

STUDIO
YUMI



**BECOME A
FRANCHISEE**



A NETWORK THAT REVEALS NATURAL BEAUTY

YUMI Studio draws on the expertise of YUMI Beauty, a manufacturer of high-end cosmetics since 2012.

THE TOUCH OF EXPERTISE THAT CHANGES EVERYTHING



STUDIO
YUMI

THE YUMI STUDIO CONCEPT

A COCOON INSTITUTE DEDICATED TO EXCLUSIVE YUMI WELL-BEING

Expertise - Efficiency - Made in France

INSTITUT

The studio space has been designed for the well-being of our customers and franchisees. High-quality, designer furniture creates fluid, comfortable spaces.

FORMATIONS

YUMI Academy, our dedicated YUMI training center for initial training, with ongoing training for all our franchisees, to ensure they are always at the cutting edge of technology.



VARIOUS CARE

YUMI Beauty offers a range of skincare products.

- YUMI Nails : manucurie
- YUMI Lashes/Brows : eyelash and eyebrow care
- YUMI Skincare : facial care
- YUMI Feet : foot care
- YUMI Wax : hair removal
- YUMI Haircare : hair care
- YUMI Fragrance
- YUMI Make-up
- YUMI Food&Beauty
- YUMI Fresh Cosmetics

EXCLUSIVE PRODUCTS

Exclusive YUMI Beauty products and treatments:

- French manufacturer
- Own laboratory
- YUMI care protocols





IL ÉTAIT UNE FOIS YUMI BEAUTY



In 1989, Laurence Roullier opened her first institute in the heart of Saint-Etienne. A few years later, a second salon was opened in the city center.

Following the evolution of her concept, Laurence and her long-time partner, Richard Roullier, decided to create their own brand, Griffe d'Or®. They set out to distribute innovative, high-quality products.

But the Roulliers see further ahead. In 2009, they discovered a brand new skincare product: YUMI Lashes. It was obvious for them to enter this niche market.

In 2012, the Roullier family founded and registered the umbrella brand YUMI®. Over the years, numerous projects were born.

In 2017, YUMI Feet made its appearance, the following year it was the turn of YUMI Nails, then YUMI Brows and YUMI Wax in 2019. YUMI Beauty is present in over 70 countries.

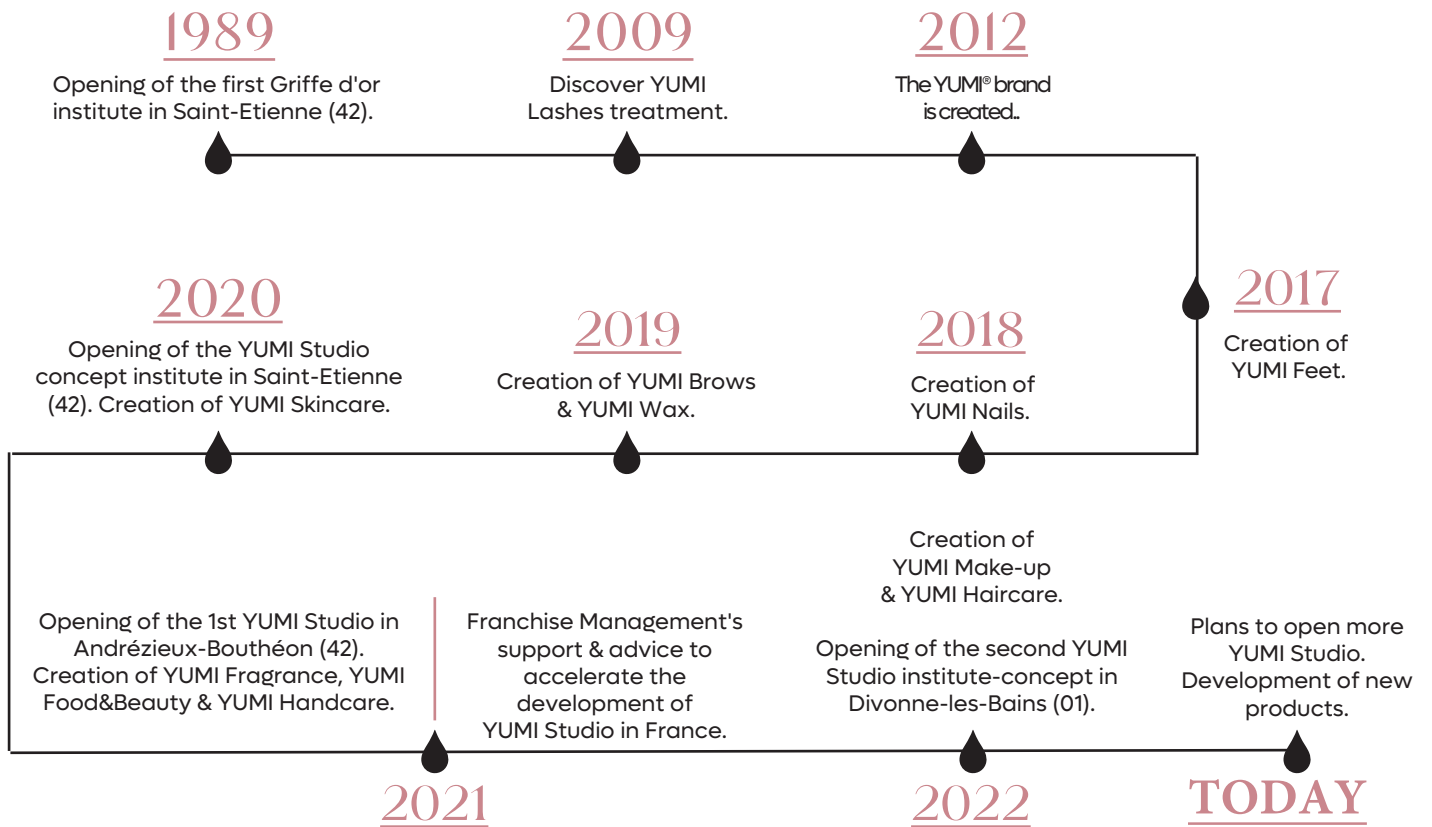
In 2021, the first YUMI Studio opens in Andrézieux-Bouthéon (42), followed by the second in Divonne-les-Bains (01) in December 2022.

Numerous other projects are in the pipeline.

2022 sees the arrival of an investment fund and the acquisition of the YUMI laboratory.

Enter our world by becoming a YUMI Studio franchisee.

KEY DATES



HIGH-QUALITY CARE AND PRODUCTS



YUMI Nails, the latest generation of semi-permanent nail polish, as strong as a gel nail and as fast as a conventional semi-permanent nail polish.

YUMI
NAILS



YUMI Lashes&Brows, the world's #1 eyelash enhancer and eyebrow laminator with incomparable results. A treatment made in France.

YUMI
LASHES&BROWS



YUMI Skincare is a range of "made in France" products line of vitamin-enriched active ingredients. Hydraface treatment is revolutionary for clear, luminous skin. A new-generation 7-in-1 machine for a treatment suited to all skin types.

YUMI
SKINCARE



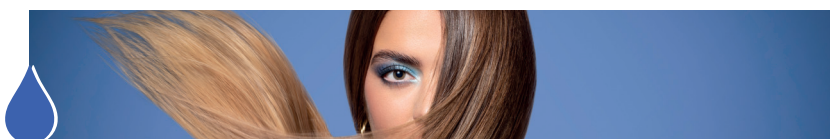
YUMI Feet, the best anti-callus treatment on the market, with immediate results in just 30 minutes for 100% effectiveness. It is the best-selling anti-callus treatment in France. It was awarded the 2018 H. Pierantoni Innovation Prize.

YUMI
FEET



YUMI Wax provides perfect hair removal on all parts of the body.

YUMI
WAX



YUMI Haircare deeply repairs hair with its botox treatment. For healthier, shinier hair.

YUMI
HAIRCARE

TO BECOME A FRANCHISEE

THE PILLARS OF OUR SUPPORT

PRODUCT & SERVICE KNOW-HOW



As beauty experts for more than 30 years, we put our know-how and technologies to YUMI Beauty skincare products. Owners of our own laboratory, which develops Made In France skincare products, we guarantee the quality of our compositions and the safety of our Yumifans.

A SOLID LOGISTICS STRUCTURE



You'll never run out of products to serve your customers' natural beauty.

We deliver D+5.

INNOVATIVE & PREMIUM CONCEPT



A unique, elegant and cosy institute-concept. Offer your customers a personalized, high-quality experience.

TRAINING DEDICATED BRAND



Training at the heart of the concept. Our teams draw up treatment protocols to ensure effective, spectacular results. Whaouu effect guaranteed !

A DYNAMIC MARKETING STRATEGY



Regularly renewed POS materials, dynamic communication on social networks and advice on your marketing strategy to get noticed and make yourself memorable.

CARING SUPPORT



The availability of YUMI Beauty teams to help you succeed. Authentic exchanges, sharing of experience and best practices between franchisees. At Yumifans, people are at the heart of the franchisee/franchisor relationship.

KEY DATA

PERSONAL
CONTRIBUTION FROM
30K€

INVESTMENT
160K€

3-YEAR SALES
FORECAST
240K€

TYPE OF CONTRACT
FRANCHISE

OPERATING
LICENCE FEE
4%

COMMUNICATION
FEE
1%

ENTRANCE FEE
15K€

CONTRACT TERM
7 YEARS

VALUES



COMMUNITY



AUTHENTICITY



INNOVATION



ELEGANCE



INCLUSION



STUDIO
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REVEAL
YOUR
CUSTOMERS'
NATURAL
BEAUTY



www.yumi-studio.fr



YUMI Studio Franchise



[yumistudiofranchise](https://www.instagram.com/yumistudiofranchise)



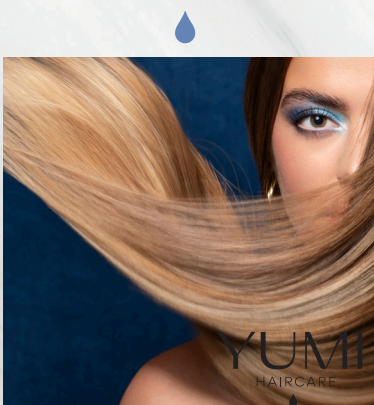
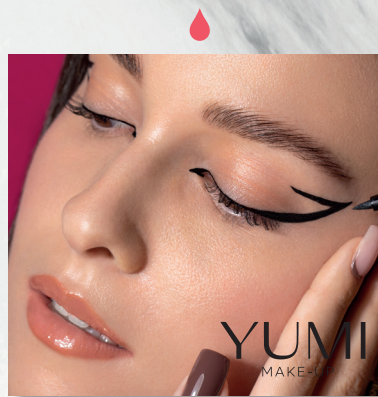
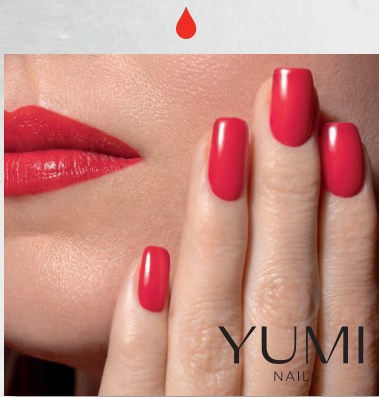
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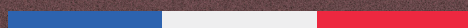
UNIVERSES



MADE IN FRANCE



STUDIO
YUMI



YUMI BEAUTY

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