

## Behind the Scenes

# →→ HydroMassage Three Decades of Serving Wellness, Recovery, and Physical Therapy Markets

In its 30 years of existence, HydroMassage has vast experience serving a variety of needs. The early years of the company were focused mostly in the physical therapy and chiropractic markets, because HydroMassage was a natural fit as a warm-up/pre-treatment for many types of manual therapy (PT, chiropractic adjustment, stretching, etc.).

As the company grew, HydroMassage extended their reach into the fitness industry, partnering with large fitness companies and thousands of clubs, including Chuze Fitness, Club Fitness, Club4Fitness, Crunch Fitness, Energie Cardio, EoS Fitness, Fitness 19, Gold's Gym, Goodlife/Fit4Less, Life Time, Planet Fitness, Powerhouse Gyms, Retro Fitness, UFC Gyms, US Fitness, VASA Fitness, Workout Anytime, World Gym, and many more.

Internationally, HydroMassage has good traction with a number of similar large operators in Latin America, Europe, the Middle East, and Asia-Pacific markets.

The HydroMassage value proposition is to help fitness clubs increase premium-package membership sales or drive new ancillary revenue with a recovery-based service that members love. HydroMassage is also an excellent membership closing tool when a massage is included on a new club tour for prospective members. Some use it as a closing tool and others as a differentiator to help retain members.

### How HydroMassage Fits into the Trend for Recovery and Wellness for Clubs

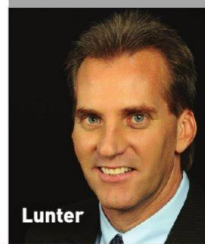
The surge in demand for member wellness in recent years has reinforced the importance of not only muscle recovery, but also the mindfulness and mental-wellness aspects of living a balanced, healthy lifestyle. The company is seeing more health clubs invest in making recovery spaces more prominent features in their clubs by using HydroMassage and other wellness services like percussion therapy, compression, nutrition, and physical therapy.

The need for wellness and recovery appears to be only gaining momentum in the post-COVID world. In response, HydroMassage is continuing to explore other ways to add value for clubs with products and services that offer both muscle- and mental-wellness-based recovery.

Last year was undoubtedly one of the most challenging years the industry has ever faced. During COVID, the interest in HydroMassage has increased due to the human desire for treatments that do not require another person touching them.

### Connecting Fitness, Recovery, and Mental Health

Any form of disruption presents both difficulties and moments of opportunity to emerge from it better positioned than before. HydroMassage leaders believe that recovery in 2021 means so much more than it ever has. For your members, it not only means physical recovery, but also mental and emotional



## BEHIND THE SCENES: HydroMassage

### WHAT THEY DO:

Founded by Paul Lunter in 1989, HydroMassage produces best-in-class water-massage beds and chairs that offer a unique, innovative massage experience. Members can relax, recover, and rejuvenate with a 10-minute session every day, without the time or inconvenience of traditional hands-on therapy. For more information, visit [hydromassage.com](http://hydromassage.com).



SEE THE VIDEO:  
[YOUTUBE.COM/  
USER/IHRSA LIVE](https://www.youtube.com/user/ihrsalive)



recovery. It's an opportunity to provide services to your members that can help them reduce stress and anxiety and help them live a healthier, happier life.

HydroMassage strongly believes that clubs that provide fitness- and mental-wellness-based recovery services will benefit from more visits, higher retention rates, and ultimately more revenue. This also ties into the financial-recovery aspect in 2021 for many fitness clubs that endured a difficult year in 2020.

Online fitness content is clearly here to stay; however, recovery services like HydroMassage are also a great way to give members another reason to come back to fitness clubs for safe, in-person recovery. And they keep coming back.

### Watch the Video for More

The accompanying video (also available at [ihrs.org](http://ihrs.org)) features HydroMassage CEO Paul Lunter and Victor Brick, a mental-wellness advocate who owns 75 Planet Fitness clubs, speaking about the need for recovery and wellness in health clubs.