



FRANCHISE CATALOGUE



## OUR VISION

Our goal is to be the industry leader by offering our beauty services at the highest level to make a positive impact in the lives of our customers. With our innovative approaches and trained staff, we aim not only to meet our customers' beauty needs, but also to boost their self-confidence and make a positive impact on their lives. At the same time, we strive to be a sustainable company by acting in a way that respects society and the environment.

Using the latest technology and high quality products in our industry, we combine the principles of determination and meticulousness with our service. Our goal is to provide top quality service with our professional team aiming to grow, be accessible and develop lasting solutions.





## OUR MISSION

Our goal is to make our customers feel good by providing quality and innovative beauty services. The satisfaction of our customers is our top priority. That is why we strive to understand the needs of our customers and offer them the most suitable solutions. At the same time, we operate our products and devices in a hygienic and safe environment. Taking into account all hygiene requirements, we host your guests in a quiet environment. We are pleased to offer you the best and most complete service with our sincere and smiling team.



## LASER-EPIILATION

**Soprano Titanium:** It's a device that can be used at any time of the year, suits all skin tones and can even detect fine hair. This three wavelength device is the latest system to come out painless and with an ice cap.



## SCHWARZY

**SCHWARZY:** It is a device for reducing body fat and building muscle. This device, which produces the effects of 35,000 sit-ups in 30 minutes, is used on areas such as the arm, abdomen, leg and hip.





## LPG ALLIANCE

**LPG Alliance:** It is a regional slimming device from France. Regional slimming procedures are applied using the latest high-tech Alliance model equipment. The LPG Alliance device works with cylindrical heads that create a vacuum and massage effect. Thanks to the caps used, not only the blood circulation is increased, but also the fatty tissue is moved.



## JETPEEL PRO

**JETPEEL PRO:** Vitamins that get under the skin due to pressure and air create a peeling effect on the skin's surface. With this method, also called needle-free mesotherapy, dead cells are removed from the skin.





## FROZEN FACE

**Frozen Face:** As a rule, attention is paid to reducing wrinkles and fine lines on the face, reshaping the facial contours or correcting the loss of volume in the face.



Meditouch Beauty is the authorized dealer of Ph Formula and Genosys products.





## ABOUT US

Our first branch was opened in 2022 by EZGİ MARAŞLI in ATAKÖY. Our founder EZGİ MARAŞLI, who has been working as an expert in his field for more than 10 years, comes from the hospital management. We own a total of 2 branches in ATAKÖY and KADIKÖY in Istanbul.





We also abandoned our franchises in BEYLIKDÜZÜ and ŞİŞLİ and continue on our way with confident steps by opening a total of 4 stores within a year. We thank them for being the driving force behind the opening of new branches due to the great interest shown by our customers. Our main goal is to offer our customers the best service with our branch and personnel selection according to the location structure.

Our goal as a system is to create a highly efficient investment channel based on the profitability metrics of our direct investors. We are ready for you so that you can recoup your investments as quickly as possible and increase your profitability.

YOU CAN WATCH OUR PROMOTIONAL FILM HERE



## WHY MEDITOUCH?

-  - Structuring of the branch according to the service and operational needs with its architectural structuring according to our institutionalism.
-  - Strong team that accompanies you operationally and acts with you.
-  - The motto is to offer the best service by predicting the pulse of customers with proven marketing studies.
-  - Ensure your profitability rates remain at the highest levels by constantly monitoring them as a center



## ÄSTHETIC EXPERT EZGI MARASLI

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Birthday : 31.05.1987

Place of birth : İstanbul

Education :

2007 Degree Istanbul Aydin University (Business Administration)

2013 Vocational training – beautician

2017 Training to become a trainer

2018 Permanent Makeup Master-Certificate

2020 Beautician Master-Certificate

2020 Master's certificate as a trainer

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### PROFESSIONAL BACKGROUND:

In 2007, after my studies, I started as a manager in the healthcare sector and worked as a professional manager from 2007 to 2013. I started my beauty specialist training in 2013 and established my first Medical Aesthetics Department in Istanbul Safa Hospital. While my business continues here, I am active. Later, in addition to all businesses, I established my Medical Aesthetics Department in Doğa Hospital. I have worked in these hospitals in areas such as laser epilation of all kinds, skin treatments and medical-aesthetic interventions.

In 2020 I opened my first beauty center in Florya, outside the hospital. Later, with the establishment of Meditouch Beauty brand in Ataköy in 2022, I offered services in laser epilation, weight loss, skin care and medical-aesthetic procedures to clients. In April 2023, our 2nd branch Meditouch Beauty Bağdat Caddesi started its service.

For many years I have been developing in the industry with national and international training courses.







## PROGRAMS I HAVE DONE AND STILL

### ACTIVELY PARTICIPATE

**FOX** Çağla Şikel İle Yeni Bir Gün



Burcu Esmersoy



Seda Sayan



Basin Bülteni



Hürriyet Kelebek



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## HOW DO I BECOME A FRANCHISEE?

### 1 - REGISTRATION AND FIRST CONTACT



Franchise candidates can make their inquiries over the phone. Franchise candidates who apply will be invited to our headquarters for a more in-depth interview.



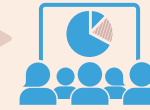
### 2 - PROJECT PRESENTATION



Franchise candidates are brought together with the management team to present the feasibility study for the region to be opened, introduce themselves and explain their business plans.



### 3 - INITIAL PROTOCOL AND TRAINING



The first official contract is signed with the candidates approved by the management for a business partnership and states that theoretical and practical training will be carried out before opening the branch.



### 4 - TRAINING



Our franchisees receive theoretical and practical training in the training branches provided for this purpose, accompanied by our training group. On average, employees are trained in their specialist areas 15 days before the opening of the branch.



### 5 - LOCAL RENT



Our franchise team researches the most suitable location for the shop together with our team. The rental is complete.



### 6 - MODIFICATION



In the rented shop premises, the commissioned architect's office carries out the survey, the project is designed and the architectural application is started.



### 7 - CONTRACT



After founding the company, a franchise agreement is signed with MEDITOUCH.



### 8 - OPENING



With the support of our team, a branch is opened and the entire installation is carried out.



## LOCAL CRITERIA

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- Shops of at least 200 m2 should be preferred.
  - Flatfoot and main road signage should be preferred.
  - The shop should be manned, there should be no problems from the side of the institutions, and it should correspond to the license of the beauty center
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## STAFF PRIORITY AT THE OPENING

- 1 MANAGER
- 6 AESTHETICS
- 2 CUSTOMER SERVICE FRONT OFFICE
- 1 SOCIAL MEDIA SPECIALIST
- 1 CLEANING STAFF

## OUR CONSULTATIONS

- staff attitudes
- staff training
- Aesthetician and social media management content
- management for advertising



**Meditouch**  
"BY EZGİ MARAŞLI" beauty



**JOIN THE  
FRANCHISE NOW!**

**+90 532 670 85 71**  
**SİBEL MARAŞLI**

