

## Franchisees for Waxing Chain Looking for Multiple Local Sites

By Sonya Sorich | July 14, 2020



Even as Covid-19 raises questions about the beauty industry, local franchisees for a personal care business are planning to open multiple Sacramento-area sites.

Jim and [Katie Martin](#), who are married, plan to ultimately have three local LunchboxWax salons. LunchboxWax is a body-waxing franchise that was founded in Boise, Idaho, in 2010.

The chain has had a local presence in the past. A LunchboxWax salon previously operated under separate ownership in Elk Grove. That location has closed.

The Martins are focusing on other parts of the Sacramento region. They said they're negotiating a lease for a possible site in Fair Oaks, which could open during the first quarter of 2021. The Martins expect their additional local sites will open in one-year intervals.

In addition to Fair Oaks, they are considering Roseville, Rocklin, Citrus Heights, Folsom, El Dorado Hills and Granite Bay.

The Martins are looking for locations of about 1,400 square feet, in large grocery-anchored retail centers with strong demographics.

Covid-19 [has raised questions](#) about the beauty industry's future. Hair salons and personal care services are among the business types that are slated to temporarily close again in 30 California counties, Gov. [Gavin Newsom said Monday](#).

But the Martins are optimistic about the future of LunchboxWax, and say locations elsewhere have been successful after reopening from temporary pandemic-related closures. "It's an immaculately clean environment already," said [Jim Martin](#), addressing safety concerns that might emerge after Covid-19.

And while consumers might grow to regard some beauty services as luxuries that aren't as necessary as they once thought, [Katie Martin](#) doesn't think that will be the case for hair removal. "That's a need that a lot of people have," she said.

LunchboxWax has 47 locations in the U.S., including 10 salons in California. The business offers waxing services for the face and body. The company says it uses a "soft wax" technique that's less painful than traditional waxing.

Opening a single LunchboxWax location generally requires an investment of approximately \$340,850 to \$469,800, [according to the company's website](#). The investment range is roughly \$410,850 to \$599,800 for franchisees who plan to open three or five salons.

The company's royalty is 6% of the gross sales of the business, and its marketing fee is 3% of gross sales.

The Martins previously worked together in the nonprofit industry for 30 years. [Katie Martin](#) decided to focus on the beauty industry after getting her esthetician license.

The Martins plan to employ up to seven people at each of their local sites.