

EXECUTIVE SUMMARY



The Business Concept

Relax and Be Beautiful, INC. (referred to as "the Company" in this business plan) is thrilled to become part of the successful Elements Massage franchise. Elements Massage is a wellness destination offering affordable yet luxurious massage therapy in a chic, nature-inspired setting. It provides a sanctuary from daily pressures, featuring customizable enhancements and exceptional service to help individuals restore their body and reset their soul. Established in 2003, the brand has nearly 250 franchised units and 1 company owned unit open.

The Company combines the Elements Massage philosophy and business model with the experience and skills of Ms. Terri Dykstra. Ms. Dykstra is a dedicated, diversely skilled professional and proven business leader. Her skills, attributes, and more will help to direct and establish a very successful and profitable business under the Elements Massage aegis.

The Company will establish a widely recognized and highly branded massage and wellness facility. Its focus will be on offering a distinctive selection of customizable massage services through Elements Massage's highly profitable business model. This unbeatable combination of services will be offered to each customer, every time they visit Elements Massage.

Ms. Terri Dykstra will provide the Keller, TX area with a quality massage business unlike anyone has seen and will remain a step ahead of the competition in the years to come.

- **Deliver Consistent High-Quality Service:** Ensure all franchise locations maintain the high standards of service and customer experience that define the Elements Massage brand through rigorous training and continuous support, implementing a comprehensive quality assurance program that includes regular audits and feedback systems to maintain service excellence.
- **Establish a Thriving Local Presence:** Successfully launch and grow Elements Massage in Keller, TX by building a strong customer base, fostering relationships within the community, and positioning the location as the premier choice for therapeutic massage. Focus on local marketing, partnerships, and customer engagement strategies to drive brand awareness and long-term success.
- **Innovate and Enhance Offerings:** Continuously develop and introduce new massage techniques, customizable enhancements, and wellness products to meet evolving customer needs and preferences, investing in research and development to stay at the forefront of wellness trends and technologies and ensure a competitive edge in the market.
- **Foster Community and Brand Loyalty:** Build a strong community of loyal customers through exceptional service, membership benefits, and engaging marketing campaigns that resonate with the target demographic, organizing community events, workshops, and wellness seminars to create a sense of belonging and promote holistic health practices.

SERVICES

Elements Massage takes a personalized approach to massage therapy, ensuring each session is tailored to individual client needs. Their expert massage therapists use a variety of techniques to address muscle tension, stress relief, and overall relaxation. Clients can communicate their preferences regarding pressure, focus areas, and desired outcomes to create a truly customized experience.

Specialized Massage Offerings

Elements Massage provides several specialized massage services, including:

- **Deep Tissue Massage** – Targets deeper muscle layers to relieve chronic pain and tension. Ideal for athletes or those with high physical stress.
- **Swedish Massage** – A classic, gentle technique that promotes relaxation, improves circulation, and reduces stress.
- **Trigger Point Therapy** – Focuses on specific tight muscle areas to release tension and alleviate localized pain.
- **Prenatal Massage** – Designed for expectant mothers to provide relaxation and relieve pregnancy-related discomfort.
- **Stretch Massage** – Incorporates guided stretching techniques to improve flexibility and mobility.
- **Aromatherapy Massage** – Enhances relaxation and stress relief with the use of essential oils.

Elements Massage also offers skincare treatments to complement their massage services. These treatments are designed to nourish, rejuvenate, and enhance skin health through specialized techniques and high-quality products.

Skincare Treatments Include:

- **Hydrating Facials** – Restore moisture and refresh the skin for a radiant, youthful glow.
- **Anti-Aging Treatments** – Target fine lines and wrinkles, improving skin elasticity and firmness.
- **Deep Cleansing Facials** – Remove impurities, unclog pores, and promote clearer, healthier skin.
- **Exfoliation & Peels** – Gently slough off dead skin cells to reveal a brighter complexion.
- **Customized Skincare Plans** – Tailored treatments designed to address individual skin concerns.

The Elements Massage Experience

Elements Massage sets itself apart with its Elements Promise, guaranteeing satisfaction by ensuring every service meets the client's expectations. Their membership program, The Elements Wellness Program, provides clients with exclusive benefits, including discounted monthly sessions and additional perks. With a commitment to professional expertise, personalized care, and holistic well-being, Elements Massage offers a premier experience for those seeking relaxation, pain relief, and healthier skin.

THE ELEMENTS MASSAGE STORY

In 2000, Michele Merhib Maruniak, a dedicated massage therapist, saw a troubling pattern—talented therapists were struggling to market their services and sustain their businesses. Recognizing a need for a therapist-focused model, she founded Elements Massage with a mission to provide a truly customized therapeutic massage experience while supporting the professionals behind the work. Her vision was simple yet transformative: create a business where massage therapists could focus on healing, while clients received personalized, high-quality care in a welcoming environment.

Elements Massage quickly gained a loyal following, and by 2006, the demand for its unique, client-centered approach led to franchising opportunities. At the heart of the brand is The Elements Way®, a service philosophy designed to match clients with the right therapist based on their specific needs. By focusing on therapeutic results rather than a one-size-fits-all approach, Elements Massage stands out in an industry often dominated by generic spa experiences.

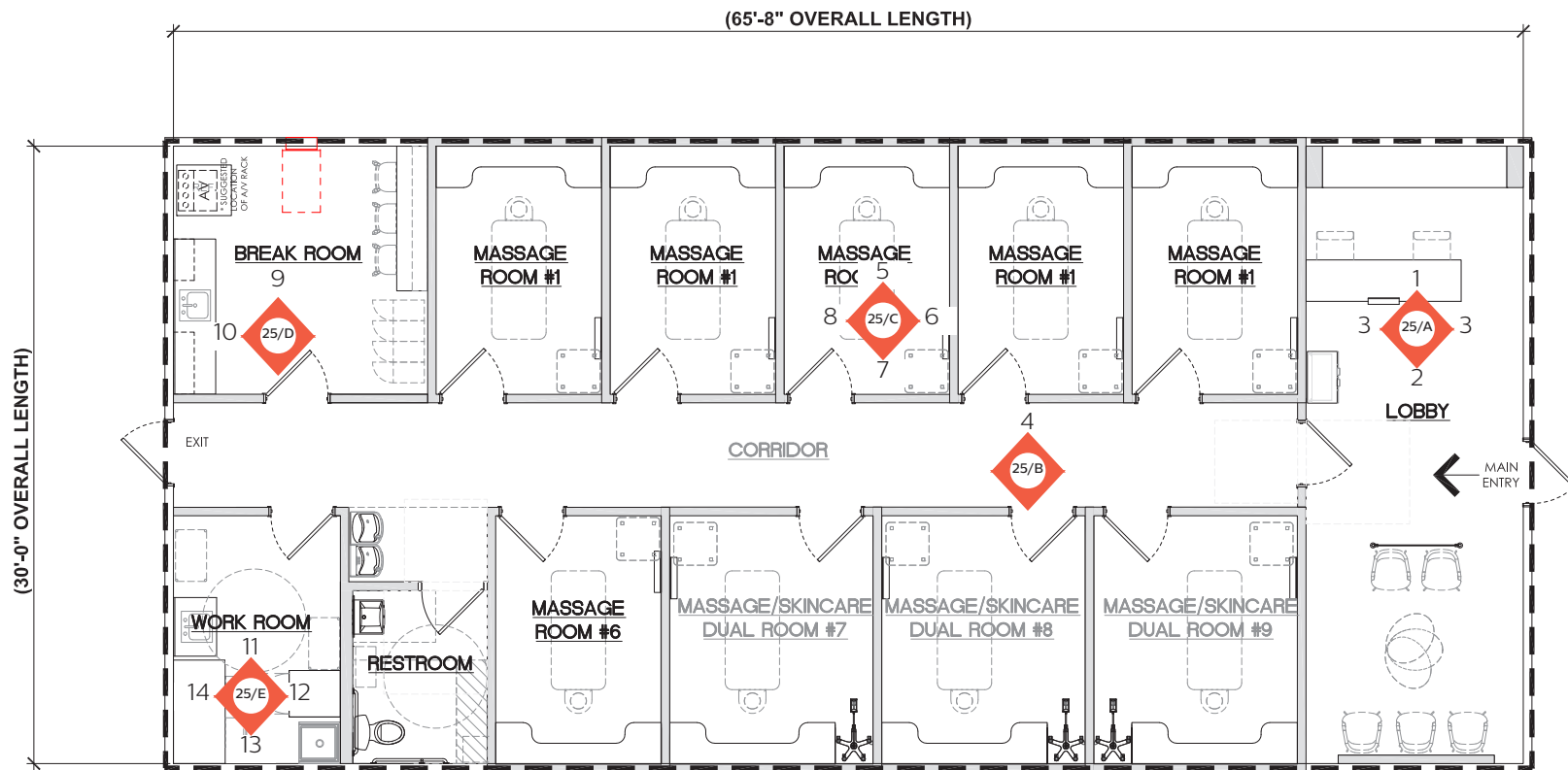
More than just a place to relax, Elements Massage is built on core values: honoring the massage therapist, treating others with respect, and prioritizing safety and trust. These principles guide every aspect of the business, ensuring both therapists and clients benefit from an environment that promotes health and wellness. The Elements Wellness Program, a month-to-month membership, makes regular massage therapy accessible and affordable, while The Elements Promise guarantees client satisfaction with every session.

Now a recognized leader in therapeutic massage, Elements Massage has grown into a thriving franchise network, helping communities across the country experience the benefits of customized massage therapy. With a commitment to improving overall health and wellness, Elements Massage continues to expand while staying true to its founding mission—supporting therapists, prioritizing client needs, and delivering exceptional care through the power of touch.



TYPICAL FLOOR PLAN

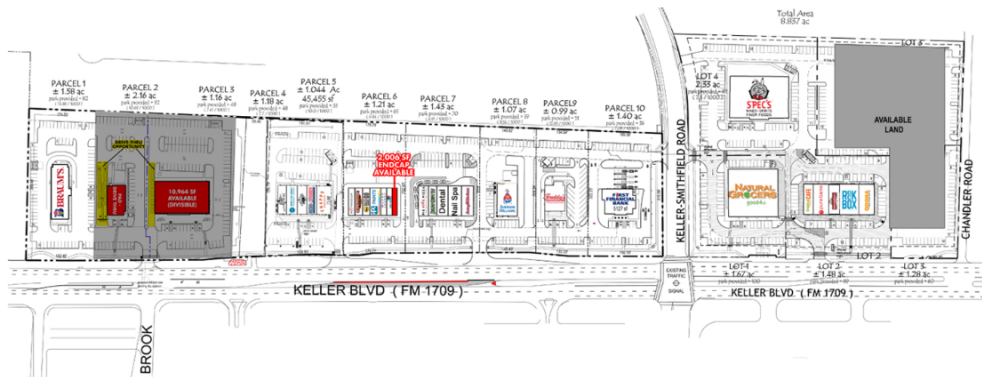
The information below is the minimum studio standard for design and space planning. Additional design criteria may be required per local jurisdiction and will be reviewed and determined by the Architect. All plan layouts to be reviewed and approved by Corporate prior to proceeding to Construction Documents.



PLAN NOT TO SCALE

Access Aerial

Broker
provided



Property Photos

Broker
provided

