



March 31, 2006

Dear HydroMassage,

I thought you might want to hear how great HydroMassage has been for my facility.

My salon has three tanning beds, airbrush tan and the HydroMassage water massage bed. I see about 80 customers per day in the salon; an average of five customers use the HydroMassage per day. HydroMassage is a great source of revenue for my salon. I charge \$10 for 15 minutes and \$15 for 30 minutes. However, my most popular package is 120 minutes for \$40!

I don't do much marketing; most of my customers are word of mouth. I had a new customer come in and she saw the HydroMassage and said "My husband would love it." He came in, used the HydroMassage and is now a customer-he's tanning too! I also get a lot of elderly referrals, who don't like to tan, but love the massage. I get around two new elderly customers a month from the HydroMassage.

Some of my tanning customers use the HydroMassage bed first to increase oxygen flow (similar to tingle lotion) to increase their tanning potential. Others, however, like to tan first on the hard surface and finish up with the HydroMassage.

I've realized that HydroMassage is not just a luxury item; it also helps with aches and pains. I have one customer who stopped going to her chiropractor once a week because she started using the HydroMassage bed at my salon. It's also great for relief from migraine headaches. Many men who have extremely physical jobs love it because it helps them to relax after a long day.

Thanks for a great product,

Mary Lou Buchanan  
Sunset Tanning