

Profit Possibilities

Options abound when it comes to choosing the right hydrotherapy system for your tanning salon. Replete with sleek designs and hi-tech components like color-changing lights, touch screens and aromatherapy, these machines will certainly spa things up.

Aqua Massage International, Inc.

Aqua Massage systems provide advanced automated massage for fast, effective relief from pain and stress. The user's self-operated EZ-OP system is designed for accurate, efficient massage at the touch of a button in the comfort of their clothes. Thirty-six stainless-steel, precision-engineered, acupressure water jets focus on the parts of the body that need it the most, leaving the customer rejuvenated and relaxed in minutes. (800) 248-4031



AquaMED/HydroMassage

HydroMassage's powerful hydrotherapy system features the upscale look of the new Spa Series and is ideal in any salon. Customers can play CDs, DVDs or surf the Internet using the interactive 15-inch touch screen. (800) 699-1008



H2OMassage Systems

The Quatro Wave System™ is known for its performance, power, comfort and quality of construction. The Quatro comes complete with a customer-friendly remote or digital touch screen so that, at the touch of a button, the customer can focus the massage on their neck, back, thighs or legs in any sequence they wish. The customer also can adjust the water intensity to achieve any level of gentle or deep penetration massage. (866) 783-0668

SpaCapsule

SpaCapsule® is a new tool for any business wishing to cash in on personal relaxation and well-being. The self-contained, full-body massage unit features aromatherapy and audio/video entertainment components and is packaged in a futuristic capsule-shaped relaxation station that allows the user to maintain full control of pressure and massage area. The unit can be used while fully clothed, without any need to get oily or wet. (888) 757-0797

Sybaritic, Inc.

The Hydration Station™ attracts a wide variety of customers including those who want to move past their tanning plateaus, sunless tanners looking for natural, long-lasting results or clients wanting to treat their skin to a nourishing, vitamin-packed indulgence. The Hydration Station can increase UV and sunless tanning sales, retail sales, membership sales and draw in new clientele looking for ways to pamper their skin.



The Target Market

Hydrotherapy is able to bridge the age gap and draw proponents from across the board, while moving outside the usual tanning demographic to bring non-tanners into the salon.

"The tanning industry is expanding and diversifying at a rapid pace to meet and exceed the needs of an ever-evolving modern clientele," says Nielle Arnold, product and sales manager of Minneapolis-based Sybaritic, Inc., manufacturer of the Hydration Station™. "The goal of the younger clientele is simple: To get as dark as possible."

She says hydrotherapy technologies can push these clients past their tanning plateaus, which is a common frustration among customers. Baby boomers also are drawn to the concept of responsible tanning and these clients will tan more if they can be shown how they can actively improve tonality and texture of their skin while restoring moisture.

"Adding a skin-conditioning platform to a salon's product offerings addresses negative publicity and image surrounding the tanning industry," Arnold says. "Tanning should be seen as being all about healthy skin."