



# IT'S ALL ABOUT GREAT GROOMING

The founders of American Male Salons are experts in the salon business and leaders in the men's grooming market. They have repositioned (and even re-named) many salon services to align with men's desire to maintain their health and their youth, and to look their best. Above all, they have created a "safe haven" where men can enjoy personal grooming - with confidence and comfort - in a totally male environment!

From the moment you step into an American Male Salon, you know the definition of "salon" has changed! The décor is noticeably masculine with unique sports memorabilia adorning the walls. Satellite radio sets a relaxed, contemporary mood. A coffee station and comfortable chairs offer a relaxing lounge feel. You know you're in a place where men can enjoy themselves because they feel right at home!

Noticeably absent are any feelings of self-consciousness or the annoying odor often emanating from oils, creams, dyes, soaps, polishes and lotions - as in the days when men endured visits to women's salons. At American Male Salons, men are clearly on their own turf and are free to enjoy any hair, skin, nail or body-care service on their own terms!

The full spectrum of grooming services is available individually or in convenient packages that make it easy for guests to sample something new. At American Male, manicures and pedicures are cleverly called "hand and foot detailing." And hair color is called "camouflaging" - in direct response to men's concern about concealing grey hair.

Everything about American Male Salons has been skillfully calibrated to create a true comfort zone for men - a place where they can relax and enjoy the revitalizing, invigorating grooming and treatment services they desire!



*"Without a doubt, I have found everyone at American Male corporate has a mission to help make each salon successful. If a challenge or issue surfaces, I feel confident that someone there will respond as soon as possible and try to assist us in finding a solution."*

*- Phil Sacino  
American Male Mountain View, California*



# LOOKING GOOD: IT'S A GUY THING

Who isn't image conscious these days? It's clear that men are joining the ranks of the style- and grooming-conscious public.<sup>1</sup> According to research from Packaged Facts New York, the men's grooming market is expected to experience a compound annual growth rate of 4.3% through 2008, reaching nearly \$10 billion in sales.<sup>2</sup>

The U.S. \$2.4 billion men's hair care market continues to surge forward.<sup>3</sup> And today, men's hair care increasingly means hair color. In his article titled, 'Men Hate Grey Too!', Chad Murawczyk reports, "The greying of America's 76 million baby boomers and shifts in consumer trends is driving significant growth in the niche of men's hair color."<sup>4</sup> The article goes on to say that the men's retail hair-color market is currently over \$150 million and has been growing at a 12% compounded annual growth rate for the past decade!<sup>5</sup>

More men are paying attention to skin care as well. A study in the 2004 report titled 'How America Shops,' by WSL Strategic Research, New York, revealed that among 200 men ages 18-55, 55% said they currently purchase skin-care items.<sup>6</sup>

Perhaps most important, the future looks bright for salons that cater to men. A survey by research firm Mintel International found that 90% of American men say it's fine to go to a spa or salon.<sup>7</sup>

The evidence is compelling: Men have given the 'thumbs up' to sophisticated grooming services, in order to look and feel their best. And one company is perfectly prepared to meet the demand and exceed customer expectations – American Male Salons!

**Men made up 31% of the 111 million spa visits in the U.S. in 2006, according to the International Spa Association. That's up from 24% of 109 million visits in 2003.**

**In 2006, Americans spent \$4.8 billion on men's grooming products according to 2006 Market Research and Euromonitor.**

<sup>1</sup> The University Daily Kansan.com, April 14, 2005

Accessed 5/10/2005 at <http://www.kansan.com/stories>

<sup>2</sup> Drug Store News, 3/21/2005, vol. 27, Issue 4, p.43

<sup>3</sup> Global Report, Global Cosmetic Industry, June 2004, Vol. 172, Issue 6, p. 60

<sup>4</sup> Snip Magazine, October 2002

Accessed at [isnow.com/hair/partners/pub](http://isnow.com/hair/partners/pub) on 5/8/2005

<sup>5</sup> Ibid

<sup>6</sup> Brandweek, 12/13/2004, vol. 45, Issue 45

<sup>7</sup> Seattle Post-Intelligencer Reporter, September 9, 2003,

"A new breed of men is redefining masculinity" by Kristin Dizon

## THE FAMILY BEHIND AMERICAN MALE SALONS



Howard Hafetz



Jessica Hafetz



Joshua Hafetz



If ever a company had deep roots in an industry, it's American Male Salons. American Male is the brainchild of the Hafetz family who are heavily entrenched in the salon industry. The Hafetz's are recognized as one of America's most innovative entrepreneurial families, setting new standards in salon consulting, customer service, staff training, advanced business systems, and marketing. They are leading the way as they perceived the growing trend in the men's grooming industry.

American Male Salons is passionate about its business and the service it provides to men. As a result, the company is eager to speak with equally passionate and qualified potential franchisees.

If you have ambition, drive, and a keen understanding of customer service, find out more about this exciting concept by talking with the people who created it!

# AMERICAN MALE SALON: BECAUSE MEN DESERVE A PLACE OF THEIR OWN.

**AMERICAN MALE IS A STRATEGICALLY CORRECT CONCEPT THAT MEETS THE GROWING NEEDS OF A WHOLE SEGMENT OF THE POPULATION THAT HAS NEVER BEFORE BEEN PROPERLY SERVED.**

Today, men are coming to American Male Salons for the professional grooming recommendations they need. They're enjoying the finest hair-, skin-, nail-, and body-care services in a relaxing and friendly environment. And they're recommending this total grooming solution to their friends and neighbors.

What makes the American Male Salon concept such a winner? Take a look at the savvy business system at the heart of it all...

## ONE INCREDIBLE SYSTEM

Here are some of the exciting system elements that comprise the infrastructure of an American Male Salon franchise!

- Expert staff training
- Headstart business college for owners
- Fine tuned services
- Innovative marketing
- Employee career path
- Detailed operations manual
- On-going salon improvements
- On-going owner coaching

## AMERICAN MALE SALON FACILITIES

You have to see an American Male Salon to understand just how thoroughly the salon experience has been re-invented! Masculine style is abundant beginning in the spacious, well lit, and inviting entry.

*"American Male will do to the men's haircut what Starbucks did to the cup of coffee..."*

*— Philadelphia Style Magazine*





The décor features clean lines, quality wood or ceramic tile floors. Sports memorabilia such as antique golf clubs, baseball bats, hockey sticks, and dartboards adorn the walls. And a coffee station offers a place to enjoy coffee-by-the-cup in a variety of flavors. Hair and nail stations are located strategically keeping privacy at a maximum.

Shampoo stations have been totally revamped for male comfort. Three or four shampoo bowls are built into a wood encased seating unit. The high-backed seats are covered in black or cream-colored leather where customers settle in and put their feet up on oversized footrests.

Each salon includes six or eight styling stations for hair services. Products are displayed at these stations and in attractive display cases throughout the salon, so customers can see and ask about them.

Every element of salon design and layout communicates to men that their American Male experience is a healthy, vital, and well-deserved part of their lives!



# AMERICAN MALE GROOMING SERVICES

More than just a haircut...one of American Male Salon's most popular services is a package called the Quality Grooming Experience. This relaxing service begins with a shampoo. Next the client enjoys a paraffin hand-dip for deep moisturizing. Then each client reclines for a soothing scalp massage and a refreshing mini facial, followed by a warm towel and a cool splash to close pores. After a consultation about style and grooming habits, the client receives a haircut and a re-shampoo to wash away clippings. At this time, hair is conditioned with deep-acting conditioner, rinsed, and styled. When the experience is complete, clients have a lot to smile about. Namely, the way they look - hair, face, hands - and the way they feel!

## OTHER SERVICES INCLUDE:

- Hand and foot detailing
- Hair color (camouflaging) and highlighting
- Young men's haircuts
- Children's haircuts
- Facials
- Waxing services

## OPERATING PROCEDURES

The American Male Salon has established specific operating procedures that make their salon experience so satisfying to men. Every nuance of the customer visit has been defined to the highest standards, as has every salon function - from front desk operations and product ordering to laundering towels. The synergy of these finely-tuned operations is what creates the one-of-a-kind American Male experience!



# PROMOTIONS & GIFT PACKAGES

Gift certificates and special gift packages are also available and can be promoted to women as gifts for Valentine's Day, Father's Day, and other holidays. And they can also be promoted to companies as excellent gifts for employees, customers or vendors. In fact, gift certificate use is increasing among companies, as they find them to be a great way to say "thank you."<sup>8</sup>

8 East Valley Tribune (Mesa, AZ) December 11, 2003.



**BECAUSE MEN DESERVE  
THE FACE OF THEIR OWN.**



# ALL THE SUPPORT YOU'LL NEED.

American Male is an organization built not just on meeting standards but on exceeding them. Management is committed to doing the same for franchisees by providing superior and ongoing support. Here are just a few of the key programs in place for every American Male Salon franchisee.

## FRANCHISEE TRAINING

One of the most exciting things in store for new franchisees is the training they will receive on how to do everything the "American Male" way! You will learn about staffing, customer service, sales, and administrative functions. Not only will you benefit from what you'll learn - but you'll also be inspired by the people you learn from!

## SITE SELECTION

Naturally, the location of an American Male Salon site is important for customer convenience. The company has many years of experience in salon site selection - specifically for men's salons. As a new franchisee, you will receive helpful guidelines on choosing the right location for your American Male Salon.

## MARKETING & ADVERTISING

The American Male Salon is a growing, healthy brand, thanks to the marketing research, strategic direction, and advertising materials that have already been established. The company has extensive experience in working with the news media; and it has a great track record with advertising and promotion - all to be shared with new franchisees!

## OPERATIONS MANUAL

What to do and precisely how to do it is what you'll find in every essential aspect of running a healthy American Male Salon in this comprehensive resource.

**AMERICAN MALE** a full service salon for guys  
Bring this ad in to receive  
**20% OFF**  
your first service

**AMERICAN MALE** a full service salon for guys  
512 Haddonfield Road • Cherry Hill, New Jersey • 08002  
856.665

**AMERICAN MALE** a full service salon for guys  
**YOU NEVER FORGET YOUR FIRST TIME**

**AMERICAN MALE** a full service salon for guys  
**PACK A PUNCH**

**AMERICAN MALE** a full service salon for guys  
**FIRST ONE ON THE HOUSE**

**AMERICAN MALE** a full service salon for guys  
**STACIA STASNEK**  
PR. and Sales Coordinator

**AMERICAN MALE** a full service salon for guys  
**OK, NOW IT'S HIS TURN.**

**AMERICAN MALE** a full service salon for guys  
**SEE YOU SOON**

**AMERICAN MALE** a full service salon for guys  
Chicago, Illinois - 60610

**AMERICAN MALE** a full service salon for guys  
312.482.8170

**AMERICAN MALE** a full service salon for guys  
**SALON HOURS**

**AMERICAN MALE** a full service salon for guys  
Keep all the guys in your life looking and feeling great with a Gift Certificate from American Male. Here he can relax with a mini facial and haircut, hand detailing, and more.



**AMERICAN MALE** a full service salon for guys  
Keep all the guys in your life looking and feeling great with a Gift Certificate from American Male. Here he can relax with a mini facial and haircut, hand detailing, and more.  
**GIFT CERTIFICATES ARE AVAILABLE IN PERSON, BY EMAILING KESLIE@AMERICANMALE.COM OR CALLING 919-845-0488**

# ARE YOU CUT OUT FOR AMERICAN MALE SALONS?

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If so, you could be just the kind of person American Male is looking for. The demand for salons is robust, and our expansion schedule is aggressive. We urge you to contact us!

Please note that there are two distinct ways to join our organization. You can become a franchisee, owning one unit or, if you qualify, you can be a franchisee that owns and operates several American Male Salons! Either way, if you like what you've read here, please get in touch with us. We will give you much more to get excited about.

What kind of individuals are we seeking? We're looking for talented business people, including assertive, style-conscious men and women with qualities that include:

- Strong sales and customer-service background
- Strong leadership abilities
- Well-developed people and management skills
- High energy and self-motivation
- Impeccable personal standards: honesty, integrity, and strong work ethic
- Knowledge of and participation in local community
- Mature and stable
- Ability to meet initial investment requirements
- Strong networking alliances

Former salon experience is not required.

## IF THE ABOVE PROFILE FITS YOU – IT'S TIME FOR US TO TALK!

**PERHAPS YOU SEE YOURSELF AS A CUTTING-EDGE BUSINESS PERSON WHO IS AWARE OF TRENDS AND IS EAGER TO BE A PART OF AN INNOVATIVE ORGANIZATION AND ABLE TO "PUSH THE ENVELOPE" IN CUSTOMER SERVICE.**

