



## FACTSHEET

**WHO:** **V's Barbershop®** is the *original, authentic* and *upscale* barbershop experience that caters to men and boys.

A haircut is just a haircut, right? Wrong! At V's Barbershop, a haircut is ritual, a nostalgic experience harkening back to a simpler day when men gathered at the corner barbershop to discuss everything from sports to current events. V's barbers provide both traditional short haircuts, as well as contemporary and trendy styles. Every haircut includes a shampoo, a hot lather neck shave and always ends with a relaxing massage.

At V's, we uphold the values and grooming standards of America's greatest generation. For us, a quality haircut or freshly shined pair of shoes isn't a special occasion, it's a way of life and expected of any well-groomed man.

Fostering the childhood memories of founder 'Mr. V,' fathers and sons who come into the shop with their own father, son or grandfather will receive \$1 off each haircut.

**SERVICES:** V's full-service, authentic barbershops offer a variety of menu options including:

- High-quality haircuts
- Straight razor shaves
- Men's facials
- Face massages
- Moustache and beard trims
- Shoe shines (walk-in and drop-off)

**PACKAGES:** Whether you need a quick touch up or The Whole Deal, V's Barbershops have you covered. Our complete packages include:

### THE TUNE UP

In between haircuts? Let V's tighten the edges and shave your neck.

### THE WORKS

Shampoo, haircut, shave and shoeshine.

### THE WHOLE DEAL

The Works, plus a relaxing facial and face massage.

### THE BIG DAY

Getting married? Let V's Barbershop give you and your groomsmen The Works. *Includes complimentary cigars.*

### CLEAN-UP

Are you a V's customer and need your neck shaved? No problem, it's on the house!

**COST:** Services range from \$20 to \$85 and vary by location

**EXPERIENCE:** V's Barbershops have restored the traditional barbershop concept by blending old-time charm with a contemporary twist in a unique, upscale environment designed for today's men and boys. The V's experience includes:

- Well-trained and courteous barbers
- A straight-edge neck shave and hot towel after every service
- A relaxing shoulder massage after every service
- Flat-screen television at every barber station
- The cleanest barbershops around
- Current and wide selection of newspapers and magazines

**NUMBERS:** Since 1999, V's strives daily to provide our patrons with barbering services that exceed expectations and are delivered in a uniquely masculine, comfortable and upscale environment.

- 2.5 million quality haircuts provided since 1999
- More than 250,000 straight-razor shaves provided since 1999, more than any other barbershop franchise in America
- Service splits – 75% regular men's haircuts, 10% kids, 10% seniors and 5% shaves

**WHERE:** 34 locations in 12 States, with more being added nationwide.

**ADDITIONAL**

**INFORMATION:** Since 1999, V's Barbershops have combined a rich mix of modern amenities with classic style. V's is committed to providing patrons with a timeless, authentic barbershop experience and strives to foster great memories for men and their sons. V's full-service offerings include high-quality haircuts, straight-razor shaves, men's facials, face massages, moustache and beard trims and shoe shines, with complimentary hot towels, neck and shoulder massages and neck shaves.

V's Barbershops began in Phoenix, Ariz. and is the brainchild of Jim Valenzuela (Mr. V). Recalling his childhood and going to get a haircut with his dad at Nick's Barbershop in Tucson, Valenzuela identified a need in the marketplace for a first-class barbershop experience. Eighteen years, multiple best-of awards and 35 locations over 12 states later, V's has become *the* place to go for haircuts, hot lather shaves and shoeshines.

V's barbershop provides a great social as well as economic impact in the neighborhoods in which it serves. V's continues to provide excellent employment opportunities for skilled barbers and cosmetologists and is one of the few remaining paths to prosperity for non-college graduates.

Named to *Entrepreneur Magazine's* list of leading franchise opportunities, V's is headquartered in Phoenix, where it has been named "Best Of Phoenix" by *Phoenix Magazine* 13 times. For more information about V's Barbershop or its franchise opportunities, please visit [www.vbarbershop.com](http://www.vbarbershop.com) or call (866) 522-8893.

**WEBSITE:** [www.vbarbershop.com](http://www.vbarbershop.com)

**SOCIAL:** On Facebook: [@vbarbershop](https://www.facebook.com/vbarbershop)  
On Instagram: [@v\\_barbershop](https://www.instagram.com/v_barbershop)

**MEDIA CONTACT:** Kelli Spector, 602-414-4800 x3, [kellis@vbarbershop.com](mailto:kellis@vbarbershop.com)

**V'S BARBERSHOPS**

**CORPORATE CONTACT:** Emily Brown, 602-414-4800 x 3, [emilyb@vbarbershop.com](mailto:emilyb@vbarbershop.com)