

# THE Franchise Opportunity

THAT  
Changes Lives

Thin<sup>™</sup>IQUE

MEDICAL WEIGHT LOSS

*Just what the doctor ordered!*







## Your Timing is Perfect.

Congratulations! Your decision to consider the unique franchise opportunity we are about to describe tells us you recognize opportunity. Obesity is one of our nation's fastest growing problems, with far-reaching consequences that touch virtually everyone. The demand for effective, medically directed weight loss solutions has never been higher. In these pages you'll learn about a clinically proven weight loss business that is capturing the imagination of entrepreneurs—everywhere.

We call it Thinique™ Medical Weight Loss Clinics.

### THE OPPORTUNITY:

- **Massive Potential**—Over 68% of Americans are overweight or obese<sup>1</sup>
- **Rapidly Expanding Market**—Overweight/obesity rates by the year 2030—75% (2030 obesity rates alone: 51% of adults by 2030)<sup>2</sup>
- **Instant Credibility**—Professional services by doctors, nurse practitioners and nurses
- **Powerful Business Model**—Based on our highly successful, real world clinics, supported by recognized industry leaders and innovators in franchising.

**Here's why we're so excited about Thinique, and why you will be, too...**

1. Source: CDC, Centers for Disease Control, 3/2013

2. Source: American Journal of Preventive Medicine, 6/2012



# A Huge & Growing Problem

## 222 MILLION AMERICANS OVERWEIGHT OR OBESE. MILLIONS MORE SOON TO BE.

The weight loss industry served by Thinique Medical Weight Loss Clinics is huge. With over 222 million Americans now classified as overweight or obese, virtually everyone has friends or loved ones suffering from this unhealthy, potentially deadly condition.

Obesity leads to all kinds of serious physical problems and ailments, everything from heart disease, cancer and strokes to Type 2 diabetes.

### AMONG ADULTS 20 AND OLDER:

- More than two-thirds (68.8 percent) of adults are overweight or obese.
- More than one-third (35.7 percent) of adults are obese.
- More than one in twenty (6.3 percent) have extreme obesity.
- Almost three in four men (74 percent) are considered overweight or obese.
- The prevalence of obesity is similar for both men and women (about 36 percent).
- About 8 percent of women are considered to have extreme obesity.

Source: Journal of the American Medical Association. 2012; 307(5):491-97

### AMONG CHILDREN AGES 2-19:

- Around 31.8 percent are overweight or obese
- In some Southern states, 40-50% of children are obese

Source: Journal of the American Medical Association. 2012; 307(5):483-90.

**75%**  
of adults are  
projected to  
be **obese** or  
overweight  
by the year  
**2030.**

### IT'S ONLY GOING TO GET WORSE...

Obesity-related conditions include heart disease, stroke, type 2 diabetes and certain types of cancer, some of the leading causes of preventable death. As overweight children become adults, and as Baby Boomers enter their senior years (and exercise less), the obesity epidemic is now expected to snowball even more.

Meantime, the only recourse most people have are diets that don't seem to work, or when they do, don't keep the weight off for good. Millions buy high priced supplements touted to shave off the pounds, but don't. Millions more give up in quiet desperation.

Can nothing turn this around?

**In search of solutions, we found opportunity.**

## Thinique™ . Answers For Life.

With obesity at near epidemic proportions, there just couldn't be a better time to consider owning a Thinique Medical Weight Loss Clinic franchise. Thinique brings the answers that thousands of people seek.

The Thinique program is built around 3 core elements:

- Supervision by Board Certified Medical Professionals
- The Proven Thinique Diet and Exercise Program
- Behavior Modification and Lifestyle Education

### PHYSICIAN SUPERVISED

Who better to oversee a weight loss program than qualified medical professionals? Each Thinique Medical Weight Loss Clinic is under the direct control of a board certified physician or nurse practitioner.

This ensures that services and education provided to our patients follow the best practices of the medical profession, but it also inspires confidence and trust by program participants.

### A PROVEN DIET

The nutritionally balanced Thinique diet is different from 98% of all other diets out there: it actually works. It includes a high protein, low carbohydrates diet that is proven to shed pounds gradually, with minimum hunger or discomfort. Thousands of Thinique patients report consistent weight losses of up to 15-20 pounds the first month and up to 2-5 pounds a week after that.

### BEHAVIOR MODIFICATION

Our goal is to replace the concept of "dieting" with one of "healthy lifestyle choices." We educate Thinique patients to choose foods that fight weight gain, speed metabolism, and banish cravings and hunger pains. With regular, frequent office visits, we inspire, motivate and train them to overcome dieting obstacles. Eventually, patients look at food from a new perspective.

Patients learn not just how to reach their desired weight levels, but how to keep the weight off for a lifetime.





# Your Thinique Franchise: Complete & Comprehensive.

Support is the backbone of every successful franchise. It's certainly that way with Thinique. Our franchise support system goes the extra mile to ensure our franchisees receive the ultimate level of support at every step in the process, from our first contact with you to all the years ahead as you grow and expand your Thinique clinic. We provide all the building blocks you need to build your own successful business.



## INTERNAL DOCUMENTS

We provide all the internal documents you will use to run your business, including hiring forms, employee evaluations, employee handbooks, information sheets and much more. Materials most businesses don't have for months after launch are ready to go when you are.

## LEGAL EXPERTISE

Thinique's legal team can help you make your way through contracts with landlords and assist you in keeping your marketing materials in compliance with city and state laws. They'll also help you protect the Thinique brand as it becomes an ever-increasing asset within your community.

## FRANCHISEE TRAINING

We provide extensive training as part of your preparation to launch your new business. We take you through everything from dieting and nutrition to the smallest details of running your clinic. What you don't already know about weight loss, we'll teach you.

The training doesn't stop when you launch, but continues throughout all the years you are a Thinique franchisee.

## PRE-OPENING SUPPORT

Our support team works very closely with you to prepare and launch your new Thinique Medical Weight Loss Clinic. We help you with everything from local demographics and site location to construction and grand opening.

## PREFERRED VENDOR ACCESS

We take the work out of ordering all the internal fixtures, signage, artwork, advertising and more that you'll need to run your new clinic. You'll have access to our proprietary list of preferred vendors who know our systems and who can give you highly competitive rates because of our volume ordering.

## SYSTEMS SOFTWARE

We load your computers with the Thinique clinic management software that lets you do everything from signing up and monitoring patient progress to running your accounting. Enjoy detailed reports in seconds and always stay on top of your growing business. Should you have questions, our support team is standing by.



*"We provide all the building blocks you need to build your own successful business."*



# Marketing— The Fuel that Drives Your Business

The Thinique marketing program includes a broad selection of field-tested advertising, public relations and sales promotion materials and campaigns designed to build awareness, enhance brand, and attract new patients.

## MARKETING MATERIALS

Thinique gives you all you'll need for success. You'll have access to highly effective, print-ready, online marketing tools including:

- |                              |                               |
|------------------------------|-------------------------------|
| Building Signage Templates ✓ | Handout Brochures ✓           |
| Print Newspaper Ads ✓        | Special Promotions Handouts ✓ |
| Direct Mail ✓                | Rack Cards ✓                  |
| Post Cards ✓                 | Drip Email Campaigns ✓        |
| Videos ✓                     | Banner Ads ✓                  |
| Wall Posters ✓               | Digital Display Ads ✓         |
| New Patient Kits ✓           | Press Release Templates ✓     |
| Referral Cards ✓             |                               |

**IN ADDITION,** you'll have access to our experienced franchisee marketing specialists, who will help you create and execute your advertising, PR, and online marketing campaigns.

## OUR COMMITMENT TO YOU

Our goal is to exceed your expectations, travel the extra mile, and to be your *strongest* asset.





# Estimated Investment

Your investment in your new Thinique Medical Weight Loss Clinic will vary according to local differences in the cost of rents, municipal codes, size of the facility, and some of the custom add-ons that you may want to add yourself.

This estimate should not in any way be construed to be an offering. There is no guarantee that the following will be your final, actual costs. Please check with us for the most recent version of this list of expenditures.

Investment	Low	High
Initial Franchise Fee	\$39,000	\$39,000
Security & Utility Deposits	\$4,500	\$10,500
Three Months' Lease Rent	\$13,500	\$31,500
Architectural	\$1,000	\$4,000
Leasehold Improvements	\$34,000	\$80,000
Signage (Interior and Exterior)	\$5,000	\$10,000
Office Equipment (Including furniture & fixtures)	\$2,900	\$4,000
Professional Equipment (Beds, scales, EKG, etc.)	\$3,200	\$6,000
Supplements & Compounded Injectable	\$2,000	\$4,000
Computer Hardware, Software, Supplies & Installation	\$2,000	\$3,000
Business Licenses & Permits	\$500	\$1,000
Professional Fees	\$500	\$5,000
Insurance (Three months)	\$1,400	\$2,400
Initial Training Expenses (Including travel)	\$1,800	\$2,500
Start-up Supplies (Uniforms, contracts, invoices, promotional items and other office supplies)	\$8,900	\$10,600
Marketing Expenses for Grand Opening/Start-up (And up to the third month of operation)	\$5,000	\$7,500
Three Months' Office Management Software Fee	\$825	\$825
Additional Funds (Three months)	\$15,000	\$15,000
<b>Total Estimated Initial Investment</b>	<b>\$141,025</b>	<b>\$236,825</b>

\*These estimated initial expenses are our best estimate of the costs you may incur in establishing and operating your franchise. Our estimates are based upon our expertise and our current requirements for franchised businesses. The factors underlying our estimates may vary depending upon a number of variables, and the actual investment you make in developing and opening your franchise may be greater or less than the estimates given depending upon the location of your franchise and current relevant market conditions. Your costs will also depend on factors such as how well you follow our methods and procedures, your management skills, your business experience and capabilities, local economic conditions, the local market for our products and services, the prevailing wage rates, competition, and sales levels reached during your initial phase of business operations.

\*The above figures are estimates and should not be construed or interpreted as final costs or as an offer to sell, a solicitation of an offer to buy, or a recommendation or endorsement for any specific product or service.

# Testimonials

The Thinique Medical Weight Loss Program is helping thousands of men, women and children to lose weight every day. Many patients lose up to 15-20 pounds the first month, and up to 2-5 pounds a week after that.

"I lost 17 pounds in two weeks on this program. I feel and look better than ever. Thank you so much!"  
-Gladys B.



Cindy lost 100 pounds and 36.5 inches in 19 weeks!



Holly lost 100 lbs. in 9 months!



Lorraine lost 55 pounds in 6 months!



Mike lost 65.4 pounds in 3 months!



Connie lost 105 pounds in 9 months!



Sherry lost 38.4 pounds in 3 months!

"I just wanted to say thanks for the job you guys are doing in your clinic. I have a ton of confidence in your clinic and methodology as a result. Thanks!"

-Beth K.

"Thinique™ is a lifesaver!"

-Caye D.

"I've lost 30 lbs. thanks to you!"

-George K.

"They really do care about your overall health and weight loss! I lost 46 pounds in less than 4 months!"

-Jim R.

"In less than 3 months I've gone from a size 20 to a size 12 and am still losing with a manageable diet and energy I can feel."

-Christine B.

"I lost 25 pounds on this program in my first month and have kept it off. It is hard to believe. Your program is the real deal. I am forever grateful!"

-Jeff C.

"Just knowing a physician was supervising my program made me feel better. But losing those 28 pounds made me feel out of this world!"

-Carla P.

"I lost 4 pounds the first week and fit into my best dress! Thank you... thank you!"

-Jennifer J.



Nancy lost 30 pounds and went from size 16 to a 6 in 6 weeks!



Lorran lost 34.4 pounds in 2 months!



Jim R. lost 46 pounds in less than 4 months!

Results will vary for each patient depending on the patient's medical history and level of compliance with our program which includes, among other things, nutrition and exercise counseling.



# Everything You Need. Ready to Go.

The beauty of a thoroughly tested and proven franchise like Thinique is that much of the work of launching a new business is already done for you.

And your chances of success are far greater than if you had to start from scratch.



## TURNKEY BUSINESS

Everything you'll need is included in a single program. All the business processes, internal systems, product and services descriptions, even the steps you'll take to get your new business off and running. You get a proven system that eliminates guesswork and errors that often trip up ordinary business owners.

## FINANCING ADVANTAGES

Loan offices at local banks often regard a new franchise positively when the business model has a successful track record in previous locations. That generally (though not always, of course) means a lower risk of repayment default, and because of that, a more positive attitude by the financial institution being asked to make the loan. Our financial team can help you through the entire loan application process—which is another great advantage all by itself!

## TRAINING

Don't worry if you are not an expert on dieting or other weight loss issues. By the time you complete our training, you'll know everything you need. In addition, we'll train you in Thinique business systems, operations, hiring the right people, how to grow and expand your business and much more.

## MARKETING

We've created all kinds of advertising and print collateral materials for you, all of them field tested and proven at other Thinique clinics. Prepare yourself for some of the most advanced online marketing techniques and systems ever offered. Our promotional programs include a hugely effective Search Engine Marketing system designed to put you on top of the list for major keywords.



# Your Next Steps: The Franchise Process

Our franchise process is designed to help you navigate easily through a six step franchise program. Following the steps below, you'll get every question answered, get qualified as a Thinique franchisee, and build out your new clinic.

STEP  
1

First you submit the Franchise Application and review the Franchise Disclosure Document that we send you. In the meantime, we'll initiate a credit and background check.

STEP  
2

Meet with our franchise team, conduct your due diligence, select the territory you're most interested in, and develop your business plan.

STEP  
3

Present your business plan to the franchise team, and make any revisions they might suggest. Then submit the final document to senior management for review.

STEP  
4

Once your application is approved, you will then prepare your location: negotiate lease contracts, obtain municipal approvals, and secure financing (if applicable).

STEP  
5

Finalize your lease, sign the franchise agreement, begin construction, and train your new employees.

STEP  
6

Open your new Thinique Medical Weight Loss Clinic! Congratulations! We'll be with you every step of the way!





## It's Your Move.

We're completely committed to helping each and every one of our franchisees succeed. The tools are in place. The systems are ready. All we're lacking...is you.

If running your own business in a strong and growing industry appeals to you, we invite you to contact us. If you qualify, you can become part of the hugely popular health services industry, helping thousands of Americans solve their weight loss problems.

Let's talk about how we can help you build the business of your dreams. Contact our franchise team today, and get the qualification process started. The future is yours, and so is the next step.

**Here's to your success!**

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**MEDICAL WEIGHT LOSS**







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