



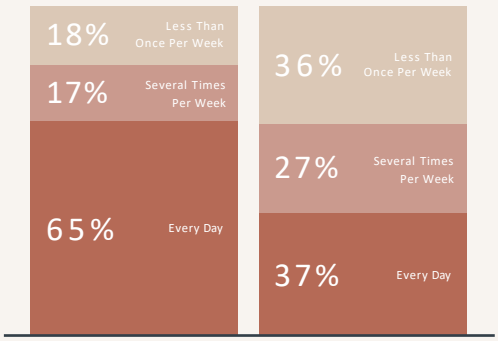
WHY WE STARTED

There is a massive opportunity to capture shares in the growing $103B product market and $7B skincare service category

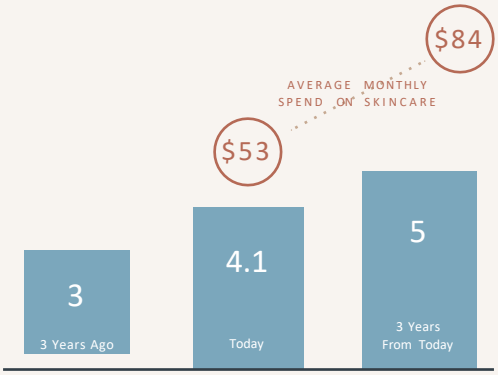
MASSIVE SERVICE & PRODUCT MARKET[1]



IT'S A DAILY HABIT FOR EVERYONE[2]



WITH INCREASING SPEND[3]



1. Euromonitor (2018) 2. Kincare Background & Research Insights (May 2017) 3. Parthenon General Population Consumer Skincare Survey (May 2019)



We started with a simple goal: **making facials and personalized skincare available to everyone.** We offer a unique franchising opportunity based around **expertise**, **in-shop experience, digital convenience**, and **personalized care**.

What makes us different?

- **Ease and accessibility** - our facials allow clients to create a monthly habit that takes up only an hour of their time to achieve more radiant skin.
- **Personalization** - there aren't any cookie cutter facials to choose from here; our estheticians provide a customized service to every client based on their skin's needs and goals.
- **Our people** - Our esthetician turnover rate is 15% compared to an industry standard of 35-50%.

Our competitive edge.

There is no brand leader in the $7B skincare wellness service industry, but Heyday is about to change that.

- **Recurring revenue model goal** - 70% of a shop's services are performed on members who come back each month, allowing for predictable revenue that maximizes profitability.
- **Real estate services** - we take on all the heavy lifting and wouldn't put a site in front of a candidate that we wouldn't invest in personally.
- **Rapid national expansion** - 10 corporate and 1 franchise locations open to date with 90+ franchise shops sold since April 2021.

Best Facial – New York Magazine. NEW YORK





OUR VISION FOR FRANCHISING

We are seeking entrepreneurs with passion and drive to empower incredible estheticians to deliver world-class skincare.

Can you execute our mission?

We're on a mission to create a personalized experience for our clients, and education will be the foundation for our success. You will equip your estheticians with the right tools and training to be their best. Your team will teach your clients the best personalized approach.

Where are we going and growing?

The short answer is ... anywhere that people have skincare needs. We have identified 60 cities that should have at least one Heyday shop. We are taking a very conservative approach to growth so that we can support your initial operations.



The future is bright.

It is our goal to grow the franchise to 300 stores open by 2026 and to become the dominant personalized skincare wellness brand across the country.

START UP COSTS**

FRANCHISE FEE:
$50K

MIN. LIQUIDITY:
$350K

MIN. NET WORTH:
$750K

ONGOING ROYALTY:
7%

INVESTMENT RANGE:
$574,000 TO $755,500

AVERAGE FIRST-YEAR REVENUE:
$1,602,819

AVERAGE FIRST-YEAR PRODUCT SALES:
$416,551

AVERAGE FIRST-YEAR EBIDTA:
$80,360

**BASED ON CALENDAR YEAR 2020.

This information appears in Item 7 in our Franchise Disclosure Document. The amounts provided in the investment range are based on estimated costs for the development of an eight and twelve bed shops. Your results may differ based upon quality of space, size of space, local costs of labor, and landlord tenant allowance contributions. This financial performance representation discloses (a) historical information regarding the average revenue (before discounts) and EBITDA of six shops that were opened prior to August of 2018. All six shops are owned by our affiliate Heyday Wellness, LLC and five shops are located in New York City while one is located in Los Angeles, CA. Your individual results may differ. There is no assurance that you will earn as much. Please see Item 19 of the Heyday FDD issued January 8, 2021 for explanatory notes and details.

If you're exploring franchise ownership to control your own destiny and achieve your personal and professional goals, get in to touch with us today.



HOW TO GET STARTED

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Founder/CEO

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Fran-LINK Franchise Advisory & Consulting Group

We believe anyone can be a successful business owner when they discover the right opportunity.

***Reach out* to schedule a FREE consult.**

About Alan Goldberg

Helping people in various stages of reinvention discover the possibilities offered by business ownership through franchising. Being self employed can provide satisfaction AND security and provide a path to wealth creation. My goal is to help you identify business opportunities that meet your interests, skill sets, and income needs. Sometimes the goal is to relocate. Sometimes it's to break free of corporate shackles. Whatever your motivation, I provide a step-by-step process of due diligence to determine if you are ready to invest in yourself

Click here. Tell Me More.