

# MARY COHR

PARIS



## RUNNING A SUCCESSFUL BEAUTY SALON BUSINESS



JOIN OUR NETWORK

## UNIQUE EXPERTISE IN BEAUTY TREATMENTS...



## ... FROM PRODUCT DEVELOPMENT TO TRAINING

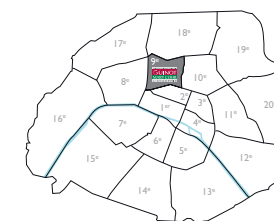


### A FRENCH RESEARCH, DEVELOPMENT AND PRODUCTION LABORATORY THAT MEETS PHARMACEUTICAL STANDARDS

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

### DEGREE PROGRAMMES AT MARY COHR ACADEMY

Mary Cohr 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.



### FACE TREATMENT METHODS

Our exclusive Mary Cohr beauty treatments are suited to different skin types and beauty objectives. Mary Cohr'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 Mary Cohr'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 Mary Cohr Beauty Therapists use innovative, extremely comfortable depilation techniques with perfect, long-lasting results.





## MANAGING THE CUSTOMER EXPERIENCE FROM A TO Z



## AN ORGANISED NETWORK OF BEAUTY SALONS: A GENUINE OPPORTUNITY



### THE RECEPTION

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



### BEAUTY THERAPIST BEAUTY DOCTORS

Thanks to the exclusive Mary Cohr 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 Mary Cohr Beauty Therapist guarantees customer satisfaction and loyalty.



### 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.



### MARY COHR HAS EXCEPTIONAL RESOURCES

For more than 40 years, Mary Cohr has gained experience and expertise in beauty salons. Every member in the network applies the brand's tried and tested methods.

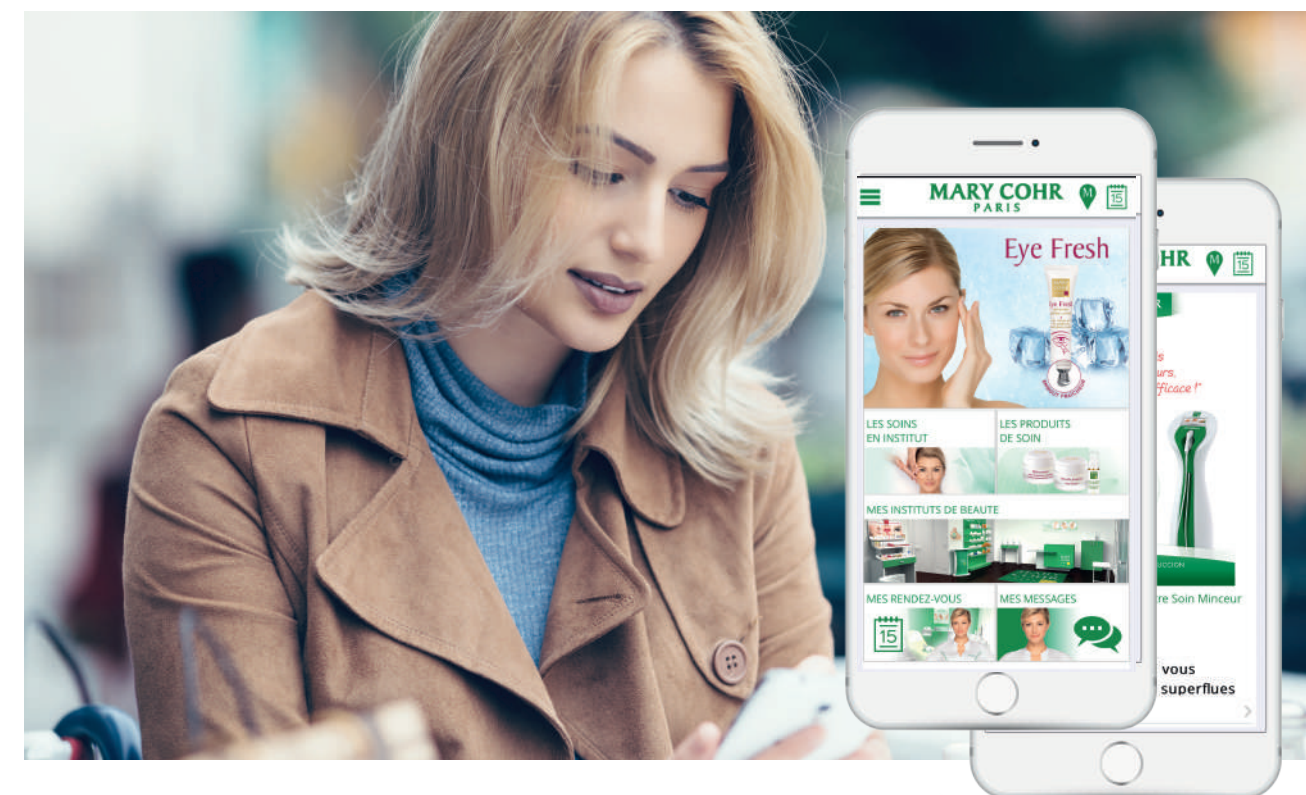


Before the transformation



After the transformation





### 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.

### DIGITAL MEDIA OF THE FUTURE

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

- A website dedicated to your salon.**
- 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

### Moïra GUILLOU

Manager of the affiliated salon in Arpajon (91). She opened her first salon when she was just 21 years old and opted for an affiliated salon.

*"The brand, the brand colours, the elegant furnishings and treatment rooms are what make me stand out from my competitors."*



### Nathalie DOS SANTOS

Manager of the first Mary Cohr franchise in Grenoble (38). She opened her 2nd affiliated salon in Uriage (38).

*"This beauty salon model is great because we have more resources, partnerships and support at our disposal."*



### Séverine MÉCHINEAU,

Manager of two affiliated salons in Veigné and Sainte-Maure-de-Touraine (37).

*"The change has been quicker than I imagined: 12 months after becoming an affiliated salon, my turnover has increased by 20%."*



### Francine ALTMAYER,

Manager of two affiliated salons in Pays de la Loire (Vendée): Mouilleron-le-Captif (85) and Les Sables d'Olonne (85).

*"On average I have 25 new customers per month with significant purchasing power."*



MORE THAN **300 SALONS** IN THE NETWORK ALREADY  
OVER **80 NEW OPENINGS EVERY YEAR\***.



### FOR FURTHER INFORMATION

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