



Dear HydroMassage,

We're so glad we chose to add the HydroMassage to our spa. We're finding that everyone loves it...it's just so relaxing!!

We originally chose to add HydroMassage because we were converting from "tanning only" to spa. Tanning is down this year by 30% and spa is up, so we decided to go with 50% spa equipment, 50% tanning. Now that we're membership based, we do still charge for individual sessions, however we try hardest to sell memberships. HydroMassage is definitely one of the added bonuses of the spa membership.

Not surprisingly, the conversion has actually brought in so much more money. Since we've added HydroMassage and the other spa services, our numbers have more than doubled in the last 6 months. So, this is definitely the way to go.

Everyone loves massage, and the fact that 1) it only takes 15 minutes, and 2) you don't have to get undressed really helps. People think it's great because they can pop in on their way home from work to get a quick massage.

We're also seeing a much wider range of clientele, and it's not just younger or older, it's both. With tanning we reach the younger customers, and with spa, the clientele is typically older, so we cover all of the bases now. Typically 10-25 people use the bed each day, and in our market especially, we have a lot of stay-at-home moms who are on their feet a lot running errands and taking care of 2 to 3 kids. They love it because it helps with back aches after they've carried kids around most of the day, and they all wish they could take it home with them.

Also, HydroMassage is great because if a customer is a little early for an appointment, they can get a quick massage for 5-15 minutes instead of waiting in the lobby.

I would definitely recommend HydroMassage. When it comes to relaxation, you can never go wrong with massage!!

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Marler".

Mike Marler, Spa Director
Planet Beach, Meridian, Idaho