



Hair: Jacky Chan
 Photo: Andrew O'Toole
 Make-up: Kylie O'Toole
 Stylist: Elaine Marshall

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- 50-58 **In Focus** Tried and tested. These three words best define the business of franchising. When we look at the business models of big names across categories, it isn't difficult to notice that most of the big brands have gone ahead and chosen the franchise route for expansion. This applies to the business of beauty as well
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