

# Snip-its Introduces Snip-its Express



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*Lower point-of-entry makes company's express unit attractive to prospects*

NATICK, MASS. (October 2009) – Snip-its ([www.snipits.com](http://www.snipits.com)), the fastest growing franchise of children's hair salons in the U.S. today announced franchising opportunities for its new Snip-its Express store. Snip-its Express offers the same, quality Snip-its' haircutting experience customers have come to trust, while providing a streamlined version of the original franchise, for those looking for a smaller upfront investment. A new, 800-square foot Snip-its Express recently opened in Canton, Mass.

*The Snip-its franchise: A cut above the rest.*



"The beauty of the Snip-its Express store is that franchisees can expect similar returns that our larger stores experience, with a smaller footprint and lower point-of-entry, with an investment as low as \$127,775, said Christine Mudd, director of franchise development,

Snip-its. "The Snip-its Express store offers double the recession-busting return on investment with a solid business model, in a thriving industry coupled with lower cash outlay."

Express is a smaller version of a traditional Snip-its salons, which typically measure about 1,500 square feet with 18 feet of storefront. Featuring the Snip-its-branded line of animated characters, salon-tailored educational computer games and no-muss, no-fuss recipe for success.

Leveraging Snip-its brand equity and internal expertise and infrastructure further increases operators' success quotient. Snip-its is one of the most innovative, all-inclusive retail experiences in the hair care market today, and its model has proven superior to the competition. Committed to franchisee success as a reflection of its own success, Snip-its has several built-in revenue streams including a line of beauty products and merchandise.

Snip-its supports business owners in the process of financing a franchise investment by working with several preferred lenders who offer competitive and flexible financing options. Snip-its is registered with the SBA and with recent government plans to incentivize community banks to lend to small businesses, Snip-its is primed for growth.

Snip-its provides franchisees with a level of support that stands out in the hair care industry. Snip-its operators receive full support, guidance, and comprehensive information from company experts. A dedicated Operations Consultant is assigned to each store, from day one. Snip-its marketing, development, financial, operations, and even executive-level personnel assist in providing all of the tools a franchise needs to grow their businesses.

Snip-its, a growing [kids franchise](#) was founded in 1995 by California native, Joanna Meiseles, the daughter of Hollywood producer, Robert Blumofe credited with the movie, Yours, Mine and Ours and is the granddaughter of famed comedian Jack Benny. After a heartbreaking visit to an 'adult' salon with her then young son, the first-time entrepreneur established the entertainment-styled salon with the goal to make children's hair care a positive fun-filled adventure for families. Entrepreneurs that relate to this scenario may wish to learn more about opening a Snip-its store. For more information on Snip-It's Express franchising please visit [http://snipits.com/franchising/franchise\\_faq.cfm](http://snipits.com/franchising/franchise_faq.cfm).

**About**

The Snip-its Corporation, based in Natick, Massachusetts is designed to untangle the hair care challenges of children and their parents. It provides the best customer service and a guaranteed great time for both kids and parents. The [salon franchise](#) has served more than one million children annually in 65 locations. In 2007, Snip-its was named the 30th fastest growing franchise in the U.S. by Franchise Times Magazine. For more information or [children's franchise](#) opportunities, visit [www.snipits.com](http://www.snipits.com) or call 877-SNIP-ITS.

**Snip-Its**

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