



AUGMENT

WELLNESS REDEFINED

AUGMENT 2023



# INDUSTRY OUTLOOK



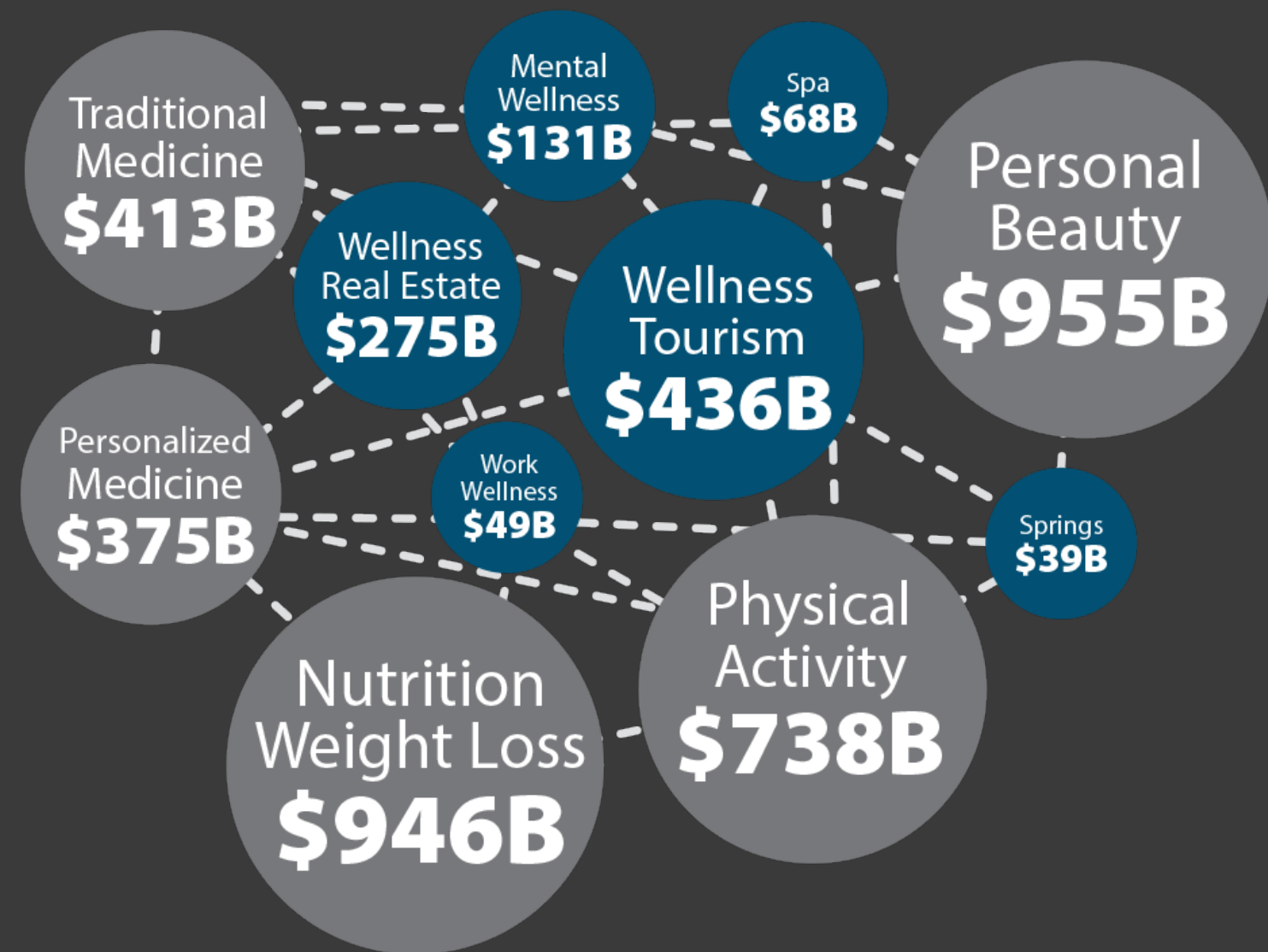
## GROWTH STATISTICS

Independent analysts from Global Wellness Institute (GWI) valued the wellness industry at

**\$4.4 trillion in 2020**

GWI projects 9.9% average annual growth, with the wellness economy reaching nearly

**\$7.0 trillion in 2025**





# PROOF OF CONCEPT



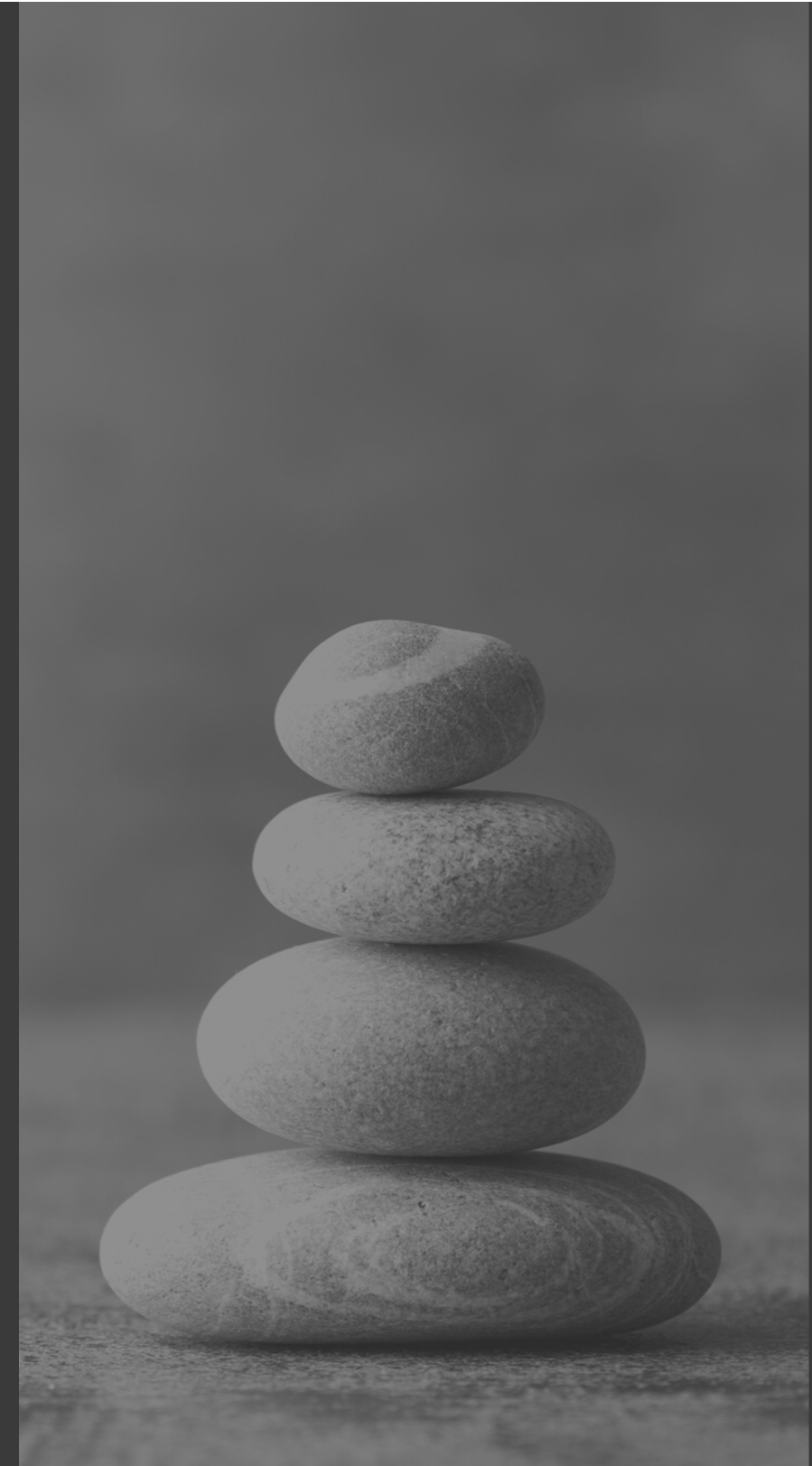
## WHAT IS AUGMENT?

Augment is a wellness studio that features emerging biohacking modalities that are designed to strengthen the body, aid in athletic recovery, and improve mental health.

### OUR FACILITIES ARE PROVEN TO:

- Relax and re-center the mind
- Renew and strengthen the body
- Start our members on their journey to wellness

We help our members define their wellness needs. Whether that's rejuvenating their mind, detoxifying their body, or recovering from injury, we work to develop a personalized plan for their unique goals and desired lifestyle. Our industry-leading technology and wellness approach ensure they will reach their optimal level.



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# OUR PURPOSE



## OUR CONCEPT

- Develop a membership program to capitalize on the current holistic health & wellness movement
- Provide members with a non-invasive, natural approach to improving mental and physical wellbeing
- Educate members on the latest in science-backed wellness modalities, including ice/hot baths, compression, cryo-booths, bio-chargers, infrared booths, and redlight/halo-therapy booths
- Guide members through the different membership levels and wellness options
- Contemporary design elements to enhance the membership experience



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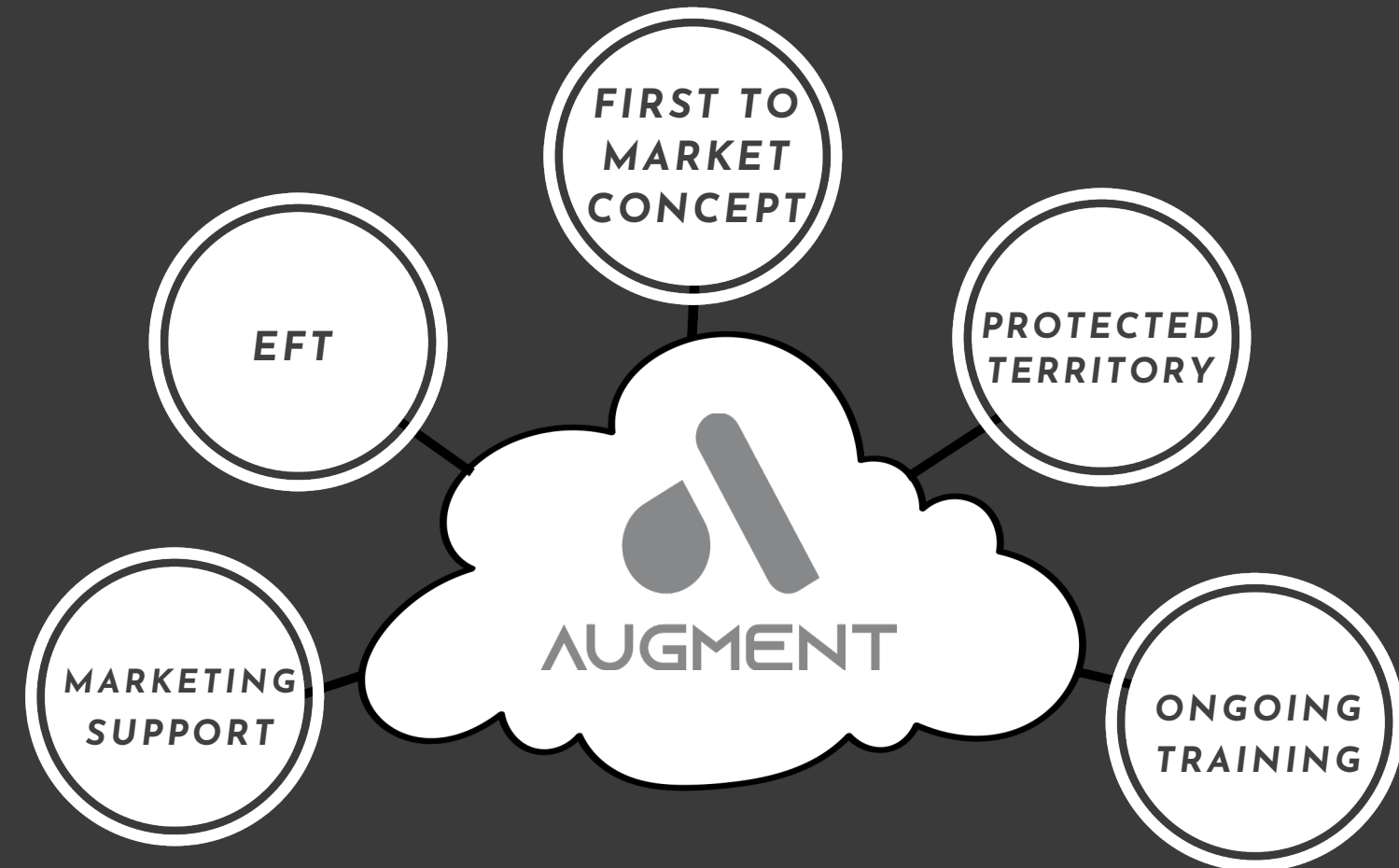


# FRANCHISEE SUPPORT



## OUR COMMITMENT

- First in-market business concept
- Proven business model
  - EFT monthly/bi-weekly billing options
  - Exposes members to new modalities
  - Proven physical therapy treatments
  - Cutting-edge holistic treatments
- Protected territories
- Marketing tools and best practices
- Ongoing training
  - CRM system
  - Machine/product settings
  - Customer service
  - Sales management



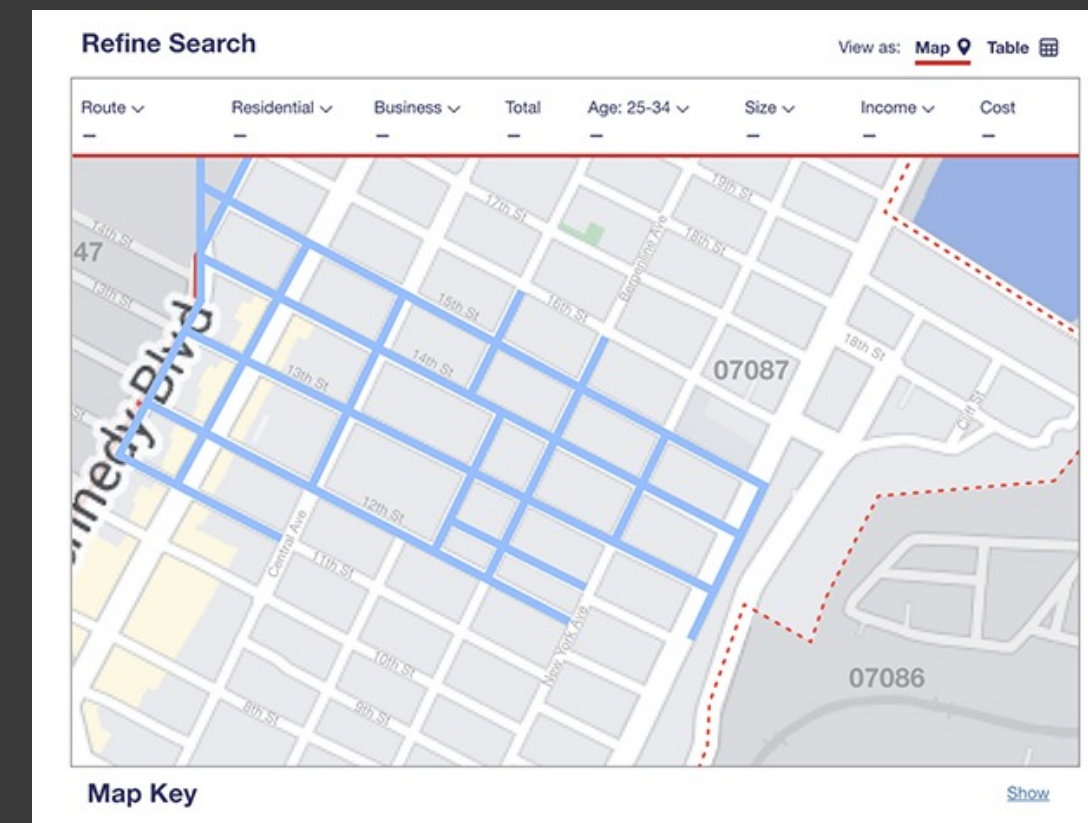


# FACILITY SUPPORT



## OUR COMMITMENT

- Site selection guidance
  - Demographics (age, HHI, residents per address)
  - Street traffic analysis
  - Competitive analysis (like services if available)
  - Lease negotiation support
- Equipment & product discounts
  - Purchase/lease options
  - Negotiation support
- Modern, cloud-based operating software
  - PC/Mac, tablet, mobile-friendly
  - A/R management
  - Member & single-use calendar
  - Member management/tracking tools
  - Outbound marketing support tools





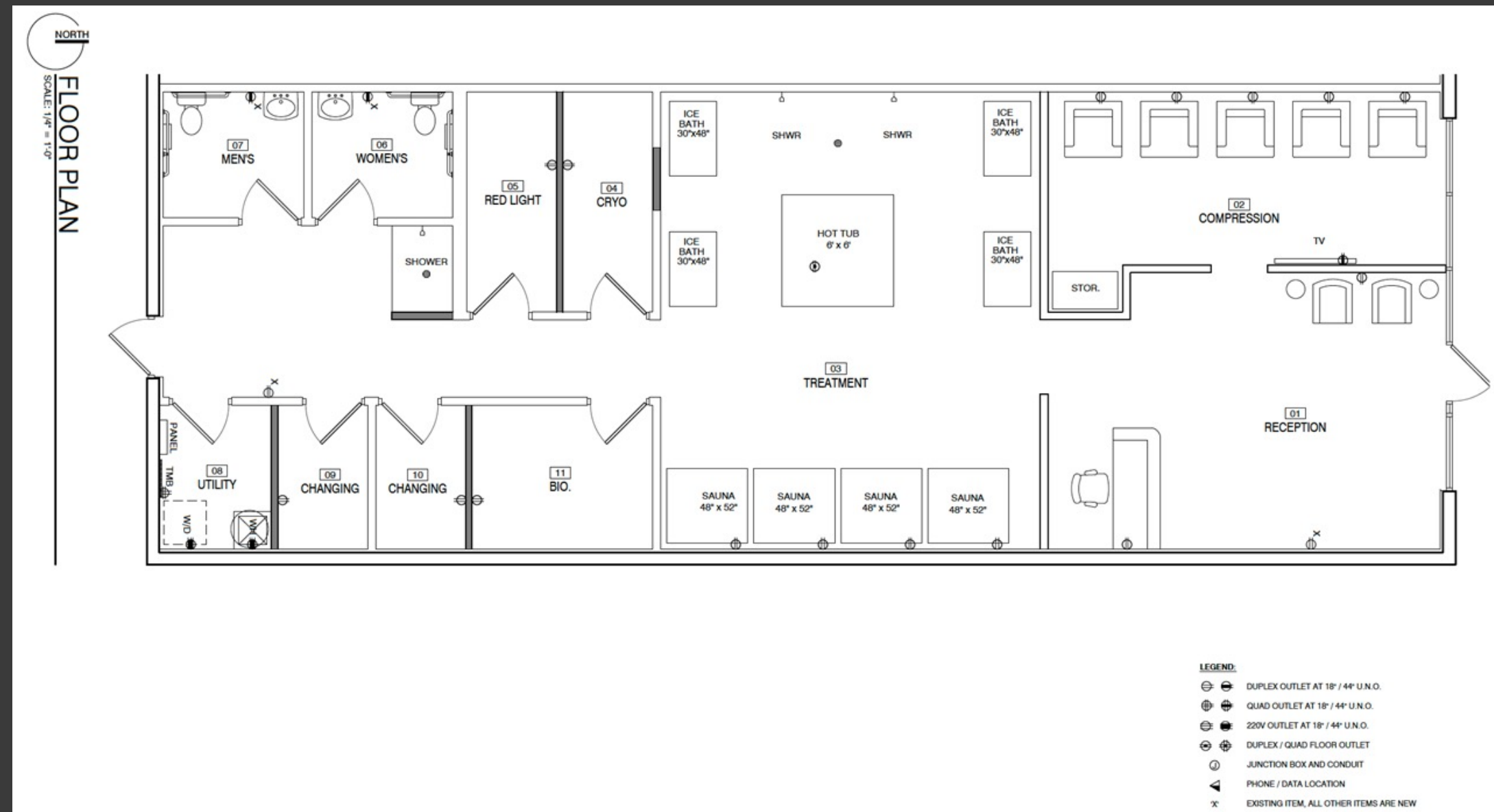
# GENERAL FACILITY OVERVIEW



## CONSTRUCTION

Dedicated areas for:

- Reception & Waiting
- Compression Recovery
- PEMF Pads
- Ice/Hot Baths
- Red Light/Halo Booths
- Infrared Booths
- Bio Charger Sitting Area
- Bathrooms
- Changing rooms
- Utility W/D closet



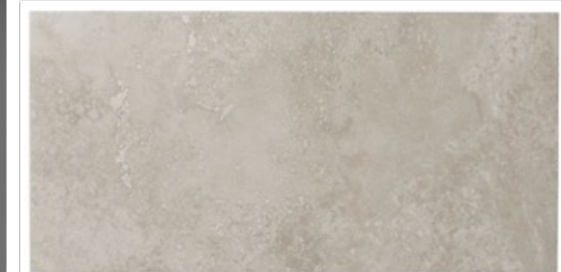
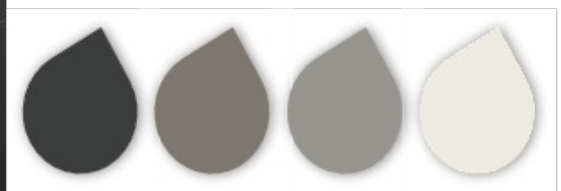
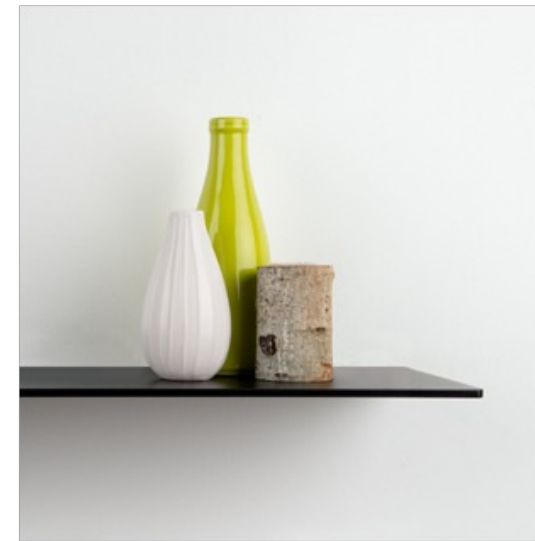


# MEMBER IMPRESSIONS



## DESIGN ELEMENTS

- Contemporary design elements enhance the member experience and create an atmosphere for ultimate rejuvenation
- Neutral colors and textures create a sense of comfort and connection
- Modern finishes, layout, and technology build on our promise of a newly discovered wellness program





# EMERGING MODALITIES



## AUGMENT ELEMENTS

Technology and wellness equipment include the following:

- Cold Tub Emersion
- Hot Contrast Therapy Emersion
- Compression Sleeve Therapy
- Bio Charger NG
- Infrared Sauna
- Redlight Therapy
- Halo (Salt) Therapy Booths

### BIO CHARGER GUIDE

The BioCharger NG is a hybrid subtle energy remediation platform. The transmitted energy stimulates and invigorates the entire body to optimize and improve potential health, wellness, and athletic performance. The BioCharger NG is completely non-invasive, and has proven to restore strength, stamina, coordination, and mental clarity.

- WHAT TO WEAR**  
Our number one rule for our BioCharger experience is be comfortable. The hybrid subtle energy emitted from the BioCharger NG will work with any clothing type.
- SETTINGS**  
After consulting with an Augment Professional, they will determine the best settings to ensure a positive outcome.
- DURING YOUR EXPERIENCE**  
We're an advocate of The Wim Hoff Breathing Method. Complete a series of deep breaths. On the final deep breath, hold for 30 seconds. Then release and breath normally.
- SHARING THE EXPERIENCE**  
Your BioCharger NG experience can be shared by up to 8 people without diluting the hybrid subtle energy.
- RECOVERY**  
Pair your BioCharger NG experience with additional modalities such as Red Light Therapy for expedited recovery and rejuvenation.

### I/R SAUNA GUIDE

Reduce minor pain, improve recovery injury recovery time, and boost cardiovascular circulation. Our infrared sauna works differently than traditional hot rocks or heated coil saunas. The infrared panels, incorporated into the ceiling only transfer heat to your body. It does not heat the interior of the sauna. Look to the I/R sauna as part of your recovery and maintenance modality.

- WHAT TO WEAR**  
Since you'll be taking advantage of the infrared light, we recommend shorts/bathing suits for men and bikinis for women.
- SETTINGS**  
In consultation with your Augment Professional, you can extend your time in the infrared sauna up to 40 minutes. Typically though, members will spend between 20 and 30 minutes per session.
- DURING YOUR EXPERIENCE**  
We recommend you relax and drink plenty of fluids (preferably water). Drinking water will not only to flush toxins from your body, but will help to maintain safe hydration levels.
- INTERACTIONS WITH MEDICATION**  
If you're currently on any prescription medication, we suggest you discuss this procedure with your physician.
- RECOVERY**  
Pair your Infrared Sauna experience with additional modalities such as our Immersive Cold Tub for expedited recovery and rejuvenation.

### COLD TUB GUIDE

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- ONE:**  
Step into the 45" Augment Cold Tub. Immerse yourself into the cold water.
- TWO:**  
Submerge yourself up to your neckline. Practice short breath breathing. Inhale through your nose, hold for 5 seconds, exhale through your mouth.
- THREE:**  
Bring your arms to the side of the cold tub. Relax and concentrate on the tense areas of your body.
- FOUR:**  
Bring your arms down into the cold tub. Hold for 10 seconds. Bring your arms out to the side.
- FIVE:**  
After 2-5 minutes of cold exposure, step out and into the multi-person warm water jet tub. Once your core temperature has raised, repeat the cycle.

### HALOTHERAPY GUIDE

Attached to our Red Light Therapy booth is a HaloGX™ PRO Halogenerator. The Halogenerator delivers salt therapy - a medical grade salt that is reduced to microscopic, aerosol-sized particles. These tiny particles are mixed with the oxygen concentrator. Halo Therapy delivers treatment for many things including asthma, bronchitis, allergies, and skin conditions such as eczema, dermatitis and psoriasis.

- WHAT TO WEAR**  
Since you'll be taking advantage of the Red Light Therapy, we recommend shorts/bathing suits for men and bikinis for women. If you're experiencing the Halo Therapy only, wear what's comfortable.
- SETTINGS**  
The HaloGX™ PRO Halogenerator automatically mixes the microscopic medical-grade salt with the internal oxygen concentrator. You can however, in consultation with your Augment Professional, time set your session.
- DURING YOUR EXPERIENCE**  
We're an advocate of The Wim Hoff Breathing Method. Complete a series of deep breaths. On the final deep breath, hold for 30 seconds. Then release and breath normally. For the Red Light Therapy portion, you may either sit or stand for the duration.
- INTERACTIONS WITH MEDICATION**  
Halotherapy is a complementary therapy that's meant to work with any medications you're on. Although we suggest you discuss this procedure with your physician.
- RECOVERY**  
Pair your Halo Therapy experience with additional modalities such as BioCharger NG for expedited recovery and rejuvenation.

### RED LIGHT GUIDE

Red Light Therapy is a safe, all natural process that encourages your body to naturally produce enzymes, elastin fibers and collagen that support the skin's structure. Thus producing younger, smoother and firmer feeling skin. And because it increases blood flow, it helps reduce muscle soreness, inflammation, joint aches, and wound healing. Red Light Therapy has shown to reduce depression, improve hair growth, and provide benefits to general cellular health.

- WHAT TO WEAR**  
Red light therapy works best when the rays are able to reach the parts of the body you're looking to get treated. If you're looking for whole body treatment, then we recommend shorts/bathing suits for both men and bikinis for women.
- SETTINGS**  
Red Light Therapy is best between 3-5 times per week with a minimum session of 20 minutes each. Your Augment Professional can help determine the best sequence for your desired outcome.
- DURING YOUR EXPERIENCE**  
You can either stand or sit during your experience. Just be aware that by sitting, you'll effectively be covering part of your body and limiting your exposure to the Red Light Therapy rays.
- INTERACTIONS WITH MEDICATION**  
If you use medications such as Tetracycline, Doxycycline (used for heart irregularities) and photosensitizing drugs (e.g., tranquilizers, sulfa drugs, and anti-diabetic drugs, antidepressants, and steroids), please consult your physician before using Red Light.
- RECOVERY**  
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# THE SCIENCE BEHIND IT ALL



## MODALITIES IN DETAIL

### COLD TUB THERAPY

Immersion reduces inflammation and swelling, aiding in the recovery of sore muscles from exercise or injury. The cold water lowers core body temperature to burn fat, support the immune system, and improve resilience to stress.

### RED LIGHT THERAPY

Exposure for 5 to 20 minutes increases the production of adenosine triphosphate (ATP,) a compound that stores and provides energy to your cells. That increase in cellular energy is beneficial when repairing skin damage and wound healing.

### INFARED LIGHT SAUNA

Infrared sauna utilizes specific wavelengths of light to treat a variety of medical conditions. Research has shown that infrared therapies are effective for decreasing chronic pain and improving sleep.

### COMPRESSION THERAPY

The compression acts like a low-level massage, putting pressure on muscles to minimize delayed onset muscle soreness (DOMS). Compression garments raise the temperature of the skin and tissues to increase blood flow and promote healing, the same way that heat therapy does.

### BIOCHARGER NG

Replicates, optimizes, and amplifies energies that have been proven to restore strength, stamina, coordination, and mental clarity. The programmable BioCharger NG utilizes four different energy types – Light, Voltage, Frequencies & Harmonics, and Pulsed Electro-Magnetic Fields (PEMFs).

### HALO SALT THERAPY

Halo salt therapy is an effective, natural treatment for lung and skin problems such as asthma, bronchitis, eczema, and psoriasis. Fine particles of salt are pumped into one of Augment's environmentally controlled rooms where it is absorbed into the lungs and through the skin.





# CONTACT

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