

FUSE

FITNESS

In the search for a luxury amenity for our fitness center, we stumbled upon dry hydrotherapy beds and immediately thought it would be a great addition to our club. We purchased three beds for our fitness center, and now we also plan on putting three more in future facilities.

Before we bought our HydroMassage beds, we looked at several different brands. There were definitely some cheaper alternatives, but after we tried the others we knew right away that the pressure and overall experience was the best with HydroMassage. A couple of the other beds felt itchy and irritating, and we especially liked that HydroMassage allows you to roll on your side, stomach, or back instead of just being stuck on your stomach.

Our members use the beds right after a workout because it breaks down the lactic acid that starts to build up in their muscles, and that helps prevent soreness after a workout. People really enjoy having the ability to go in there and just close their eyes and relax for a little while.

Our pricing structure has three options: a basic package with access to all our fitness equipment; a mid-level package that adds tanning; and a top-level that adds unlimited HydroMassage. We now have about one-third of our members paying extra for the massage package, and we get an average of 50 people on the beds each day. The ability to use HydroMassage as a selling point in our facility has been great as well. It's essential for getting people into the gym and keeping people coming back. As a matter of fact, we even have some members that come simply for the massage.



Cory Brightwell
Fuse Fitness