

## HISTORY

Sally Beauty Supply began with one store in 1964, founded as an alternative source for beauty supplies.



Today, Sally Beauty has more than 3,000 stores in the U.S. (including Puerto Rico), the United Kingdom, Germany, Japan, Mexico and Canada, with \$2.5 billion in annual revenue.



## DISTRIBUTION

Distribution is handled by a highly sophisticated system of weekly stocking from three distribution centers in Florida, Ohio and Nevada.

## WHY SALLY?

Sally Beauty is a magnet for both retail and professional customers. Professional customers include hairstylists and hair, nail and skin salon owners. Retail customers like buying from the same place as professionals, and are intensely loyal to Sally Beauty. So, having a Sally Beauty store in your shopping center works two ways:

1. Your shopping center will attract possible Sally Beauty customers.
2. Loyal Sally Beauty customers will be attracted to your shopping center.



Sally Beauty offers loyalty programs for both retail and professional customers. These programs entice regular visits to Sally Beauty stores with special offers, rewards and member-only discount pricing.

## SITE CRITERIA

The following is the current criteria for new stores:

- Population:
  - Small Cities 5 miles – 25,000
  - Metro Areas 3 miles – 50,000
  - 5 miles – over 100,000
- 1,200 – 1,800 sq. ft. based on population and salon counts.
- 20 ft. minimum frontage width (21 ft. minimum in New York State).
- Minimum of 20,000 to 30,000 cars per two-way traffic in front of shopping center.
- Easy access, visibility within center and to anchors, and ample parking.
- Excellent position within the shopping center.
- Prefer to keep stores three miles apart but may be positioned closer depending upon area density.
- Household income: \$34,000 to \$72,000.
- 100,000 sq. ft. shopping center anchored by at least one major tenant, i.e. major grocer, discount store, clothing or department store chain.

## ADVERTISING

Advertising is done separately to both retail and trade audiences nationally and regionally through direct mail, e-mail and print advertising. More than 1.2 million professional flyers are mailed every month, and 1.8 million retail flyers are available in the stores. New media advertising in a great variety of markets is tested year round.

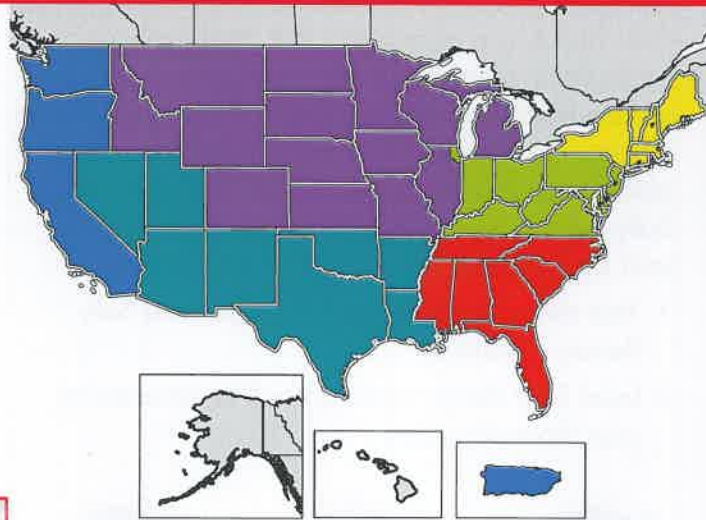
## THE MERCHANDISE MIX

With over 6,000 unique, professional, quality products for hair, skin and nails, you can find a solution for any beauty need at Sally Beauty. Unusual and hard to find products entice the shopper to browse and ask questions of the sales associates. 80% of our offerings are not found in food, drug or mass market stores, so the shopper chooses Sally Beauty as a destination for her needs.

Sally Beauty has an incredible selection including over 450 styling appliances, over 750 different kinds of shampoos, conditioners and styling products plus over 2,000 items for skin and nails.



## TERRITORIES



Main Phone: 800-777-5706

- Jacqueline Tapella [jtapella@sallybeauty.com](mailto:jtapella@sallybeauty.com) ..... 940-297-4675
- Jason Anderton [janderton@sallybeauty.com](mailto:janderton@sallybeauty.com) .... 940-297-4953
- James Kennemur [jkennemur@sallybeauty.com](mailto:jkennemur@sallybeauty.com) .. 940-297-4710
- Paxton Sandidge [psandidge@sallybeauty.com](mailto:psandidge@sallybeauty.com) . 940-297-4341
- Andrea Cirbian [acirbian@sallybeauty.com](mailto:acirbian@sallybeauty.com) ..... 940-297-4819
- Nicole Curtis [ncurtis@sallybeauty.com](mailto:ncurtis@sallybeauty.com) ..... 940-297-4930
- Trent Endres [tendres@sallybeauty.com](mailto:tendres@sallybeauty.com) ..... 940-297-4680

### REAL ESTATE DEPARTMENT:

Vice President: Paul Myrick  
Director: Bruce Robinson

Sally Beauty Supply LLC  
3001 Colorado Boulevard  
Denton, Texas 76210  
Ph: 940.297.4608  
Fax: 940.381.9022  
[SallyBeauty.com/realstate](http://SallyBeauty.com/realstate)



The World's Largest  
Distributor of Professional Beauty Supplies



[SallyBeauty.com](http://SallyBeauty.com)

[SallyBeauty.com](http://SallyBeauty.com)