

# Franchise Brochure

earth  skin





# Welcome to Earth & Skin

Earth & Skin is an Australian organic day spa founded on the belief that beauty should be conscious, nurturing and deeply connected to nature.

We are more than a spa – we are a sanctuary for women to slow down, reconnect with themselves and experience self-care as a form of self-respect.

Every treatment, product and experience is guided by our commitment to:

Organic,  
Australian-  
made and  
female-  
founded  
products

Ethical,  
sustainable  
and low-tox  
practices

Personalised,  
intuitive  
treatments that  
honour each  
woman's unique  
needs

Creating a  
space where  
women feel safe,  
supported and  
seen

Founded on the Gold Coast, Earth & Skin has grown into a trusted destination for conscious beauty, known for its calming spaces, elevated rituals and heartfelt service.

At our core, we exist to help women feel at home in their skin – naturally radiant, confident and cared for.

# About Earth & Skin

Earth and Skin was founded from a deep awareness of the harmful effects of chemicals commonly found in personal care products. At the time, information around natural skincare felt confusing and often contradictory, and there was a clear lack of spaces dedicated to truly educating clients on clean, conscious beauty. From this, Earth and Skin was created as a sanctuary — offering carefully curated products, results-driven treatments, and meaningful education, all centred around enhancing beauty without compromising personal health or the environment.



# Who is Earth and Skin and why are we unique?

After doing extensive research into the ingredients used in the cosmetics industry Earth and Skin are proud to stock products we know, trust and use ourselves. The treatments offered at Earth and Skin are the safest available to both the client, the therapist and the environment. Earth and Skin is a spa with a difference.

Our clients enjoy mindful spa treatments without negative impact to their health or the environment. All our treatments are vegan, cruelty free, toxin free and with the sustainability of our planet in mind. In fact, everything we do at Earth and Skin is done with care for you, planet Earth and your skin.

Because beauty does not have to compromise your health.



# Our Ethos

Earth & Skin exists to deliver organic, results-driven skin and body therapies within a deeply calming, nurturing environment. We blend clean Australian products, intuitive therapists, and intentional rituals to support skin health, wellbeing, and restoration.

## Our Mission

Earth and Skin provide a place for clients to relax and rejuvenate their body and mind. The health of our clients, staff and planet is at the forefront of our decision making process. We aim to provide beautiful, luxurious treatments and products without negative impact to health or the environment.

## Our Vision

Our vision is to be seen as the best Organic Spa where we provide outstanding service pre-treatment, during treatment and post treatment. Earth and Skin will be seen not only as a relaxing chemical free haven for our clients, but also a place to go for education around safer alternatives to skin and body care.





# Our Core Values

- » Organic & clean beauty (no compromise)
- » Consistency across all franchise locations
- » Exceptional, heart-led customer service
- » Education over upselling
- » Calm, respectful environments
- » Integrity, professionalism, and discretion
- » Every decision—staffing, treatments, communication, and operations—must align with these values.

The values of Earth & Skin are woven into every fibre of our company. These values are both behavioural and aspirational and underpin our practices and how we live out our passion and purpose.

# Our Brand Pillars

## Self-Care as Self Respect

### **We don't correct women- we care for them**

Self-care at Earth and Skin is an act of reverence, not routine. It's about honouring your body and worth, giving yourself the same presence and kindness you offer everyone else.

**How it shows up:** Every treatment is delivered with intention and intuition-a therapist-as-a-healer approach that meets each woman where she is. There is no script, only attunement. Care feels deeply personal, natural and restorative. What this means is our team are trained so well that they can adjust a treatment to the individual, delivering something truly unique but always with an Earth and Skin signature feel and standard.

## Time as a Luxury of Presence

### **True beauty begins when we slow down.**

Earth and Skin invites woman to step out of urgency and into stillness. Time here is spacious- a quiet luxury that allows woman to breathe, rest and reconnect.

**How it shows up:** Unhurried experiences that prioritise presence over pace. Rituals that encourage stillness. a conscious slowing that becomes an antidote to the speed of modern life. Delivered through a team that is nurtured and developed to understand their own energy, impact and influence.

## Nature as Our Healer

### **From the Australian earth to your skin, nature knows what we've forgotten.**

Everything we do honours the intelligence of nature. Our treatments, spaces and products are grounded in organic, Australian-made ingredients- crafted by female founders who share our philosophy of gentle, sustainable care.



**How it shows up:** 100% organic treatments, vegan and cruelty-free skincare and an environment designed to feel alive- open light, plant life, timber and earth.

It's where the outside world and your inner world come back into balance.

## Woman Supporting Women

### **When women care for women, confidence becomes contagious**

Earth and Skin is more than a spa- It's a community of women lifting women. From our female founder to our all-female team and female - founded product partners, we exist to amplify women's voices, stories and strengths.

**How it shows up:** Local collaborations, mentoring for therapists, celebrating Australian female entrepreneurship, and creating a ripple effect of empowerment that extends beyond our walls.

## Confidence as the Natural State

### **Confidence isn't applied, its revealed**

Our treatments don't aim to mask or perfect, but to help women remember their innate beauty.

We guide women to feel at home in their skin - radiant, unfiltered and enough.

**How it shows up:** Intuitive, holistic care that nurtures inner confidence as much as outer glow.

Women leave not needing make up to feel beautiful, but choosing it from joy, not necessity.

# In Essence

Earth and Skin is an Australian movement redefining beauty, authenticity- founded by women, powered by nature and sustained through community.

A place where every treatment becomes a quiet revolution in self-worth: a reminder that you are already whole, already radiant, already home.



# The Opportunity

The health and wellness sector continues to experience strong growth, with increasing consumer demand for self-care, preventative health, and natural beauty solutions. Clients are shifting away from traditional beauty services and seeking premium experiences that combine relaxation, results, and sustainability.

Earth & Skin is uniquely positioned to capture this growing market by offering a refined spa concept that blends luxury, wellness, and organic skincare.



# Why Partner with Earth & Skin

## Proven Premium Spa Concept

A refined organic day spa model designed to deliver both exceptional client experiences and strong commercial performance.

## Strong Brand Positioning

Aligned with key market trends including wellness, clean beauty, and sustainable conscious living.

## Multiple Revenue Streams

Income generated through treatments, retail skincare, gift vouchers, and high value packages.

## Scalable Business Model

Designed for replication across multiple locations while maintaining consistent quality.

## Comprehensive Support

Covering setup, training, systems, and ongoing operational guidance to support long-term success and business performance.



# Attributes of Earth & Skin Franchise Partners



At Earth & Skin, we seek Franchise Partners who align with our brand values, are committed to excellence, and are passionate about delivering exceptional client experiences. The ideal partner demonstrates the following attributes:

Passion for wellness & skincare a genuine interest in health, wellbeing, and skin health, with an appreciation for organic and holistic beauty practices.

Client experience focused a strong commitment to delivering high-quality, personalised service and creating memorable experiences for every client.

Alignment with brand values an understanding of and commitment to earth & skin's philosophy of sustainability, authenticity, and premium service standards.

Strong leadership & team building skills the ability to recruit, train, and lead a high-performing team while fostering a positive and supportive workplace culture.

Business & financial acumen sound understanding of business operations, including financial management, budgeting, and driving profitability.

Attention to detail a focus on maintaining high standards across all aspects of the business, from spa presentation to service delivery and client care.

Motivated & growth-oriented a proactive mindset with a desire to grow the business, build a loyal client base, and maximise long-term success.

Community & relationship driven ability to build strong relationships within the local community and create meaningful connections with clients.

These attributes ensure that every Earth & Skin Franchise Partner upholds the integrity of the brand while delivering a consistent, high-quality spa experience.



# What's Included

Being part of the Earth & Skin team means you're in business for yourself but not by yourself, you are supported 100% of the way. Our support team is committed to your success.

We give you the tools and support to help you grow and operate your own business. Components of our support include:

## **Comprehensive Training Program**

Our training system, resources, and team will train you to be the best you can be, building upon the experience and skills you bring to the table. No prior business management is required, just passion and a strong desire to be the best.

A comprehensive preliminary training program is provided for all new owners covering all aspects of running an Earth & Skin, from operational knowledge to treatment steps, and everything in between - we have you covered.

Training consists of hands-on practical training and guided assistance during your opening period. Our franchisees have access to comprehensive training programs to help prepare and upskill your team.

## **Operations Manual & Business Resources**

Access to Earth & Skins complete suite of operating manuals, standard operating procedures, templates, policies, and tools. These resources outline the processes required to run a professional, safe, compliant, and efficient Earth & Skin business.

## **Structured Onboarding Support**

Step-by-step onboarding support to help you set up the business and team, including induction materials, training checklists, and guidelines to ensure consistent service delivery across the Earth & Skin network.

## **Branding & Intellectual Property Use**

Licensed use of the Earth & Skin brand, trademarks, service frameworks, marketing assets, templates, and customer communication tools — ensuring a consistent and professional brand presence nationwide.

## **Marketing Support & Branded Collateral**

Support with national brand marketing initiatives, branded collateral, social media templates, and guidance to develop and execute a Local Area Marketing Plan within an exclusive marketing area.

## **Ongoing Operational Coaching & Support**

Ongoing support from Head Office, including business check-ins, operational guidance, marketing support, quality assurance reviews, and continuous improvement assistance.

## **A Collaborative Franchise Network**

The opportunity to collaborate with other Earth & Skin Franchise Partners across different locations, including internal referrals, shared projects, and knowledge-sharing within a supportive national network.



# Training

- Minimum of two (2) weeks training in nominated established store
- 14 days of side-by-side training and support post launch
- Operations manual for your business and staff detailing everything you need to be successful
- Established sales systems for stress-free and insightful business management

# Investment

The upfront investment required for a new store range between **\$150,000 and \$250,000** (excluding GST), including initial franchise fees. Investment level is dependent upon the store location and size, equipment required, and any funding grants that may be available to you.

# Agreement Terms

- 5-year term plus an additional 5 year option (subject to lease renewal) - a total of **10 years**.
- Ongoing Royalty fee: 8%** of gross sales per week
- Initial Franchise Fee - \$60,000** (included in total investment cost)

# Next Steps

Register your interest by sending us an email to [franchise@earthandskin.com.au](mailto:franchise@earthandskin.com.au) or completing our online franchise application form which is available on our website. Once we receive your inquiry, we'll get together, and you can experience our amazing Earth & Skin for yourself and hear more about this great opportunity.

# Join Us

Earth & Skin offers a unique opportunity to be part of a growing premium wellness brand. With strong market demand, a refined business model, and ongoing support, our franchise partners are positioned for long-term success.

If you are passionate about wellness, skincare, and delivering exceptional client experiences, we invite you to join the Earth & Skin journey.



# Testimonials



“Earth & Skin truly is the sanctuary of organic, natural & cruelty free beauty I had been searching for on the Gold Coast for quite some time Every time I have a treatment at Earth & Skin I know I am giving my body, skin & soul the most nourishing treatment!”

Fabienne



“Today I had the most majestic Elemental Facial experience at Earth + Skin or should I say, more like Heaven on Earth. My therapist was truly amazing, the atmosphere had the most beautiful, clean, fresh energy, newly and very tastefully renovated with every attention to detail considering the clients comfort. The products used throughout, second to none. I have rebooked for a blissful massage experience next. Simply can't wait.”



Megan



“I'm in love with this place. Everything about it is divine. Cant recommend it enough, amazing staff, amazing experience and energy ..

Totally planet friendly too!”

Leanne



“I had the most amazing experience and massage at Earth + Skin. The attention to detail was so on point. My massage was so thorough and the energy was so authentic and genuine. I LOVED every part of my experience and will be back for sure! Such a beautiful space and such an important message about clean beauty too! The team there are amazing! Highly highly highly recommend visiting this serene space. Magical for indulgence, pampering or just a little self-love.”



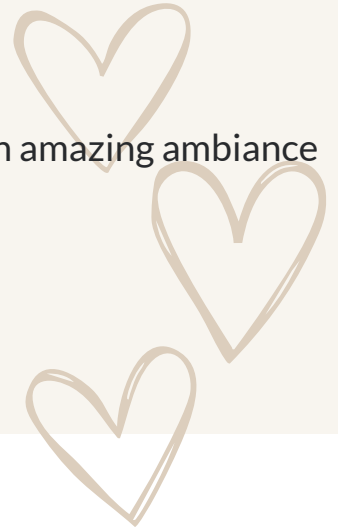
“I have recently discovered this absolute gem. The treatments offered are exquisite and the therapists take so much care and are so thoughtful that you’ll find it hard to go anywhere else ever again. The extended treatment packages (like the detox clay cocoon and earth massage with refresh facial are definitely treats worth saving for. I can also recommend the bio gel manicures & their eco tan is the most natural you’ll find on the coast. Friendly, knowledgeable, sensitive staff. If you are local, I’d say look no further for a day spa that exceeds expectations every time.”

Heleni



“Best facial on the Gold Coast, friendly staff and such an amazing ambiance highly recommend ...”

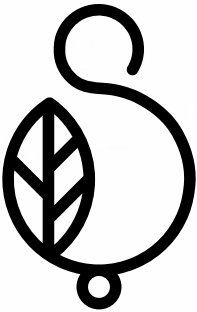
Michael



# Award-winning treatments

*We're proud to be recognised with the following achievements*



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