



A \$21 BILLION MEN'S GROOMING MARKET
THE ONLY MODEL OF IT'S KIND IN THE INDUSTRY
BACKED BY A FRANCHISING LEGEND



NEWS FLASH: MEN CRAVE RELAXATION & PAMPERING

Get In On The Ground Floor Of A Growing Trend

Be part of the new national men's grooming brand that's so promising, Massage Envy founder John Leonesio has come on board to help develop the business!

Hammer & Nails | Grooming Shop for Guys is the first grooming franchise in the **\$21 billion men's grooming market** that has a core focus on hand and foot grooming for men. This first-to-market opportunity features a distinctive "man cave nirvana" atmosphere; a proven business model that includes memberships; world-class franchise support; and an executive team lead by one of the foremost experts in the health and wellness franchise field.

"While hair care, nail care and spa services have traditionally catered to women, more grooming businesses are refocusing their attention on the other half of the population."

Entrepreneur
MAGAZINE



THE HAMMER & NAILS STORY

In March of 2013 Michael Elliot was really in need of a manicure and a pedicure, so he walked into a nail salon. But after looking around at the pastel colors, women's magazines and televisions blasting "The Real Housewives of Atlanta," he felt completely uncomfortable.

Thinking that there are others guys that feel the same way about the traditional nail salon experience, Elliot began to envision a male-centric environment for hand and foot grooming. More of a "man cave nirvana atmosphere", complete with all of the accouterments of comfort and luxury: dark wood, low lighting and oversized leather chairs, with personal flat-screen TVs and complimentary beverages.

Elliot's vision was realized in November 2013. With the success of this first Shop, Hammer & Nails is now positioned to be a market maker. In preparation for our national franchise rollout, we expanded the concept into a "Grooming Shop for Guys" where men can also get great haircuts and old-school straight-razor shaves - all in man-cave nirvana.

DISRUPT THE **BARBERING** INDUSTRY, TOO!

Your Hammer & Nails | Grooming Shop for Guys franchise will disrupt this status quo. How? By offering men a destination for haircuts and shaves that is completely different from anything they've ever experienced before. Your shop's unique, low-lit "man cave nirvana" atmosphere will transform dealing with the necessity of getting haircuts into a surprisingly affordable luxury experience.



The Hammer & Nails | Grooming Shop for Guys business model combines the long-established, recession-resistant “barbering” business with the new “hand and foot grooming for guys” business. The result is a distinctive franchise concept that combines minimal risk with the potential upside of being first to market with something that is completely unique.



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