



I first saw HydroMassage at IHRSA, and as soon as I tried it, I knew I wanted it for my club. But, I also realized that it would be a nice profit center that would always be growing, and in the long run it would definitely pay for itself over and over again; which it's doing.

We've had in our club for about a year, and we're making about a \$1,000 a month. It's a very easy sale-- basically once they lay on the bed then it's a done deal, especially for the price. I always present it on our tours for new members, and I always tell people that I have a "special treat" for them at the end. I can see their eyes light up when they realize their going to get something free just for coming in the club. They love the massage, and about half of them add it to their membership.

In our club, we do have a massage therapist and an esthetician on staff, and we also have tanning as well. But, HydroMassage hasn't taken away from anything, because people use it along with the other services. The thing is...it's just more affordable. I have a couple of people that have fibromyalgia and they got on that bed religiously every single day, and it's completely helped them.

We've used the HydroMassage marketing on our website, and we get at least a half-dozen or more people each month who download the trial coupon and bring it into the gym for a free massage. And, almost all of them end up joining the club.

I would just reiterate the fact that HydroMassage really sets us apart from the rest. It gives the women 15 minutes themselves to relax. They probably wouldn't take that time normally, so it gives them the option to do it. I'm glad I can offer that for them.



Charlene Hamilton, Owner  
Women's Fitness Company