

aquamassage

Slip into a new sensation.

Just try it!

Protocol / Life Systems - Sole UK Distribution

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www.protocolni.co.uk

HOW DOES THE AQUA MASSAGE WORK?

- ◆ The client remains clothed and dry for privacy and comfort with no post-session clean-up of water or oils.
- ◆ An inverted V-shaped spray bar with 36 water jets which are contained under an acrylic canopy. The powered canopy opens and allows easy access for the client to lie down on the cushion. A high strength nylon / urethane waterproof barrier separates the client from the water.
- ◆ The spray bar travels forward and back, massaging the full length of the body or it may be easily programmed to concentrate on a specific area.
- ◆ The water jets are separated into four groups, 9 jets each. The inner 2 groups (18 jets total) work together and the outer 2 groups work together to simulate a finger tip acupressure massage from the centre of the body to the sides of the body.

"It's like two hands with 9 fingers on each hand massaging 3 sides of the body!"

- ◆ The pulsating water jets can be adjusted from a relaxing 2 cycles per second up to an invigorating 10 cycles per second. The pulsation can be varied independent of water pressure for maximum effect and client sensitivity. The water immediately drains off the barrier back into the reservoir where it is pumped back to the water jets.
- ◆ The machine's water jets can be adjusted from 2 to 10 pounds of total water jet force (similar to pressing on the body with 18 fingertips) to suit the sensitivity of the client and with a consistency that is hard to match with manual massage.
- ◆ The water temperature can be adjusted from approximately 32°C to 40°C using the electronic thermostat.
- ◆ No post-session clean-up or water disposal is necessary.
- ◆ The Aqua Massage is self-contained. No plumbing is required and no water disposal is necessary.

The Ultimate Massage!

ADVANTAGES

- ◆ User remains fully clothed and dry.
- ◆ Self contained. No plumbing required. Tank capacity is only 68-75 litres of water.
- ◆ No change of water required.
- ◆ Easy to maintain. No grease or oil required. No belts to adjust. No water filter to change.
- ◆ Low voltage. User friendly electronic hand control.
- ◆ Large upper canopy capacity. Will accommodate most people up to 6'10" tall and 159 kilograms in weight.
- ◆ Offers easy entry and exit with a firm-supporting cushion. No climbing in or out of unstable waterbed membrane type supports.
- ◆ Rugged nylon barrier is easy to keep clean. Offers minimum resistance between the user and the water jets. **“You actually feel like you are getting wet!”**
- ◆ The nylon barrier and tinted canopy are designed for personal comfort and privacy while the user remains comfortable and warm even in a cool room.
- ◆ Offers the ultimate massage with 36 pulsating water jet streams provide a full 180 degrees of body coverage (3 sides) in either the face-up or face-down position.
- ◆ Provides a massage on the relaxed, unweighted side of the body simulating a personal “fingertip” massage.

FACT: Proven high use reliability. More than 800 machines installed in 40 countries since 1990. Many operating 8-10 hours per day for 5-20 minute sessions, 5-7 days per week.

PROMOTIONAL USES OF AQUA MASSAGE WELLNESS MARKETING

AQUA MASSAGE CAN INCREASE YOUR REVENUES AND CLIENT BASE!

- ◆ Offer free 5-minute demonstration sessions to attract new customers and to interest your established clients.
- ◆ Invite members of the surrounding business community for complimentary sessions to get referrals.
- ◆ Use **Aqua Massage** photo appointment cards with each client to help word of mouth referrals. The **Aqua Massage** can be difficult to describe to someone who has not seen it. The card fits conveniently in the wallet or purse and “a picture is worth a thousand words.”
- ◆ Offer discount rates for less busy times or for senior citizens.
- ◆ Sell **Aqua Massage** “coupons” at holiday times or for those “someone special” occasions.
- ◆ New Mum Specials – New mums are trying to get back into shape after delivery. Create a formal congratulatory letter and invitation for every new mum listed each week in the newspaper. You may also want to run an add offering special packages if you can get the newspaper to put it on the page where birth announcements are printed.
- ◆ Advertise on community business directories. Any community business directory that gets into the hands of prospects gives you an opportunity for a creative promotion. Outline the services you offer in as many directories as possible and give the readers an incentive to visit you with coupons or discounts.
- ◆ Social Singles – Offer singles clubs the opportunity to host an event at your gym! Make a social evening of the event by offering a selection of packages at introductory prices through the sponsorship of the club.

AQUA MASSAGE ESTIMATED REVENUE SUMMARY FITNESS / WELLNESS MARKET

Example 1

£5 per 15 minutes

Revenue based on 8 hour days, 6 days per week for 50 weeks

15 Minute Session

3 users per hour = 100%

Usage	Sessions per day	Unattended Session Rate	Annual Revenue
100%	24	£5.00	£36000.00
75%	18	£5.00	£27000.00
50%	12	£5.00	£18000.00
25%	6	£5.00	£9000.00

Example 2

Aqua Massage / Membership Program

For facilities using monthly membership dues, adding and additional amount of the monthly dues may be more effective than charging for each session. This method reduces the cost per session to the members interested in using the Aqua Massage on a regular basis and may provide a more predictable revenue stream and investment returns.

Monthly Dues	No. of Members	Monthly Revenue	Annual Revenue
£4.00	300	£1200.00	£14400.00
£5.00	300	£1500.00	£18000.00
£6.00	300	£1800.00	£21600.00
£7.00	300	£2100.00	£25200.00

Limiting the Aqua Massage to membership use only should enhance participation in the program.

Actual time and rates will vary depending on the individual application and location. No guarantees are made regarding actual or projected revenues or profits.

Actual cost for electricity is not included in the above estimates. (Estimated cost per day to operate is £1.46 based on £0.06 per kilowatt hour).

INSTALLATION AND TRAINING

A Protocol / Life Systems team will install the Aqua Massage unit, including Mains Power supply necessary to operate the unit. Installation and training will take two days to complete, the first day being allocated to installation and the second to training.

DELIVERY

Once an order form has been completed, accompanied 10% non-refundable deposit in the form of a bankers draft. The Aqua Massage will be manufactured to order, taking approximately six weeks from order to delivery. On completion of the installation and training, the remaining 90%, in the form of a bankers draft will be handed over to the commissioning engineer. Failure to do so, Phoenix / Life systems will authorise the engineer to render the Aqua Massage inoperable until payment is made in full.

FINANCE

Protocol / Life Systems is able to provide a planned finance package through its preferred independent finance house **SME Eurofinance plc** who will be able to provide a confidential and competitive quotation on application.

SME EUROFINANCE PLC
LOMBARD BUSINESS PARK
8 LOMBARD ROAD
LONDON
SW19 3TZ

Tel: 020 8544 1744

Fax: 020 8545 7262

www.cr-ltd.co.uk

www.smeeurofinance.co.uk

AQUA MASSAGE PRICE SHEET

Aqua Massage Standard Model (includes carriage, installation & training) £24500.00 & VAT

With additional microprocessor for Single Direction Massage and Automatic Speed Increaser (SDM/ASI) and adjustable cushion system (includes carriage, installation & training) £25000.00 & VAT

OTHER OPTIONS

1) STAINLESS STEEL TOKEN ACTIVATED TIMER CONTROL £315.00 & VAT

Replaces the “Reset” button and function. Uses one token to reset the hand control timer to the time set by the key switch.

Additional 100 Tokens £35.00 & VAT

2) REMOTE MOUNTED TIMER KEY SWITCH AND RESET BUTTON £185.00 & VAT

Used where centralised control of the “Time” and “Reset” functions are required. Specify cable run distance from the machine to the central control location. Includes 16m of cable

Each Additional 8m of cable £55.00 & VAT

3) AMI CUSHION KIT

Maximise patient comfort with the AMI Cushion Kit (see enclosed factsheet). £269.00 & VAT

4) CHILLER SYSTEM

Used for non air-conditioned locations and for applications where water temperatures less than 32°C are required. Chiller systems are designed to meet specific customer requirements.

Quotation on request

5) SERVICE CONTRACT (Includes parts and labour – see service contract for detailed information)

1 year service contract	Free
2 year service contract	£1875.00 & VAT
3 year service contract	£2500.00 & VAT
Extended service contract	P.O.A.