



Company Backgrounder

Fuchsia is a new kind of spa and beauty bar boutique, dedicated to providing high quality facial treatments, therapeutic massage services and a wide selection of the latest must-have beauty and skincare products to women of all ages at affordable prices. Founders and managing partners, Erin Owens and Lisa Vukonich aim to change the face of spa services by creating the ultimate source for consumers' beauty needs where true affordability comes with stunning skin deep results performed by a highly-trained staff. In 2005 Vukonich and Owens recognized the need to blend the luxury of high-end spa services with a pricing model that is uniquely affordable to mainstream women, coupled with the convenience of monthly membership.

Set in a fun, playful yet contemporary atmosphere, Fuchsia's comprehensive service and product offering fits consumers' stylishly savvy yet busy lifestyles. Owens and Vukonich's conceived the idea for Fuchsia with this consumer in mind, the kind of discriminating woman who values quality and style, but also seeks affordability. Fuchsia co-founders Owens and Vukonich formed a friendship when they first met while working together in Corporate America. The two recognized a shared interest in entrepreneurship and both knew "corporate life" wasn't the future either of them desired. Combining Vukonich's passion for the beauty industry and Owens' knack for the operational and strategic side of company operations, the two blended together a unique business concept — providing high-quality spa treatments but at really affordable prices through a membership-based offering, without compromising quality, service or style.

The foundation of Fuchsia is built upon the idea of keeping the membership simple. The growing company's leadership believes strongly in communication with customers, standing firm in its word of no "sneaky add-ons" that otherwise tend to be a common practice industry-wide. Members receive the services they wish — from an aromatherapy massage to a deeper facial — at the price they were quoted. If there is a desire to receive additional facials, massages or hair removal treatments for the month, the cost is still kept at a low price of \$45. While Fuchsia's

prices are significantly lower than other spas, Fuchsia guarantees a superior level of service, quality and attention to detail. The company is able to do this because of its unique approach Fuchsia also uses the same products, Eminence and Jan Marini, during each session.

Fuchsia offers a unique pricing for its spa services. The company's \$59 monthly membership program allows for women of all ages to treat themselves to a facial or massage every 30 days — an approach that is the first of its kind to the spa services market. Promotions to new customers include introductory offerings of \$49 for first-time services.

Complimenting its menu of spa treatments, Fuchsia has an extensive beauty bar and boutique that is stocked with latest must-have products, fragrances and chic loungewear. Many of the beauty products on the shelves are exclusive to Fuchsia in Arizona. The wide selection includes a variety of well-known to hard-to-find products with loyal followings that includes such cult favorites like Ed Hardy Lip Plumper and Lollia candles to Jessica Simpson's newest line of hair extensions and Dianne Brill's cosmetic 'lingerie for the lips and eyes'.

Specifically targeting the Greater Phoenix market initially, Owens and Vukonich see the burgeoning East Valley as a key location to launch the Fuchsia spa and beauty bar concept — the exponential economic growth and sizable target audience being contributing factors. Reaching women of all ages and beauty needs, Fuchsia seeks to turn the idea of spa treatments from a splurge to necessity. Fuchsia's plans for rapid growth include fueling the storefront concept's expansion via a franchise model beginning Spring 2008.

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