



FRANCHISE OVERVIEW • CURRENT FDD FACTS

OWN A MULTI-SERVICE BEAUTY STUDIO

Brazilian and full-body waxing, eyebrow threading, lashes, skincare and men's grooming under one brand.



THE OPPORTUNITY

Magical Waxing® has operated since 2016 and currently has six open company-owned studios in metro Atlanta, with three additional studios identified as opening soon. The franchise model brings multiple beauty-service categories together in one studio. Site availability, opening timing and results vary by market and execution.

Single-unit initial investment	\$199,750–\$339,500
Initial franchise fee	\$35,000 • uniform and non-refundable
Royalty	6% of gross sales • due weekly
Brand Fund	2% of gross sales • due weekly
Required local marketing	4% of gross sales • due monthly

Figures above are from the Magical Waxing® Franchise Disclosure Document issued December 15, 2025. The FDD controls if this overview differs.

WHAT FRANCHISEES SHOULD REVIEW

SERVICE MENU

Brazilian and full-body waxing; eyebrow and facial threading; lash extensions and lifts; brow lamination and tinting; facials, vajacials and skincare add-ons; and men's grooming services.

TRAINING AND SUPPORT

The current FDD describes initial and ongoing training, operations support, site-development assistance, marketing guidance and required systems. Candidates should review Item 11 for the complete scope, conditions and franchisee responsibilities.

TERRITORY

Territory rights, exclusions and reserved rights are described in Item 12. Availability changes and must be confirmed with the franchise team. This overview does not promise an available market or exclusive area.

MULTI-UNIT DEVELOPMENT

The current FDD describes development agreements for 2–5 units. Estimated total initial investment is \$225,750–\$444,500, including \$25,000 for each additional unit after the first. Franchise fees are due when the development agreement is signed.

FINANCIAL PERFORMANCE

Item 19 reports historical 2024 gross sales for five company-owned outlets. It excludes operating expenses and is not a projection. Some outlets have sold and earned those amounts; individual results may differ, and there is no assurance a franchisee will sell or earn as much.

NEXT STEPS

Visit magicalwaxingfranchise.com/fdd-download to request the current FDD. Federal franchise rules generally require delivery of the FDD at least 14 calendar days before signing an agreement or paying consideration. Review the complete FDD with qualified legal and financial advisers before deciding.

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