

HEALTHY HOTEL - Build Guest Loyalty for Today & Tomorrow!



Sybaritic Inc. #1 POD & Capsule Company in the World

The Experts Say – #1 Trend is “Healthy Hotel” and “In-Suite Wellness”

- 6 of the top 10 trends includes the “In-Suite” Sauna/Hydro POD as centerpiece to PROFITS
- In SUITE Self-Automated Natural Wellness Services on the RISE in Modern HOTELS
- Branding & Re-Branding to “Wellness Rooms/Suites”
- List of Top 10 trends – Help Planning
- Buzz Words - Hot & Getting Hotter



Who is Spa Finder Wellness?

Industry Expert Opinion & Trend Forecasting Authority



- What does Healthy Hotel Trend mean to YOU and your industry?
 - Differentiate and Embrace the Trend of **“Wellness Everywhere” and “Wellness Rooms & Suites”**
 - Equals **PROFITS** to your Bottom Line!
- True PARADIGM SHIFT in the way Hospitality and Hotel does business **Today & Tomorrow**
- **The TREND is your FRIEND and TIMING is EVERYTHING and NOW**

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TOP 10 GLOBAL SPA & WELLNESS TRENDS

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Hot & Getting Hotter!

BUZZ WORDS

HOT	→	GETTING HOTTER!
Happiness		Mindfulness
High-Tech Jobs		High-Touch Jobs
Nature Sounds		Nature
Natural Beauty		Bold Beauty
Party Penthouse		Healthy Hotel
Ayurveda		Authentic Ayurveda
BOTOX®		Brotox
Diet Detox		Digital Detox
Strength Training		Functional Fitness
Stilettos		Bare Feet
Skinny Martini		Skinny Jean Workout
Aromatherapy Oil		Argan Oil
Cholesterol		Telomeres
Personal Wellness		Corporate Wellness
Fasting		Juicing
Currency		Wellness Currency
Casual Friday		Massage Friday
Slow Food		Wild Food
Tattoo Parlors		Tattoo Spas
Exclusive Pampering		Inclusive Wellness
Anti-Aging		Aging Well
Bling Nails		Nail Art
Medical Tourism		Wellness Tourism
Aspirational		Inspirational
Experience		Defining Moment

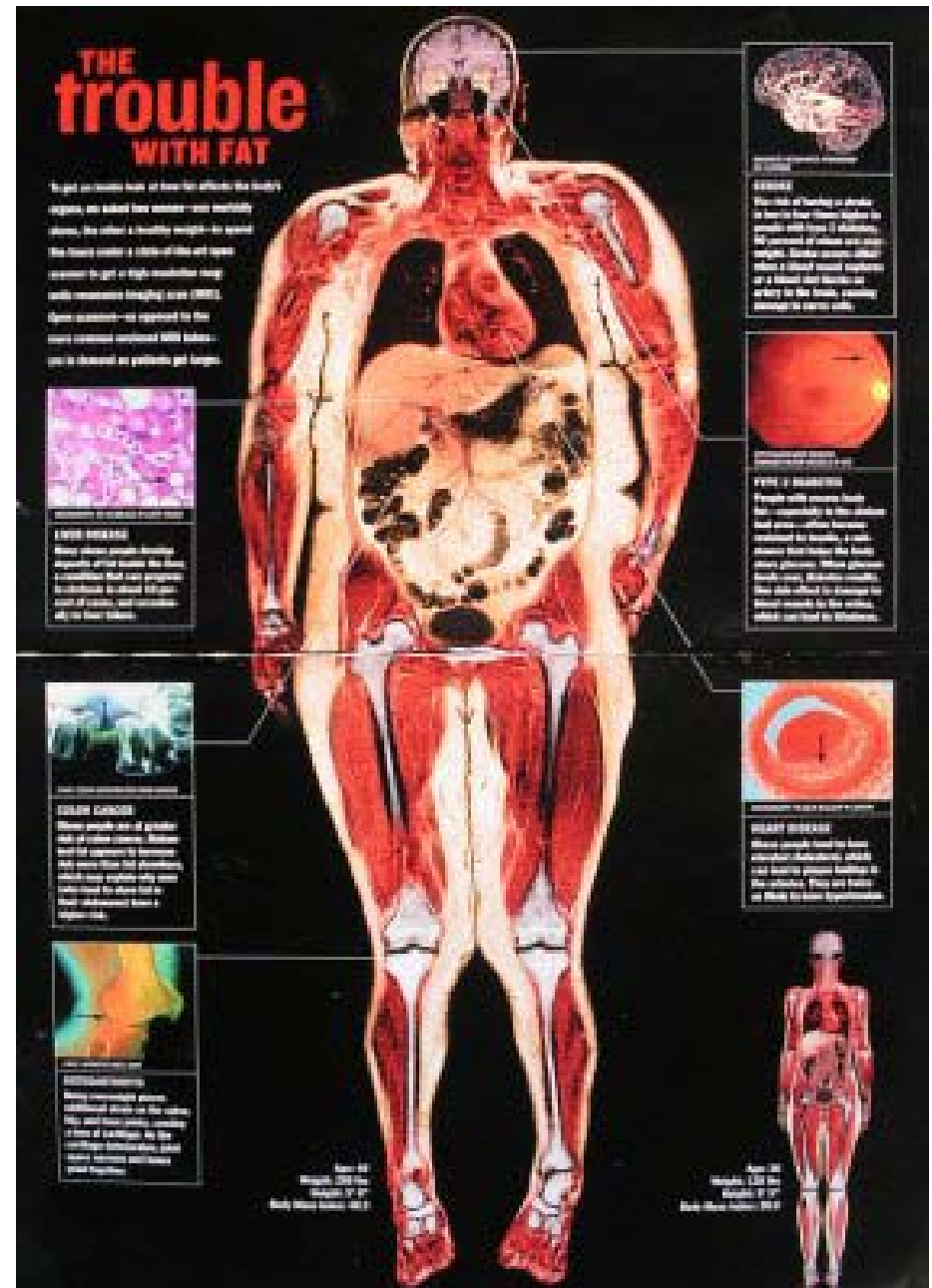
What is fueling the Healthy Hotel TREND?

- Overweight Health Issues Worldwide Epidemic – OVERWEIGHT & OBESE guests want to lose weight
- STRESS - Corporate Eye on Health and Wellness while on business travel
- Healthier Vacationer – “Unhealthy Vacation vs. Wellness Vacation”
- Healthy Business Traveler – “healthy travel means happier and more productive employees and more profits”



THE PROBLEM

- Obesity
- Excessive Overweight = Unhealthy Body
- Related Health Problems:
 - Diabetes
 - High Cholesterol
 - High Blood Pressure
 - Heart Disease
 - Stroke
 - Cancer



Sybaritic “Wellness-Relaxation Suite” Expertise

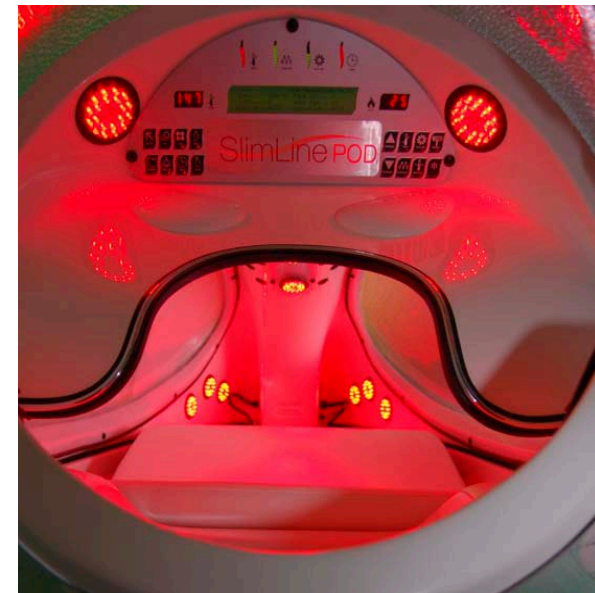
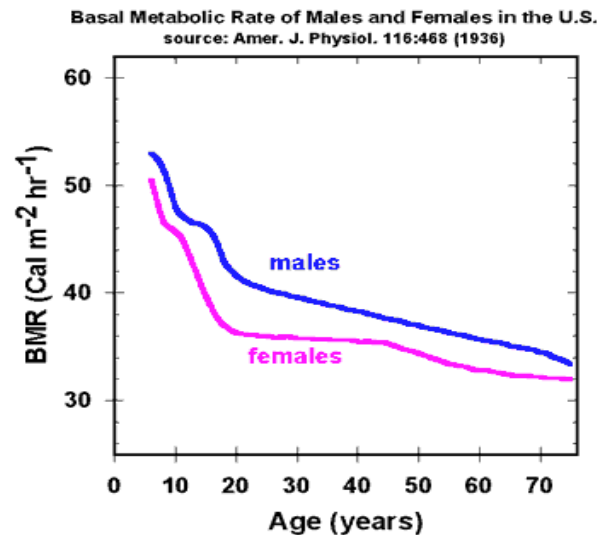
Over 27 years as World Leader in
Self-Automated Spa POD Solutions

No. 1 POD Company in the World –

Trademark “*Wellness-Relaxation Suite*™”

World Leader in Spa, Wellness, Slimming and
Anti-Aging

Global Spa & Wellness Expertise to help your SUCCESS with
Healthy Hotel Concept



Wellness Healthy Hotel Trend

Time and Willingness to Travel for Wellness Experiences

- Europeans are generally willing to travel for Healthy Hotel Experience
- Global business travelers enjoy visiting Health Hotele & Healthy experience destinations all over the world
- This trend has expanded the demand for Hotel/Resort Wellness Destination
- Healthy hotel experience – Millions now demand it...and more will
- Governments and Insurance Finance Healthy Vacations



Old Travel vs. NEW Travel

Healthier Business Travel

- **Wellness Travel = Offering a Wellness-Relaxation Suite**
- **No. 1 hotel guest is “Business Travelers”**
- **Offer what the business traveler wants & demands**
- **Millions want it NOW – more WILL**
- **Offer what Top Management wants**
- **Change or... You write the ending...**



Wellness and Healthy Vacation

- Tearing down the Spa & Fitness walls – literally and figuratively
- Preservation of Privacy, Exclusivity and Intimacy of the Healthy Hotel Room & Suite
- Increase Profitability by transforming to Healthy Hotel & Wellness Rooms & Suites



Occupancy & Loyalty – The No. 1 Goal

How Sybaritic's Healthy Hotel Suite Expertise Helps Hotel Owners

- How to grow & maintain OCCUPANCY – Differentiate and Profit from Change
- How to grow & maintain LOYALTY – Offer them what they **WANT & ENJOY!**
- Focus on LOYALTY vs. ONLY SATISFACTION - give your guests incredibly Enjoyable and Satisfying Experiences that build Guest Loyalty



SATISFACTION THAT BUILDS LOYALTY

SATISFACTION

- Coke vs. Pepsi
- Crest vs. Colgate
- Regular vs. Sugar Free
- Coffee vs. Tea
- BMW vs. Mercedes
- Apple vs. PC
- Aisle vs. Window

LOYALTY (ME)

- Coke
- Colgate
- Regular
- Tea
- BMW
- PC
- Aisle

Loyalty is Created by A BRAND Experience the user enjoys and appreciates

Hotel Fortina – Malta: Real World Example

World's No. 1 Wellness Rejuvenation Rooms & Suites

Vision to be No. 1 and the FIRST – Once No. 1 = Always No. 1

Vision Pays Millions of €EUR in PROFITS

Guests love it – Owners Profit – WIN/WIN

Vision Pays with truly LOYAL & Satisfying GUEST EXPERIENCE

In The Privacy of Their Hotel Spa Suite



You ordered Wellness-Relaxation Room Service?

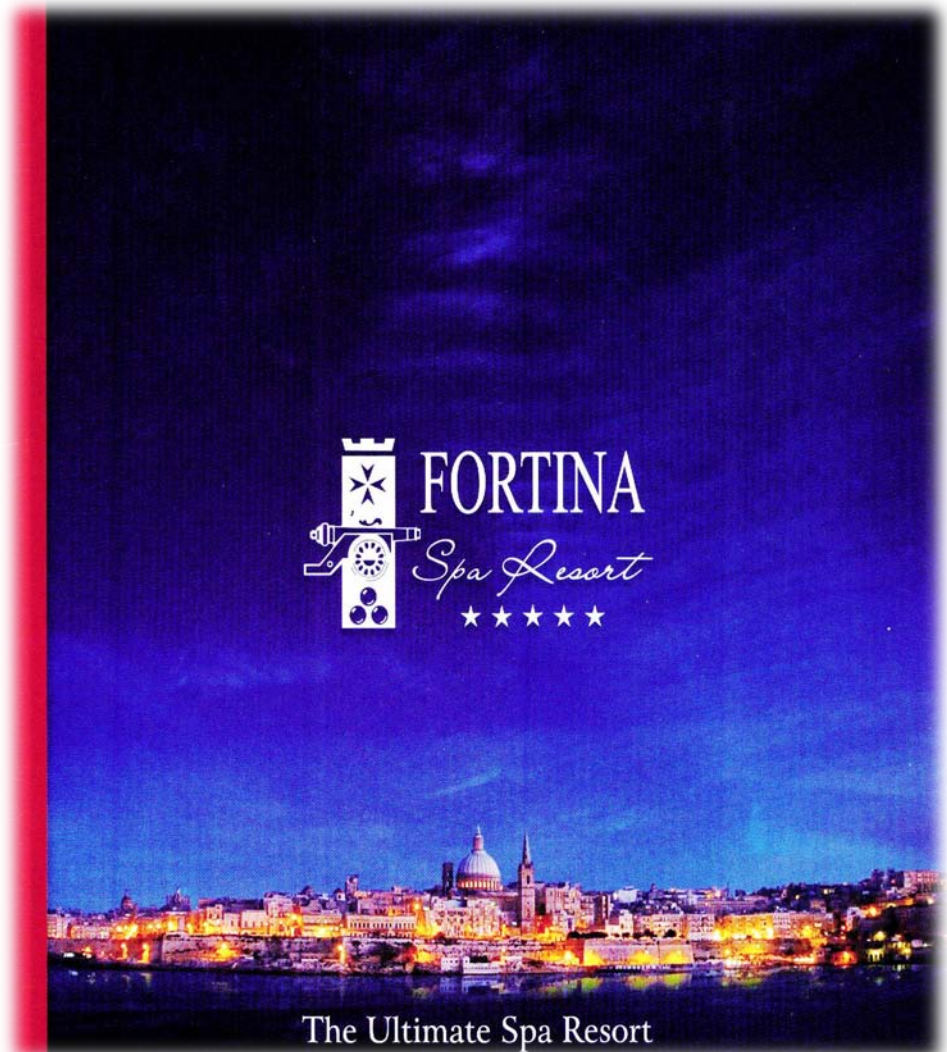
Enjoy Self-Automated “In-Suite” Services
in the Privacy and Intimacy of your HEALTHY HOTEL SUITE !

COURTESY OF SYBARITIC – The NO. 1 HOTEL WELLNESS-RELAXATION POD PROVIDER



SYBARITIC
Global Aesthetic Solutions

- PROVEN CONCEPT FOR 10 YEARS RUNNING by HOTEL FORTINA in MALTA!!
- REAL EXAMPLE OF 42 PODS IN the SPA ROOMS & SPA SUITES out of 420 total rooms = 10% of total rooms (limited supply)
- FORTINA RESORT CHOSE the BEST QUALITY, MOST DURABLE & RELIABLE SPA PODS FROM SYBARITIC - No. 1 SPA POD CO. IN THE WORLD!
- 3 WAY ROI MODEL FOR MAXIMUM PROFITABILITY & FASTEST ROI
- OVER EUR 25,000,000 REVENUE FROM A \$280,000 USD INVESTMENT
- DIFFERENTIATE YOUR HOTEL OFFERING(S) - TIMING IS NOW!
- BY HAVING SELF-AUTOMATED SPA POD SERVICES IN THE ROOMS & SUITES!!!



SYBARITIC[®]
Global Aesthetic Solutions

HOTEL FORTNIA WELLNESS ROOM WITH POD 2 EASY STEPS PLUG AND PROFIT!



WORLD'S 1ST WELLNESS REJUVENATION ROOMS SINCE 2002 – SPA ROOM VISION PAYS MILLIONS!

Wellness Rejuvenation Rooms

Magnetise Your Bed and Your Life - with energised Bedding Science

Leading our hectic twenty-first century lives; juggling families, work and friends it can feel as though life is spinning out of control. Well, we are here to help ground and assist you with wellbeing whilst on holiday.

We've seen energised bracelets and anklets but now the health conscious 5 star Fortina Spa Resort is the first hotel in the Mediterranean & Mainland Europe to introduce energised mattresses, duvets and pillows to help provide it's guests with a better night's sleep enabling snoozers to stay in the deep relaxation state for longer and also helping you to get back into the earth's natural rhythms and feel more grounded. Far infrared rays are also embedded in the sleep system which are based upon the sun's rays and have been proven to aid with controlling temperature and gently detoxifying the body. To complete the health benefits living water and shower system, and mountain fresh ionised air purifiers are provided in the rooms as well as hygienic bedding that kills dust mites, which is good news for asthmatics and anyone who suffers from sinus problems

The benefits of energised sleeping systems are vast due to the fact that the 'spot' magnets within the mattress, duvet and pillows bathe every muscle, cell and organ in the body with a gentle energised field that is safe, natural and essential to our well being. As well as physical rest a good night's sleep can also help the body to repair itself; some enzymes will switch on protein production for physical repair functions and melatonin, secreted by the pineal gland, reaches a maximum about an hour after we fall into deep sleep. The magnets can play a large part in the restoration of our bodies by helping to induce a deeper and more restful sleep state; only then will the body repair functions respond and go into full swing. Increased oxygen to the living water is the difference that will make your skin glow and minimizing signs of ageing, whilst helping with skin related problems.



SYBARITIC
Global Aesthetic Solutions

HOTEL FORTNIA WELLNESS SUITE WITH POD

3 EASY STEPS – CONNECT TO H2O PLUG AND PROFIT!



WELLNESS-RELAXATION SUITE IS ALL ABOUT SELF-AUTOMATED SERVICES & TREATMENTS, PRIVACY AND A SUPERIOR GUEST EXPERIENCE!

Wellness Rejuvenation Rooms

Wellness Rejuvenation Room

- ☐ Experience deep healing rejuvenating sleep
- ☐ Breathe mountain fresh quality air
- ☐ Drink and bathe in mineral rich living water
- ☐ Workout with your personal vibration trainer

In a Wellness Rejuvenation Room you will find:

Magnetic & Far Infrared Mattresses:-

which magnetise your entire body, relieving it from all aches, pains and stress. The proven benefits are numerous and cover everything from encouraging deep healing sleep, to aiding the lymphatic system to release toxins. The anti-bacterial bedding kills dust mites which is a great relief for anyone who suffers from asthma or sinus problems.



Magnetic & Far Infrared Pillows:-



which reduce neck and shoulder pain and stimulate circulation resulting in healthier blood with increased oxygen and nutrients.

A Vibrogym:-



which can give you the equivalent of a full body workout in just 15 minutes; benefits include improved blood circulation, muscle tone, cellulite reduction and weight loss.

A water de-ioniser:-

to filter all the water in the bathroom for an invigorating, soft, purified, mineral rich, perfectly PH balanced shower.



An air purifier:-

which removes contaminants from the air including viruses and bacteria, great for allergy sufferers and asthmatics giving mountain fresh natural air indoors!



The Body Energiser:-

using a patented rotation effect to produce a magnetic field that is dynamic rather than stationary. The Body Energiser combines this with a soothing massage to help increase circulation, stimulate and help you relax.



Derma life™ Spa-Jet™:-

you will be instantly immersed in a pampering experience unlike any other. Spa Jet 2G features: Hydrofusion™ four source heat, Colorbath™ LED technology, 360 degree shower and water foot and vibratory back massage.



Japan Healthy Hotel Room & Self Automated Wellness-Relaxation POD Suites

- Over 25 years of POD Lifestyle Experience - Space Maximization
- Sybaritic is Born in Japan
- Anti-Stress vs. Slimming – two roads – same destination to PROFITS
- NBC (Nippon Bridal Center) Success Story – Bridal & Wedding Spa Suite Guests



WITH OVER 4,000 SPA PODS INSTALLED IN JAPAN
THE NBC STORY - VISION PAYS BIG-AGAIN!



開演まで配達の初き組いた、魅力満載のマシンです

〒130 東京都荒川区南5-15-1 TEL (044)211-9750(代表) FAX (044)211-9738(専用)
●ショールーム 〒130 東京都武蔵野市吉祥寺1-4-1 TEL (0432)20-2432



全ての感性に官能する究極のリラクゼーションマシン

The Hotel Wellness Relaxation Suite Opportunity

- NEW Exploding Trend in Wellness Hotel and Spa POD Room/Suite
- Good Healthy Sleep = Health Living = Active Anti-Aging
- Wellness & SPA goes *“IN-ROOM is IN VOGUE”*
- 3 Way ROI (Room Surcharge, Mini-Spa Bar, In-Room Treatments)
- Sybaritic & Pantimeless Teamwork *KEY to your SUCCESS*
- The Timeline of POD Innovation and Inventions
 - 110 Worldwide Patents
 - Over 40,000 PODS installed Worldwide
 - SPA PODS Around the WORLD



SYBARITIC, Inc USA - The #1 CAPSULE & POD Company in the WORLD!

Body Capsules & PODs 1988 – 2013

ORIGINAL INVENTOR of 32 SPA Body Capsules

• 110 Patents • 2 FDA 510K Capsule Approvals • CE & ISO Cert

Alpha 21 Health
Environment Capsule

Alpha Basic
SunSpectra

Alpha 33

Alpha Aqua 33
SpectraColor

DynaMED

Dermalife SE

Dermalife PODs

Alpha Oxy Light Spa

Hydration Station

Alfi Capsule

Alpha 2010

SlimLine
PODs

SlimCapsule
Planet Beach

SlimLine
Ultra Deluxe

SlimLine CaviPOD

Spa Jet
3G

RedFusion Capsule

Collagen Jet

Collagen Ocean

SlimLine 2121
Sauna POD

Slim Lite
Fuzion POD

Sauna
PODS

1988

1992

1994

1999

2004

2006

2008

2009

2010

2011

2012



Alpha
Body Spa



HydroDerma Fusion
Planet Beach



The Hotel Wellness Relaxation “In-Suite” Self-Service Opportunity

- NEW Jade Fuzion 8000 PAD for “In-Room or Suite Services”
- NEW Slim iT Thermal IR Blanket for “In-Room or Suite Services”
- NEW MITATE CO2 Mask for “In-Room or Suite Self-Service”
 - No 1 mask in Japan – the Original
 - Invented by famous Plastic Surgeon – Dr. Hiki (Japan)
 - Over 100,000 Boxes Sold in Japan Annually
 - No. 1 Quality CO2 Mask in the World



The image shows the interior of a futuristic wellness pod. The walls and floor are illuminated with a vibrant blue light. A control panel with various buttons and a small screen is visible in the center. The overall atmosphere is high-tech and relaxing.

WELCOME TO THE MULTI-SENSORY HEALTHY HOTEL SUITE EXPERIENCE

YOU!

**JUST IMAGINE
YOURSELF IN THIS
WELLNESS POD**

**THE ULTIMATE
ENJOYABLE
EXPERIENCE**

THE LOYALTY ADVANTAGES OF THE HEALTHY HOTEL SUITE TO HOTEL OWNER: MAXIMIZE OCCUPANCY!

- PRESERVATION OF PRIVACY & EXCLUSIVITY FOR YOUR GUESTS!
- PERSONALIZED SPA & SPA POD TREATMENTS & SERVICES IN THE INTIMACY OF YOUR OWN SPA POD SUITE
- GUEST LOYALTY vs. SATISFACTION...BY OFFERING SOMETHING DIFFERENT & UNIQUE LIKE our PODS
- GUESTS WILL GO TO ANOTHER HOTEL THAT CAN SATISFY THEM MORE – BUT A LOYAL CLIENT WILL NEVER GO ELSEWHERE!
- NO EXTRA STAFF COSTS – YOUR CHAMBER MAID IS PART OF YOUR STAFF AND NEARLY TAKES 3-5 MIN TO CLEAN THE SPA POD
- ROI STARTS DAY 1 IN EACH AND EVERY ROOM/SUITE – PLUG & PROFIT SPA PODS

THE LOYALTY ADVANTAGES OF THE WELLNESS SUITE TO HOTEL OWNER: MAXIMIZE PROFITABILITY!

- 3-WAY ROI FOR MAXIMUM PROFITABILITY
 1. Room/Suite Spa POD up-charge (i.e., \$90 - \$400 USD – up to your market)
 2. Spa Mini-Bar Consumable Retail Skin Care Products (face & body)
 3. In-Room or In-Suite Spa treatments and services
- UNMATCHED GUEST SPA POD EXPERIENCE – WHICH DRIVES LOYALTY AND PROFITABILITY
- FULL OCCUPANCY VIRTUALLY GUARANTEED BY ONLY HAVING 10% OF TOTAL ROOMS be SPA SUITES
 - The demand is more than the supply – these SUITES are at a PREMIUM
 - The “Word of Mouth” is unmatched for FREE advertising and REPEAT BUSINESS = “GUEST LOYALTY”
- SELF-AUTOMATED IN-SUITE SPA TREATMENTS & SERVICES MEANS MORE PROFITS FOR YOU

6 SIMPLE STEPS TO BUILD LOYALTY AND HUGE PROFITS TO YOUR BOTTOM LINE

- 
- PLAN TO CHANGE YOUR OFFERING TO INCLUDE SPA POD SUITES AND ROOMS – EMBRACE THE No. 1 TREND IN HOTEL AND HOSPITALITY INDUSTRY – “HEALTHY HOTEL”
 - COMMIT MEARLY 10% OF TOTAL ROOMS/OCCUPANCY AS BENCHMARK OF HOW MANY SPA PODS TO START WITH
 - DECIDE POD MIX BETWEEN 2-STEP PLUG & PROFIT PODS vs. 3-STEP CONNECT TO H2O, PLUG & PROFIT WET PODS
 - INTRODUCE SPA & WELLNESS WITH THE EXPERTISE BY SYBARITIC GUIDING YOU EVERY STEP OF THE WAY WITH OVER 27 YEARS OF KNOWHOW, EXPERTISE AND EXPERIENCE
 - PROMOTE YOUR NEW SPA SUITE OFFERING TO YOUR MOST LOYAL VIP GUESTS AS SPECIAL “TRY FIRST” SPECIAL OFFER!
 - FOLLOW 3-WAY ROI ECONOMICS OF THE OPPORTUNITY TO GROW YOUR BOTTOM LINE!!

A corner hot tub with a white and teal color scheme. The interior is illuminated with vibrant purple and blue LED lights. A control panel with a small screen and buttons is visible at the top. The tub has multiple jets and a central seating area.

3-WAY HEALTHY HOTEL ROI BUSINESS MODEL

ROI #1 – ROOM & SUITE UP-CHARGE FOR HEALTHY ROOM/SUITE

**ROI #2 – SPA MINI-BAR FOR SKIN CARE CONSUMABLES
(FACE & BODY)**

**ROI #3 – IN ROOM SPA SELF-AUTOMATED OR PROFESSIONAL
SPA STAFF TREATMENTS & SERVICES**

ROI #1 ROOM AND SUITE UP-CHARGE FOR WELLNESS POD IN SUITE

FORTINA RESORT EXAMPLE

ASSUMPTIONS

- 10% of total rooms
(42 out of 420 rooms)
- 10% room surcharge
(Avg. Suite EUR 1,200/night
so up charge is EUR 120/night)
- 100% occupancy
- Avg. USA Suite Charge = \$950
USD/night
- 10% up-charge = \$95 USD/night

BY THE NUMBERS – FACTS

- $40 \times \$95^* = \$3,800 \text{ USD/day}^*$
- $\$3,800 \text{ USD} \times 7 = \$26,600 \text{ USD/week}$
- $\$26,600 \text{ USD} \times 4 \text{ weeks} = \$106,400/\text{month}$
- $\$106,400 \text{ USD} \times 12 = \underline{\underline{\$1,276,800 \text{ USD/year}}}$

***Actual Average Up charge is over EUR 120/room and EUR 210/suite**

ROI #2...THE HEALTHY HOTEL SUITE

“MINI-COSMETICS BAR” ADD MILLIONS IN REVENUE TO YOUR BOTTOM LINE



Mono-dose (Self-Service)



Retail Products (for the room or the home)



ROI #3...Wellness Suite *Services and Treatments* – MORE to YOUR BOTTOM LINE!

Enjoy Self-Automated or Professional Staff SPA Services
in the Privacy of your HOTEL SPA SUITE !



SYBARITIC
Global Aesthetic Solutions

Congratulations – We Are Here To Serve & Support YOU

- **PLAN TO Change**
- **Embrace the TREND**
- **Plan to use the BEST and most DURABLE equipment**
- **Decide the type of PODS in each Room or Suite**
- **Take the first step by offering it to your VIP clients**



A photograph of a hot tub interior, illuminated with a strong green light. The tub's surface is white with several circular jets. A control panel with a digital display and buttons is visible at the top center. The overall atmosphere is futuristic and relaxing.

**YOUR NEW LOYAL HEALTHY
HOTEL GUESTS WILL THANK YOU
FOR TODAY AND TOMORROW!**

FOR YEARS TO COME!