

Special Risks to Consider About *This* Franchise

Certain states require that the following risk(s) be highlighted:

1. **Out-of-State Dispute Resolution.** The franchise agreement requires you to resolve disputes with the franchisor by mediation and/or litigation only in Texas. Out-of-state mediation or litigation may force you to accept a less favorable settlement for disputes. It may also cost more to mediate or litigate with the franchisor in Texas than in your own state.
2. **Mandatory Minimum Payments.** You must make minimum advertising and other payments, regardless of your sales levels. Your inability to make the payments may result in termination of your franchise and loss of your investment.
3. **Spousal Liability.** Your spouse must sign a document that makes your spouse liable for all financial obligations under the franchise agreement even though your spouse has no ownership interest in the franchise. This guarantee will place both your and your spouse's marital and personal assets, perhaps including your house, at risk if your franchise fails.
4. **Unregistered Trademark.** The primary trademark that you will use in your business is not federally registered. If the franchisor's right to use this trademark in your area is challenged, you may have to identify your business and its products or services with a name that differs from that used by other franchisees or the franchisor. This change can be expensive and may reduce brand recognition of the products or services you offer.

Certain states may require other risks to be highlighted. Check the "State Specific Addenda" (if any) to see whether your state requires other risks to be highlighted.

ITEM 1 THE FRANCHISOR, AND ANY PARENT, PREDECESSORS, AND AFFILIATES

To simplify the language in this Franchise Disclosure Document, “**Franchisor,**” “**EB Franchising,**” “**we,**” “**us,**” or “**our**” means Elevated Brands Franchising, LLC. “**Franchisee,**” “**you,**” and “**your,**” means the person who licenses the franchise from Elevated Brands Franchising, LLC and its owners if you are a business entity.

The Franchisor

EB Franchising (f/k/a Massage Heights Franchising, LLC f/k/a Massage Heights Corporate, LLC) is a Texas limited liability company formed on January 10, 2007. In March 2025, the Franchisor entity name was changed from Massage Heights Franchising, LLC to Elevated Brands Franchising, LLC. We operate under the names Heights Wellness Retreat, Massage Heights, Massage Heights Franchising, and no other names. Our principal business address is 13750 US Hwy 281 North, Suite 925, San Antonio, Texas 78232. From 2007 through the issuance date of this Disclosure Document, we offered franchise opportunities for the right to open and operate businesses offering professional therapeutic massage and facial services under the marks MASSAGE HEIGHTS and MASSAGE HEIGHTS BODY + FACE (“**MH Franchises**” or “**MH Franchised Businesses**”). In October 2024, we began offering an updated franchise model offering touchless holistic therapies in addition to the core professional therapeutic massage and facial services under our new mark HEIGHTS WELLNESS RETREAT (“**HWR Franchises**”). As of the issuance date of this Disclosure Document, we are in the process of rebranding and do not anticipate issuing new licenses for the right to operate under the MASSAGE HEIGHTS or MASSAGE HEIGHTS BODY + FACE marks (although we may elect to do so in our sole discretion). As part of this re-branding process, we are developing a conversion program for existing MH Franchises to re-brand and convert to HWR Franchises.

We also previously offered area representative business franchise opportunities from 2007 through 2019. As of the Issuance Date of this Franchise Disclosure Document, we no longer offer area representative business franchises nor are there currently any operating area representative franchises.

We award franchises, at our discretion, for the right to independently own and operate a franchised retreat that provides professional therapeutic massage and facial services as well as touchless holistic therapies to the general public through membership-based programs and sells related products and services under the name HEIGHTS WELLNESS RETREAT™ (“**HWR Businesses**” or “**HWR Franchised Businesses**”). We have not operated, nor do we currently operate, any businesses or franchises like those described in this Franchise Disclosure Document, or in any other line of business. However, we reserve the right to do so.

Our agent for service of process in Texas is Suzanne Lozano at 13750 US Hwy 281 North, Suite 925, San Antonio, Texas 78232. Our agents for service of process for other states are identified by state in **Exhibit D**. If a state is not listed, we have not appointed an agent for service of process in that state in connection with the requirements of franchise laws. There may be states in addition to those listed above in which we have appointed an agent for service of process. There may also be additional agents appointed in some of the states listed.

Parent, Predecessors and Affiliates

We have no predecessors. Our parent company is SWG International, LLC (“**SWGI**”), with its

ITEM 18 PUBLIC FIGURES

We do not currently use any public figure to promote our franchise.

ITEM 19 FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to disclose information about the actual or potential financial performance of our franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about performance at a particular location or under particular circumstances.

Historical Financial Performance Representation for MH Businesses

This Item 19 disclosure provides certain historical financial performance information for certain MH Businesses during the 2024 Calendar Year. As of the issuance date of this Disclosure Document, we do not have any HWR Businesses that have been open and in operation for more than one year. Accordingly, this Item 19 disclosure is limited to MH Businesses and does not include any financial performance information for HWR Businesses. [HWR Businesses offer touchless holistic therapies in addition to the core professional therapeutic massage and facial services offered by MH Businesses.](#)

As of December 31, 2024, there were 101 franchised MH Businesses and 1 company-owned MH Business in operation in the United States. Of the 101 franchised MH Businesses: (a) 100 were open and in continuous operation for 12-months or longer as of December 31, 2024 (“**Franchised Retreats**”), and (b) 1 of the franchised MH Businesses first opened for business in the 2024 calendar year (“**New Retreat**”). The company-owned MH Business and the New Retreat were excluded from the performance information presented in this Item 19.

This Item 19 presents certain historical data as provided to us by the Franchised Retreats through sales records and reports. We have not audited this information, nor independently verified this information. Written substantiation for the financial performance representation will be made available to you upon reasonable request.

[Some outlets have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.](#)

For purposes of this Item 19 disclosure, we divided the Franchised Retreats into four categories (Tables 1 - 4): Top 10 Retreats (10 Franchised Retreats); Top 50 Retreats (50 Franchised Retreats); Bottom 50 Retreats (50 Franchised Retreats), Bottom 10 Retreats (10 Franchised Retreats), and all locations (100 Franchised Retreats). Tables 1 - 4 display results for the Franchised Retreats, broken down into these five categories. Table 1 shows the average Gross Revenue for the Franchised Retreats; Table 2 shows the average number of Prospects for the Franchised Retreats; Table 3 shows the average Annual Service Units

for the Franchised Retreats; and Table 4 shows the average Member Base for the Franchised Retreats, and Table 5 shows the average monthly Member Retention for the 100 Franchised Retreats.

The term “Gross Revenue” means the total selling price of all services and products sold at or from or through the Franchised Retreats, as reported to Franchisor by the Franchised Retreats, whether or not sold or performed at or from the Franchised Retreats, including the full redemption value of any gift certificate or coupon sold for use at a Franchised Retreat (fees retained by or paid to third-party sellers of such gift certificates or coupons are not excluded from this calculation), and including all proceeds from any business interruption insurance and all income, revenue and consideration of every other kind and nature related to the Franchised Retreat operation, whether for cash or credit and regardless of collection in the case of credit. Gross Revenues do not include: (i) the amount of any tax imposed by any federal, state, municipal, or other governmental authority directly on sales and collected from customers, provided that the amount of any such tax is shown separately and in fact paid by Franchisee to the appropriate governmental authority; (ii) all customer refunds made by the Franchised Retreat (exclusions will not include any reductions for credit card user fees, returned checks, or reserves for bad credit or doubtful accounts); and (iii) all tips received by massage therapist and estheticians.

[Remainder of page intentionally left blank.]