OVERVIEW

SINCE 2012 SALT CHAMBER HAS REVOLUTIONIZED THE SALT THERAPY INDUSTRY, NOT ONLY IN BEING THE PIONEERS IN DEVELOPING THE INDUSTRY BUT WITH CONTINUING TO INTRODUCE INNOVATIVE SALT THERAPY CONCEPTS TO OVER 235+ FACILITIES ACROSS THE COUNTRY AND IN OTHER REGIONS OF THE WORLD.

Each of our client projects are distinct and different—Some are brand new, multi-room retail salt facilities, some are additions to existing day spas and salons, some resort and destination spas are adding salt therapy as an amenity, country clubs and wellness centers are incorporating salt therapy, while massage therapists and yoga instructors are getting salted in salt rooms along with chiropractors and other health professionals. SALT Chamber has worked with several high profile residential projects as well as worked with families in need of the benefits of Salt Therapy. We also have brought salt therapy to the mainstream media achieving dozens and dozens of local, regional and national coverage.

SALT Chamber works with each client to develop the right concept, vision and design so that they are not only offering the best in therapeutic and effective salt therapy, but that their salt room design fulfills on their vision, is within their budget and financing, and most importantly—is successful.

Our industry knowledge, our technical expertise, our creativity, our business finesse, and our commitment to providing quality and effective salt therapy is known throughout the industry including small business owners, spa directors, owners, architects, general contractors, designers, medical professionals, entrepreneurial business people and so much more.

As a Corporate Partner/Member with the Day Spa Association (DSA), the Club, Spa & Fitness Association (CSFA), the International Spa Association (ISPA), the founding member of the Salt Therapy Association (STA), and as the exclusive provider to the only US based salt therapy franchise (The Salt Suite)—the SALT Chamber Team brings a wealth and depth of experience to ensure your success.

Over the past five years and over hundreds of salt therapy projects later, we have learned what works to be successful. From concept, space planning and décor design to building, installation, and training, SALT Chamber has packaged complete turnkey solutions to meet every need. We not only get into the details of the technical requirements for installing an effective salt therapy concept, but we can also provide the necessary training, operational guidelines, along with management and marketing support. We assist you in the menu development, pricing models and all the necessary information to be successful. We also have the most comprehensive financing options available.
THE SALT THERAPY SUCCESS KIT

INTRODUCING THE SALT THERAPY SUCCESS KIT

SALT Chamber has taken the years of practical, hands-on experience along with the depth of the knowledge across various industries and have incorporated it all into our SALT Therapy Success Kit. This kit makes getting into the Salt Therapy industry not only easy, but that you are equipped with all the information and knowledge to enable you to be successful—regardless if this is a new business venture or as an add-on to an existing business.

Getting Started with Getting Salted: Our Free Consultation

Each and every client project starts with our free consultation sessions which covers everything you need to know about getting into the salt therapy business—regardless if this is a one room add-on, converting an existing room, building a multi-room stand-alone salt therapy business or for personal/home use and everything in between. There are specific things to know and understand about the industry and the emerging trends, best practices, salt therapy concepts, technical requirements, design and décor options, equipment, costs and return on investment.

From our initial free consultation sessions, we then can progress into designing a specific, custom and focused phased project approach for you to move forward or we can simply provide you with the necessary equipment and décor you order.

Below is an outline that details our SALT Therapy Success Kit offerings:
Designing a salt chamber room can range from a simple concept to a more complex configuration. Depending on if you are transforming an existing space into a salt room or building from the start, we can partner with you to ensure your concept and vision is realized.

THERE ARE MANY FACTORS TO CONSIDER WHEN DESIGNING A SALT ROOM OR DEVELOPING A SALT ROOM FACILITY SUCH AS:

- Site evaluation
- Size of room(s) and/or salt room concepts (i.e.; SALT Booth®, SALT Bed®, etc.)
- Type of salt room(s) (relax, adults/children, yoga, multi-purpose, hot salt sauna, etc.)
- Physical space and layout (dimensions, ceiling height, flooring, door/windwos, etc.)
- Detailed space planning, potential permit ready plans
- Construction restrictions, limitations and local codes
- ADA and other compliance issues if any
- Heating, Ventilation and Air Conditioning
- Salt Décor design (walls, ceiling, floors)
- Halogenerator requirements and placement
- Furniture, Fixtures and Accessories (seating, speakers/sound, etc.)
- Target audience of end users, customers/consumers
- Type of treatments, lengths of treatment sessions and usage
- Specific Projected Costs, Expenses and Revenues
- Finance options (if applicable)
- Timeline

Our hands-on, real world experience allows us to provide specific areas of expertise when it comes to the design, planning and development of an effective salt therapy chamber. Depending on the scope of the project, we then begin working directly with you and your team including investors, owners, real estate brokers, landlords, engineers, architects, designers, general contractors...to better understand what is wanted and needed to ensure that things are done right the first time at the beginning of the process.

INCLUDED IN OUR GET SALTED SUCCESS KIT ARE CHECKLISTS AND STANDARD FORMS TO HELP GUIDE YOU ALONG THE WAY TO ENSURE EVERYTHING IS BEING ACCOUNTED FOR IN THE PROCESS SUCH AS:

- Site Location/Facility Checklist for Feasibility
- Punch list for the salt room and/or facility for all requirements
- Financial Models, Cost and Projections
- Salt room readiness evaluation
- Business Forms Review
- Marketing and Branding Checklist
PHASE 2:
EQUIPMENT, SALT DECOR SELECTION, PRODUCTION AND PROCUREMENT

The heart and soul that breathes success to a salt room or concept starts with the halogenerator. And the key to success is having reliable, quality equipment that provides consistent salt therapy applications. The main therapeutic benefit of a salt room is derived from the Halo Salt™ being crushed, grinded and dispersed into the air in precise salt particle sizes and concentrations from the halogenerator. SALT Chamber is the only company that offers several different models and configurations and prices to fit your needs.

DEPENDING ON THE SALT ROOM DESIGN AND CONCEPT, THERE COULD BE SEVERAL OPTIONS FOR YOU TO CONSIDER IN PURCHASING AND INSTALLING THE APPROPRIATE HALOGENERATOR SUCH AS:

- Dosage profile, controls and programs (Size of micro-particles and concentration)
- Composition of materials (ours our made from corrosive free materials, stainless steel where it matters, high-grade plastic where it counts)
- Salt feed and capacity rate
- Remote operation (Bluetooth)
- Operating voltage, Power consumption
- Noise volume
- Maintenance and Cleaning, Service and Warranty
- Equipment Training

INNOVATIVE SALT CHAMBER CONCEPTS
SALT Chamber is the original developer and first to market the SALT Booth® and SALT Bed® concepts throughout North America, so much so that it has become a product category which others try to emulate. And while SALT Chamber owns the registered trademark rights to these concepts, we keep innovating and developing new ideas.

OUR SALT THERAPY CONCEPTS INCLUDE:

- Three Distinct SALT Booths® such as:
  - The Original SALT Booth®
  - The affordable Multi SALT Booth® (great for home use too)
  - The SALT Booth® SPA designed by world-renowned spa architect Robert Henry
- Various SALT Bed® Concepts
  - The SALT Bed® Spa Table partnered with Gharieni
  - The SALT Bed® Dream Table partnered with Italian Designer Lemi
  - The SALT Bed® Crystals partnered with Design for Leisure and Isso Benessere.
- Hot SALT Saunas
  - Himalayan Infrared Salt Tower
  - Combo: Klafs Dry Salt Sauna with Dry Salt Therapy chambers
In addition to their State-of-the-Art Concept Showroom in Boca Raton, Florida, SALT Chamber manufactures Himalayan Salt Décor in their factory as architectural and décor elements for salt facilities, spas, hotels, restaurants, home use and other applications. From the subtle hues of pink and amber Himalayan bricks to the rare white Himalayan crystals, we have design consultants to help you create unique salt therapy concepts and experiences using Himalayan salt, all with the right budget and options available.

IN ADDITION TO THE HALOGENERATOR, CONCEPTS AND DÉCOR, OTHER PRODUCTS AND EQUIPMENT MAY BE NEEDED TO COMPLETE THE SALT ROOM SUCH AS:

- Non-corrosive lighting fixtures
- Non-corrosive sound and speaker systems
- Type of doors and possible windows
- Furniture and Seating (lounging chairs, relaxation chairs, bench seating, etc.)
- Additional HVAC equipment if necessary (Such as Humidifiers, Air Flow fans, Exhausts)
- Additional components could include, Radiant heated floors

Upon the completion of Phase 2, all equipment, concepts and décor have been finalized, SALT Chamber prepares the necessary documents, invoices, orders, etc. to procure the various elements and delivery times to coordinate with the project timeline.
PHASE 3: INSTALLATION, SET-UP & TESTING

Designing the salt room and procuring the right equipment and décor is important. Equally important is that the salt room(s) and/or facility is built, installed and set-up properly and meets the requirements that provide effective salt therapy sessions. Depending on the scope of the project, we often will need to directly communicate with architects, contractors and others on your behalf to ensure everyone is on the same page and has the knowledge, information, guidelines and details to meet the specifications required. Given that salt rooms are fairly new to most professionals, we know and speak their language.

Our experience with providing our services, equipment and décor to over 235+ projects, has enabled us to master the simple design and build projects to the complex and challenging ones. We know the intricacies of the details that are involved at every level and step of the build and install process.

WE HAVE DEVELOPED MANY PROPRIETARY METHODOLOGIES, SPEC SHEETS, SHOP DRAWINGS AND OTHER PERTINENT INFORMATION TO SHARE WITH OUR CLIENTS AND THEIR STRATEGIC PARTNERS SUCH AS:

- Halogenerator installation guidelines including relay switch systems to integrate the HVAC, lighting and sound systems
- Integrate Bluetooth devices to control, program and monitor the halogenerators
- Detailed shop drawings for installing various Himalayan brick wall and panel systems including lighting specifications and proprietary installation materials and methodologies
- Spec sheets for all equipment and appropriate certifications and documentation
- Architectural Renderings and Space Planning Layouts
- Resources for all other ‘salt room’ approved materials, components, etc. such as special eco-friendly, LEED compliant and No VOC materials and other salt room friendly components, fixtures and appliances.
Given that Salt Therapy is a rather new and growing modality in the USA, many local city, municipalities, counties and states are not familiar with what salt therapy is and how it works. Given that there are no current standards or regulations (other than what the Salt Therapy Association is embarking on) they may have misperceptions and understandings that if not appropriately addressed, could cause delays in your build out, especially when it comes to obtaining building permits, final inspections and licenses. Given the diverse range of projects as well as providing our equipment, décor and services to almost every region of the country including Canada, Mexico, India and other regions—we know our stuff!

While we have an experienced staff who can install and set-up all of the equipment, our staff typically works remotely and partners with on-site contractors, electricians and laborers to ensure proper installation and quality of work is provided as well as saving our customers unnecessary expenses for site visits, travel and other expenses.

ONCE EVERYTHING HAS BEEN INSTALLED AND SET-UP, WE WANT TO ENSURE EVERYTHING IS ‘SALT-ROOM’ READY.
PHASE 4: PROGRAM TREATMENT AND DEVELOPMENT

Designing and installing a salt room is really the precursor to begin providing salt therapy to your clients, customers and guests. Once your salt room is ready to go, you have to determine the type of services you are going to offer. While this is often considered in the strategic design phase of the project, this aspect focuses on the tactical and specific ways you are going to use, package and present your salt therapy services to the public.

SALT Chamber halogenerators can be programmed for certain amounts of salt concentration, size of salt particles, and duration of time. These parameters affect the type of sessions you can administer. Depending on the programs and amount of people in the room, you can adjust the parameters to fit the specific needs of the salt room therapy session.

ADDITIONALLY, THERE ARE EMERGING TRENDS IN THE SALT THERAPY INDUSTRY WHERE THE TYPICAL SIT AND RELAX SALT ROOMS ARE TAKING ON VERY INNOVATIVE CONCEPTS TO BE CONDUCTED IN SALT ROOMS SUCH AS:

- Salted Yoga™
- Salted Massage™
- Halo Sound™: Sound therapy with Tibetan Bowl Music and other modalities
- Guided Meditation and Mindfulness
- Ayurvedic breathing and other breathing disciplines
- Reflexology, Reiki, chakra healing and some many other possibilities
- Mommy/Daddy and Me

Many salt therapy concepts are becoming prevalent in locations that incorporate other services, treatments and offerings.
SALT THERAPY CAN BE COMBINED INTO VARIOUS PACKAGES AND SIGNATURE TREATMENTS AND CAN BE OFFERED BEFORE OR AFTER SPECIFIC TYPE OF TREATMENTS/SERVICES THAT MAXIMIZE YOUR CAPACITY AND INCREASE REVENUE SUCH AS:

- Body treatments such as exfoliations, body wraps, baths and mud treatments
- Facials, microdermabrasion, and other skin care treatments
- All types of Massages
- Hydrotherapy and Spa Rituals

WHILE SOME RESORT AND DESTINATION SPAS AND COUNTRY CLUBS INCLUDE THE SALT ROOM AS AN ADDITIONAL AMENITY TO THEIR EXISTING FACILITY, OTHERS WILL WANT TO DEVELOP EFFECTIVE WAYS FOR MARKETING THESE PROGRAMS FOR REVENUE SUCH AS:

- Fees for individual sessions
- Packaged fees for multiple sessions
- Varying fee structures for different types of sessions
- Memberships
- Referrals
- Alliances with other businesses
- Corporate wellness programs

We work with you to determine the best ‘menu’ of services based on your specific market, demographics, and competition and develop the appropriate and marketable fee structures and projections to help guide your business success and profitability.

Lastly, a vital component of your operations that can boost additional revenue is offering various retail products for sale to your customers. From Himalayan salt lamps to the Get Salted line of Himalayan Spa, Beauty and Home products, you will want to have dedicated space to merchandise these products that will generate additional income for your operations.
PHASE 5:
SALT-ED™ TOOL KIT—SALT THERAPY EDUCATION, OPERATIONAL AND STAFF TRAINING

The essence of SALT Chamber is to provide the benefits of salt therapy to people everywhere! We are not necessarily in the business of designing, selling and installing salt rooms. Having the right design and equipment is important; however, it’s how salt therapy is making a difference in people’s lives. We take great pride in being the most knowledgeable organization in the world in delivering and providing salt therapy that produces results. We work with our clients to transfer our knowledge and experience to ensure that they have a staff that truly understands salt therapy and can communicate it to customers, guests and clients. It is critical to your success.

In addition to training on how to operate and maintain the equipment, we provide our trademarked program the “Fundamentals of SALT Therapy” which is typically delivered by live webinar (although on-site visits can be arranged).

TOPICS SUCH AS:

- History of Salt Therapy and Halotherapy
- Various Salt Therapies (Wet v. Dry)
- How Halotherapy Works
- Why Dry Salt Therapy Works
- Types of Salt
- Respiratory Issues and Benefits
- Skin Issues and Benefits
- General Wellness and Respiratory Hygiene
- The Truth about Himalayan Salt
- Frequently Asked Questions
- Contra-Indications
- The 2-minute presentation

We also have a variety of educational programs, webinars, videos and other materials that we offer that you can use to educate, market and promote salt therapy to your clients, guests, patients and other people in your network.

SALT Chamber is also working with the Salt Therapy Association on the next generation of educational and training programs including certification and accredited programs for SALT Therapist™, Halo-Therapist™ and Respiratory Hygienists.
“BUILD IT AND THEY will come”

is just the start of it. Like any business, being successful is all about marketing. And in our view, marketing incorporates everything including your brand, website, materials, social media, public relations, ‘gorilla’ marketing activities, referrals, strategic alliances, special events, promotions and more. SALT Chamber assists you in these efforts by providing you with the framework for getting your marketing started.

OUR GET SALTED PLAYBOOK OUTLINES A ROADMAP FOR YOUR SUCCESS BY DETAILING THE ACTION STEPS TO TAKE TO GET YOUR SALT THERAPY BUSINESS STARTED. THIS MARKETING KIT INCLUDES:

- Checklists and Timelines for what to get done by when
- Website essentials
  - Using proper copy and language is important since you do not want to cross the lines of what you can say or claim about salt therapy, you need the proper disclaimers, etc.
  - Content to describe dry salt therapy
  - Links to the Salt Therapy Association
  - And much more
- Sample Press Releases and Schedule
- Intake forms
- Recommended software for scheduling sessions and tracking customers
- Sample email campaigns and follow-up emails
- Sample social media postings and recommended schedules
- Event Planning: Grand opening, Special events, Educational Programs and others
- Strategic Referrals and Cross Promotions

In addition, SALT Chamber strongly encourages people to get involved with your local community. There are numerous local chapters of a variety of initiatives that benefit from Salt Therapy such as Cystic Fibrosis, Lung Cancer, and others. Likewise, we suggest people to get involved with the Salt Therapy Association.
PHASE 7: BUILDING SUCCESS & MOMENTUM

Take a deep breath...now that you have opened your Salt Therapy facility, worked out all the kinks, and had your initial opening, now is time to build on your success. You will find that as people visit and more people become aware of salt therapy and your business, your ‘sales’ will increase. You will then be able to start identifying trends in your business. For people getting into salt therapy as a revenue generating-centered business, having the right information, feedback and metrics are key to managing your business.

SALT CHAMBER HAS IDENTIFIED SEVERAL CRITICAL SUCCESS FACTORS THAT DRIVE SUCCESS SUCH AS:

- New Leads
- Source of Leads
- Walk-Ins
- Inbound Calls
- Initial 1st Sessions
- Conversions to additional sales
- Referrals
- Average Time Cycles
- Average sale/customer

Obviously, there are more things to manage for building a successful business. Developing weekly and monthly routines are important. Having automated emails and communications with your customer base, reaching out to new customers, follow-up, special offers and events, etc. is all part of developing a successful business.

In addition, SALT Chamber hosts monthly webinars and other communications to build the momentum and to share best marketing practices amongst the SALT Chamber family of clients.
S.A.L.T. DÉCOR

S.A.L.T. TILES & BRICKS
S.A.L.T. PANELS
S.A.L.T. ROCKS,
BOULDERS & CAVES
TURNKEY SOLUTIONS

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