



**HOW TO GROW YOUR BUSINESS
WITH HALOTHERAPY**

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How to Grow Your Spa or Wellness Business with Halotherapy?

- Are you looking to provide more value to your customers?
- Are you looking to attract new customers?
- Are you interesting in increasing your revenue?
- Do you want to grow revenue without having to add employees?

Then halotherapy might just be for you. This report will provide a high-level overview of halotherapy as well as more information about Why? and How? to add it to your spa or wellness business. If you would like to get more information beyond what is covered in this report from one of our industry experts who have already added halotherapy to their business successfully, please contact us at the phone number, email address or website above.

Why Add Halotherapy to Your Business?

Halotherapy is one of the fastest growing services in health and wellness market. Additionally, it can be added to your business with minimal start up and labor costs. There are no certifications or licensing required. And halotherapy also has an



accelerated return on investment, in most cases in as little as six months. Halotherapy also has a very wide potential group of users given that it can help reduce stress and mitigate symptoms of respiratory issues such as asthma, allergies, ear and sinus infections, or exposure to pollution; as well as reducing the symptoms of skin conditions such as psoriasis, eczema and aging.

What do industry experts say?

According to SpaFinder, and other industry experts, halotherapy continues to be one of Top 5 growing trends. Halotherapy as an industry is still in its early stages of growth in North America, however, it is a well-established therapy in many other countries. It is a safe and effective alternative wellness modality, backed by 50 years of science. Also, Halotherapy Solution's CEO Steve Spiro is the Chairman of the new Global Wellness Institute's Halotherapy Initiative. Check out their website at globalwellnessinstitute.org for more information.

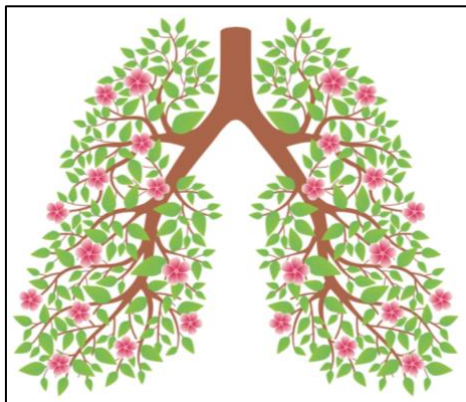
What is Halotherapy or Dry Salt Therapy?

Tracing its roots back to the salt mines of Eastern Europe in the 19th century, Halotherapy leverages the natural anti-microbial, anti-inflammatory and absorbent qualities of pure pharmaceutical salt to help relieve stress, asthma, allergies, ear and sinus infections as well as skin conditions such as psoriasis and eczema. Dry Salt Therapy was first discovered when local

physicians noticed that the salt miners didn't suffer from many of the maladies that affected the general population so they started to prescribe time spent sitting in the salt mines. Since not everyone can find go to an actual salt mine, halogenerators, like Halotherapy Solution's HaloFX, were invented to bring that same experience above ground.

It is important to realize the difference between Halotherapy or Dry Salt Therapy and similar modalities. Halotherapy or Dry Salt Therapy distributes fine particles of dry pharmaceutical-grade salt into the air of a cave, room, booth, bed or cabin. This fine dry salt is then breathed deep into the lungs so that the natural properties of salt can do their thing. Other therapies claim to be Halotherapy or Dry Salt Therapy but aren't. Some other therapies are just rooms full of salt and do not distribute the fine dry salt into the air so little or no salt gets deep into your lungs. Other therapies do distribute salt but they distribute the pink Himalayan salt instead of pure dry pharmaceutical-grade salt. The color in Himalayan salt is caused by the absorption of impurities like iron and is not good to inhale. It is okay to eat but can be very bad for your lungs. Finally, any halotherapy that is humid or includes water such as a waterfall will create wet not dry salt. The moist salt has trouble in penetrating the airways and thus doesn't really have much affect deep in your airways.

How does Halotherapy work?



Halotherapy's primary method of action is using the natural anti-microbial, anti-inflammatory and absorbent qualities of pure pharmaceutical-grade salt. These natural qualities reduce inflammation in your lungs, open your airways and increase the amount of oxygen you can bring into your lungs. This can help reduce stress and reduce the symptoms of respiratory issues such as asthma, allergies and infections as well as for psoriasis and eczema. Finally, another growing area of interest in Halotherapy is coming from the fitness and athletic community. For athletes,

Halotherapy can reduce the likelihood of getting sick when intense training impacts the immune system as well as improving performance by increasing the oxygen uptake in the lungs.

Why is Halotherapy becoming so popular?

There are many reasons that Halotherapy is rapidly increase in popularity. For business owners, Halotherapy is an easy way to grow business and add customers with a fast return on investment. For consumers, looking to combat ever increasing stress, pollution, respiratory and skin conditions, Halotherapy is a natural way to reduce symptoms with few to no side effects.

Halotherapy paired with other wellness modalities

Halotherapy is the perfect partner for many wellness modalities and disciplines to enhance the experience and again to increase revenue without adding any labor cost. For example, many businesses combine Halotherapy with yoga or massage to further increase relaxation and other benefits.

Salt Cave vs. a Free-standing Compartment (Booth, Cabin or Bed)

While a salt cave or salt room, can provide a great place for people to go and relax. Free-standing equipment such as the Salt Booth, Cabin or Bed can keep costs down for providers and can a more precise solution. The smaller enclosed space allows for a more efficient and consistent salt treatment, more privacy for people, friends and family as well as a more customizable experience. And in today's world of very busy people, you will have more customers since you will be offering a 20-minute service instead of a 45-60 minute service. For more information on booths, cabins and beds and how they can be a simpler and less expensive way to add salt therapy to your business contact us at grow@halotherapysolutions.com

Generating New Customers



Getting existing customers to try Halotherapy and finding new customers to come try Halotherapy at your business, is the key to success. At Halotherapy Solutions, we don't just sell you equipment, we help you build a business. As part of your purchase, you will receive a Customer Success Playbook and be invited to a Customer Success webinar where we will provide many tips and tricks for pre-selling appointments before you even open your Halotherapy service to help with advertising, your website and many other ideas for growing your business. Additionally, you will

be invited to our private Facebook Customer Community where hundreds of our customers communicate regularly on how to best grow their businesses.

Length and cost of treatment

Treatments can vary depending on the equipment or room that you have at your business. Typically, a treatment lasts between about 20 to 40 minutes and costs about \$35. The shorter treatments are possible with the increased salt concentration in the free-standing equipment.

How do you increase revenue with Halotherapy?

Again every business will vary. However, you can do some simple math to figure out what you could expect specifically. With the free-standing equipment, customers get the full benefits of Halotherapy in 20 minutes so you would have one customer every 30 minutes. If you are open 6 days a week for 8 hours a day, you have a potential of 96 treatments per week. Let's say you can only fill half of those openings for 48 treatments per week. The revenue would be 48 treatments times \$35 per treatment or about \$1680 per week. With 52 weeks in a year, this would be about \$87,000 per year in revenue. Considering that the free-standing equipment costs only about \$15 to \$20k, this is a pretty great return on investment. For a salt cave or room that could cost anywhere from \$20,000 up to \$100k plus, you still have a great return.

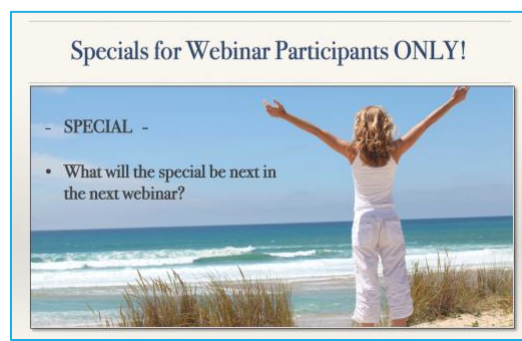
Not all Halotherapy equipment providers are created equal

As you are most likely looking at many Halotherapy equipment providers as part of your research of Halotherapy, there are some key differences to keep in mind. Halotherapy Solutions is the leader in providing Halotherapy solutions as we were the first to offer UL Certifications, the first to offer a Lifetime Warranty and the first to offer mobile products. Additionally, the Halotherapy Solution's team is made up of successful entrepreneurs and spa owners who are excited to help you plan and grow your new business. If you have any questions about how Halotherapy Solutions can help you be more successful, please contact us at grow@halotherapysolutions.com.

KSArA – Meditation combined with Halotherapy

Another way that Halotherapy Solutions is differentiating ourselves from the other providers you might be considering is that we are introducing new innovative services to compliment Halotherapy. KSArA, is the combination of Halotherapy and guided meditation. Each month our customers will have access to guided meditations that have been created specifically for dry salt therapy. Additionally, we provide a list of recommended breathing exercises to enhance the Halotherapy experience.

Webinar and Regular Specials



If you are still interested in adding Halotherapy to your business or have any more questions or if you want to register for one of our monthly webinars, please visit our website, contact us at grow@halotherapysolutions.com or visit our Facebook page at [Facebook.com/halotherapysolutions](https://www.facebook.com/halotherapysolutions)