES

**Andréa BATISTA,**  
Manager of the affiliated salon  
in Antony (92).

*"My salon's turnover  
increased by 63%  
during the first quarter  
of 2015 compared to  
2014."*



**Sabine THIBAUT,**  
Manager of two affiliated  
salons in Paris.

*"Following the  
successful  
transformation of the  
first salon, I decided  
to transform the  
second one as well."*



**Chantal MAVEL,**  
Manager of four affiliated  
salons in eastern France.

*"It was very important  
to me to be able to  
provide my customers  
with a professional,  
avant-garde beauty  
salon."*



**Laurence BOSSA,**  
Manager of the affiliated  
salon in Marseille (13).

*"In today's world,  
it's important to  
work with a well-  
known brand to  
develop and grow  
your business."*

■ ■ ■  
**MORE THAN 220 SALONS IN THE NETWORK ALREADY  
OVER 80 NEW OPENINGS EVERY YEAR\*.**

■ ■ ■  
**FOR FURTHER INFORMATION**

Edouard FALGUIERES

Franchise Director

+336 27 47 17 51 or [efalguieres@guinot.com](mailto:efalguieres@guinot.com)

\* Guinot Mary Cohr Group in France