

CASE STUDY:

BETSY BURNS SKINCARE AND MASSAGE LAGUNA BEACH, CA

Today's spa owner is facing several critical challenges. For one, clients are spending less money on "pampering" activities due to a difficult economy. For another, once-regular customers are being lured away by coupon offerings at other spas. To make matters worse, the lack of experienced employees makes it difficult to service a sufficient number of clients to really boost the bottom line.

Betsy Burns Skincare and Massage of Laguna Beach, California, had been struggling with these issues for some time. In business for more than 15 years, proprietor Betsy Burns offers a variety of facials (including Hydra Facials, Microdermabrasions, Myotonology, and Oxygen Therapy), massage therapy (Swedish, Deep Tissue, and Le Stone), and Pilates sessions in a private workout room.

While client referrals had resulted in an increasing number of spa visits and overall business growth over the years, Betsy recognized the need for a competitive edge to distinguish her spa from others in the Orange County, CA area and to improve client retention.

MOLECULAR MASSAGE™: THE COMPETITIVE EDGE

Betsy had heard about iinnLight, a company that provides energizing light therapy technology. iinnLight's patented therapeutic delivery system, iinnLight Pro™, is easy to use and requires no additional employees or a licensed technician to operate, which is a major advantage for spa owners. For spa clients, iinnLight Pro™ provides a Molecular Massage™ with the following benefits:

- Rejuvenation of new cells
- Noticeable glow to skin and complexion
- Profound stress relief
- Increased mental clarity
- Sense of relaxation and well-being
- Relief of aches and pains
- Refreshed energy

After doing preliminary research on iinnLight Pro™ light therapy and learning of the great benefits of regular Molecular Massage™ treatments, Betsy decided to take advantage of a free trial to use iinnLight Pro™ in her spa.

AMAZING RESULTS

Betsy quickly noticed that clients and spa goers loved iinnLight Pro™ light therapy, observing that they looked "visibly hydrated, refreshed and rested." For Betsy Burns Skincare and Massage,

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Betsy Burns, Betsy Burns Skincare and Massage

offering iinnLight Pro treatments stimulated existing customer loyalty while at the same time generated new business, resulting in an appreciable boost to her bottom line. According to Betsy, "The ability to generate new revenue without having to hire additional technicians was a huge benefit."

Like other spa owners who are adopting iinnLight Pro™ as a natural pathway into the wellness market, Betsy Burns Skincare and Massage is enjoying incremental/recurring revenue all from one safe, easy-to-use light therapy device.

FOR MORE INFORMATION ON IINNLIGHT LIGHT THERAPY, GO TO WWW.IINNLIGHTTHERAPY.COM OR CALL (949) 340-1695.

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