

# Franchising

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## NEW BEAUTY ESSENTIAL

POPULAR TELEVISION PROGRAMS SUCH AS *QUEER EYE FOR A STRAIGHT GUY* AND *EXTREME MAKEOVER* HAVE FUELLED DEMAND FOR A BROAD RANGE OF SPECIALISED BEAUTY TREATMENTS FOR BOTH MEN AND WOMEN, RESULTING IN SIGNIFICANT GROWTH FOR THE BEAUTY INDUSTRY.



Essential Beauty director and master franchisee Spiro Vithoukikas



Capitalising on the trend is Essential Beauty, a franchised beauty chain that demystifies services such as 'XXX' waxing and body piercing by offering them in an accessible and convenient retail environment.

"People have moved from renovating their homes to renovating themselves," Essential Beauty director and master franchisee, Spiro Vithoukikas says. "For many people, beauty services are no longer a luxury but have become a necessity – an essential part of life."

Essential Beauty provides a one-stop shop for all beauty services, from traditional treatments such as nails, skincare and massage to new and high-growth areas such as spray-on tans, micro-dermabrasion, permanent hair removal and permanent makeup.

Established in Adelaide in 1990, Essential Beauty has focused on getting its system right in a test market before embarking on national expansion.

"Similar to Boost Juice, another successful South Australian franchised retailer, we identified a trend and sought to bring this to the general public through creating an accessible and fun retail offer driven by a robust business model with high growth potential," Vithoukikas says.

Essential Beauty has 14 stores nationally.

For further information phone (03) 9584 8454 or visit [www.essentialbeauty.com.au](http://www.essentialbeauty.com.au).