

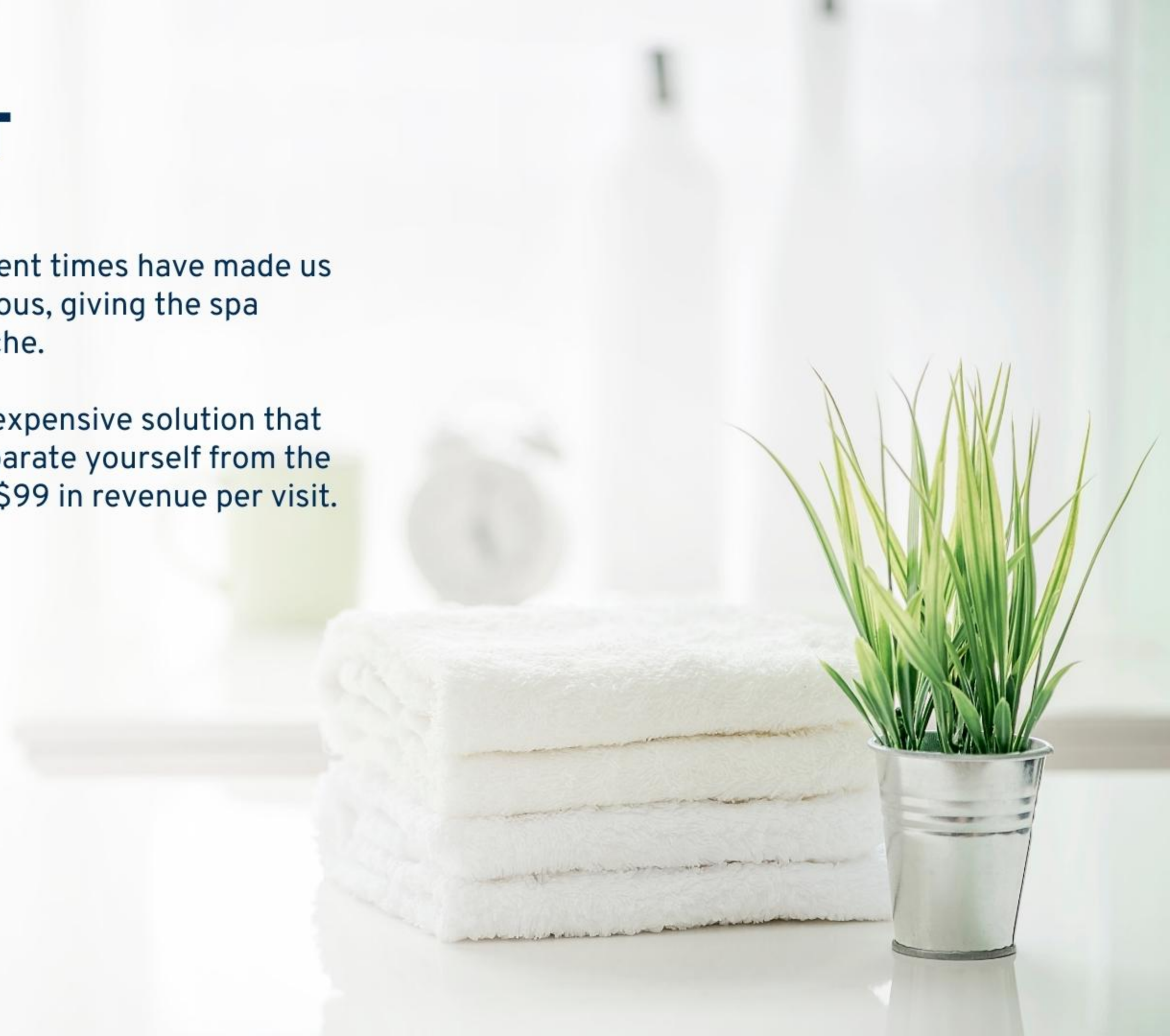
SPAS


MINDSPA BY
SYNCTUITION

THE TIME IS RIGHT

The global pandemic and current turbulent times have made us all become a lot more stressed and anxious, giving the spa industry an opportunity to serve this niche.

We would like to offer a compact and inexpensive solution that will help your spa address this need, separate yourself from the competition and add an additional \$69-\$99 in revenue per visit.



THE MINDSPA

The MindSpa booth is one of the most important innovations for the post-pandemic age. It is a private, elegant, physical space allowing guests to recover from travel exhaustion, improve sleep, and fully relax.

Specially designed by meditation experts and neurologists, the MindSpa is a cosy and portable space acclimated to help reach a state of deep relaxation and clarity of mind in a matter of minutes.



**Best of
NeoCon**
2021



Starlit Sky

The image shows a futuristic lounge pod. A brown leather chair is in the foreground. A large screen on the right shows a space-themed interface with the word 'SYNCTUITION'. The ceiling is illuminated with warm lights and features a starry pattern. A line points from the 'Starlit Sky' label to the ceiling. Another line points from the 'Clean air' label to a circular air vent on the ceiling. A third line points from the 'Privacy Glass' label to the glass wall. A fourth line points from the 'Soundproof up to 70dB' label to the glass wall. A fifth line points from the 'Zero-Gravity Chair' label to the chair. A pair of white headphones is on a small table in front of the chair.

Clean air

Privacy Glass

Soundproof up to 70dB

Zero-Gravity Chair

POWERED BY THE SYNCTUITION APP

The MindSpa is powered by the Synctuition app - Europe's largest mindfulness app.

Epic 3D nature recordings, dreamy soundscapes, and hundreds of positive messages, Synctuition is unlike anything you've ever heard.

Our award-winning app has helped our over 5 million global users reach a deep state of relaxation, get better sleep and reduce their anxiety.



THE FIRST MINDFULNESS APP IN FULL SPATIAL AUDIO

Real spatially accurate sounds of nature recorded at **over 2000** beautiful, pristine locations all over the world

Original music by world-class musicians

Gamma wave binaural beats and rhythmic entrainment

The first app to use sound technology similar to **Apple's spatial audio**

The benefits of deep meditation **in only 25 minutes**



BACKED WITH SCIENCE

Synctuition is backed by 106 scientific studies and countless hours of meticulous research on the benefits of binaural beats on the human brain.



3D sounds
and recordings



Gamma waves
binaural beats



Rhythmic
entrainment



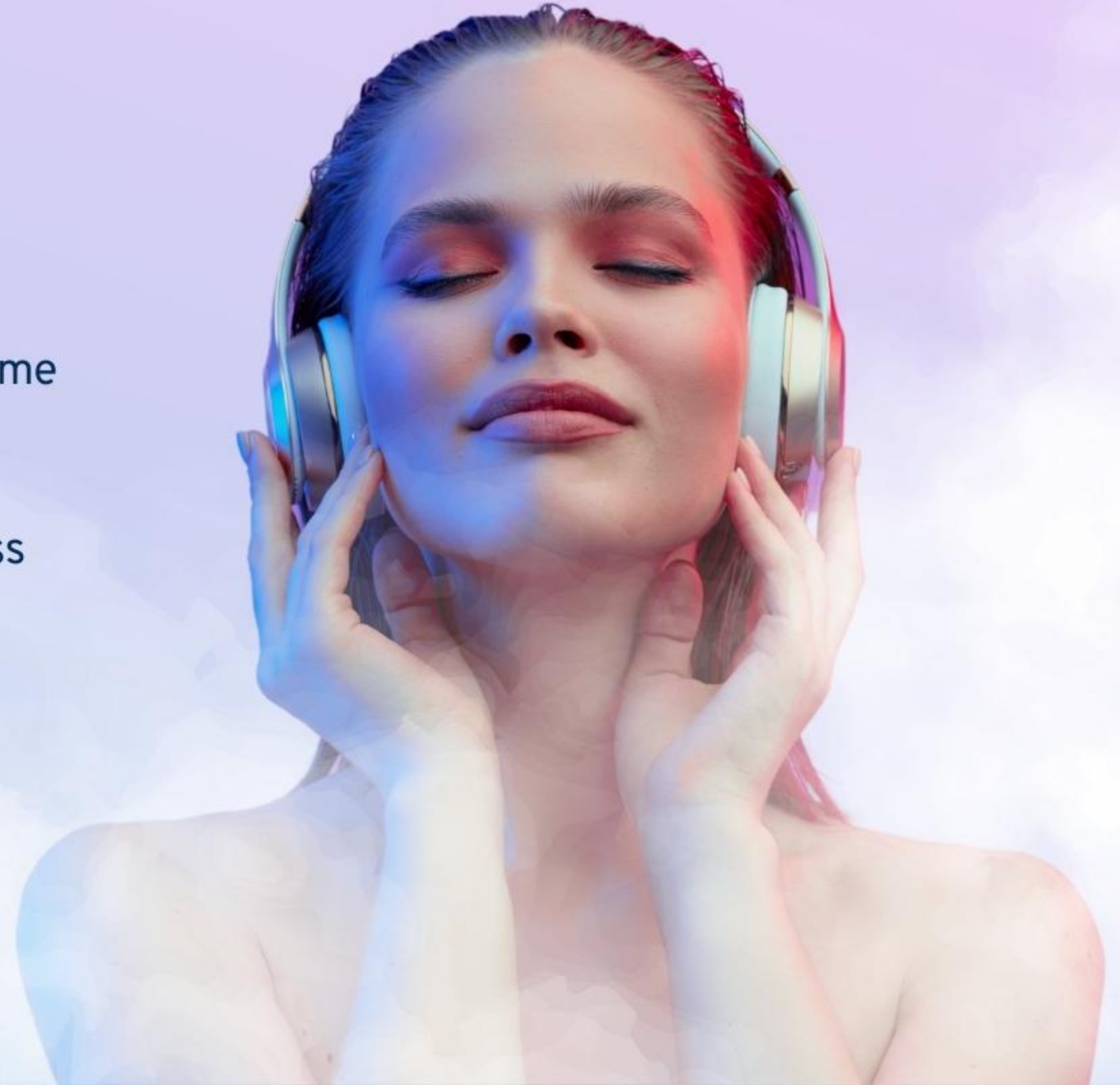
Personalized
voice frequency

WHY THE MINDSPA IS THE
PERFECT SPA COMPANION



10 REASONS WHY YOUR CUSTOMERS WILL LOVE THE MINDSPA

- ✓ Helps to improve sleep quality naturally
- ✓ Rejuvenates the brain and keeps the mind younger
- ✓ Improves mood and boosts positivity
- ✓ A unique spa-like experience one would like to continue at home
- ✓ Enhances memory
- ✓ Reduces negative thoughts and builds resilience against stress
- ✓ Refreshes and organizes the mind
- ✓ Allows the brain to release feel-good hormones
- ✓ Serves as a daily dose of a mental health vitamin
- ✓ Makes for a perfect gift for friends and family



TOTAL RELAXATION

The pandemic has added a significant level of stress to our lives. This is why the MindSpa uses a combination of 3D sound journeys recorded in real nature and the Zero Gravity chair to create an unparalleled level of relaxation.

Synctuition uses rhythmic synchronization and entrainment frequencies to completely relax the body and at the same time stimulate and improve brain function.

Each MindSpa session contains these relaxing low-frequency sounds that provide the ideal rhythm for the body to achieve total relaxation.



BETTER SLEEP - GREATER SATISFACTION

It's been proven that Synctuition increases the level of melatonin in the body, which directly impacts the quality of sleep.

When enhanced with binaural beats, a guest can significantly improve their sleep quality with just a 25-minute session.

Studies show that quality of sleep is a critical component of a healthy life. By offering a service that would help your customers improve their sleep, your spa could strongly raise customer satisfaction and guest loyalty.

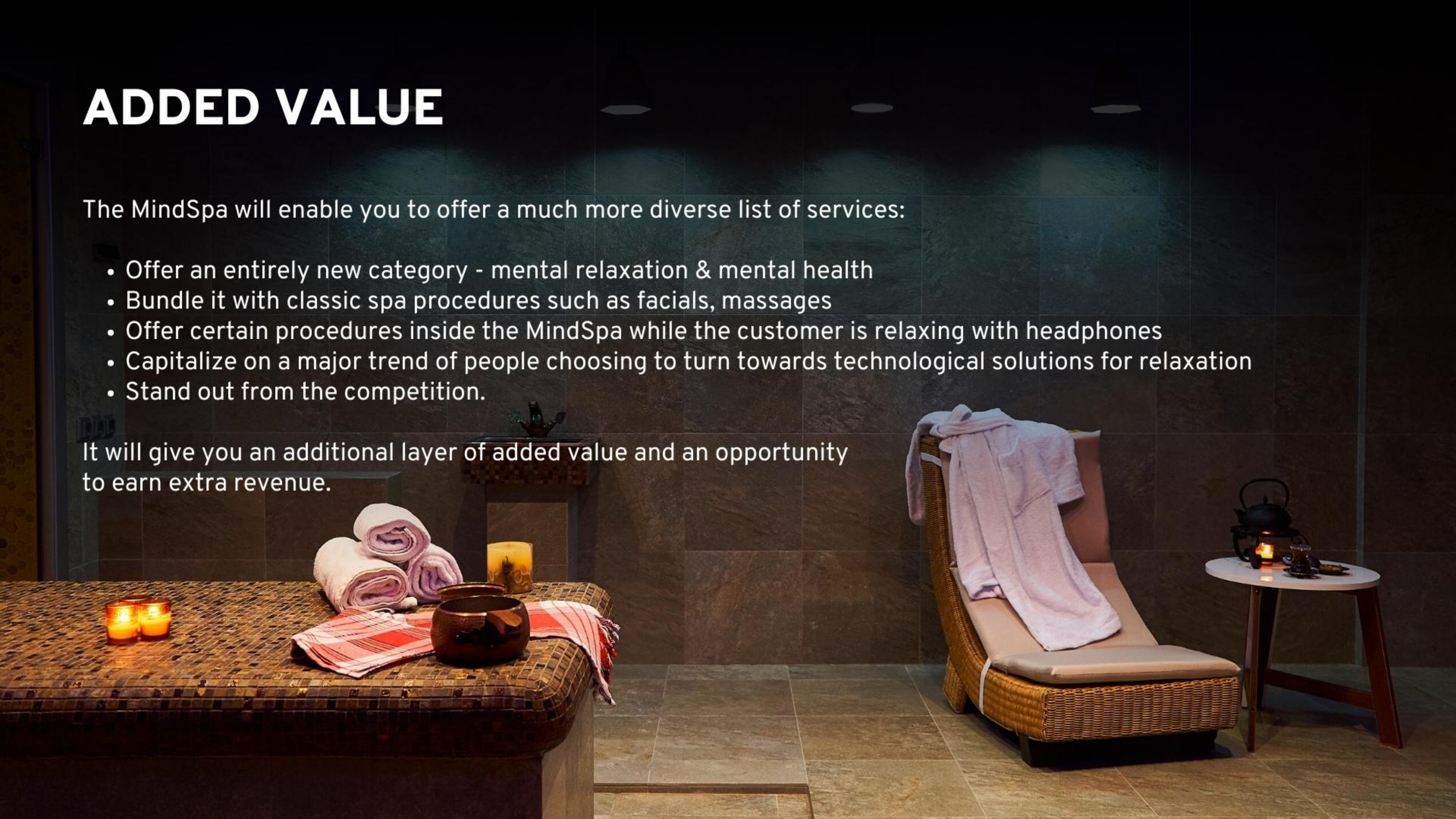


ADDED VALUE

The MindSpa will enable you to offer a much more diverse list of services:

- Offer an entirely new category - mental relaxation & mental health
- Bundle it with classic spa procedures such as facials, massages
- Offer certain procedures inside the MindSpa while the customer is relaxing with headphones
- Capitalize on a major trend of people choosing to turn towards technological solutions for relaxation
- Stand out from the competition.

It will give you an additional layer of added value and an opportunity to earn extra revenue.



THE BUSINESS CASE

A 25-minute MindSpa session could be easily offered for \$69-\$99 per session, while requiring no staff, material cost, or other expenses. The generated revenue goes directly into profit.

When comparing on a net-profit basis, a MindSpa session can be one of the most profitable procedures on your spa's list of services.



GENERATE EVEN MORE REVENUE

Synctuition has the highest conversion rate among all mindfulness applications globally, meaning 1 in 10 people purchase the app after downloading it.

We can generate a QR code for you to easily allow the guests to download the app and use it during and after their visit

We would offer the spa a 25% commission off every purchase.

The annual price is \$95.99; the commission is \$24

You can estimate that 5%-10% of your guests will purchase a subscription.

You can put the app download QR code on your branded visuals.



A CASE STUDY

In a recent case study conducted at the Dubai Expo in September 2021, a survey showed that out of 100 people, who went through the MindSpa experience,

84% would have liked to continue listening on their own time, and

76% were ready to make a purchase.



The Crown Prince of Dubai, H.H: Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum enjoying the MindSpa.





www.mindspa.com

