



While constructing my Anytime Fitness facility I had two rooms set aside for either tanning or massage. I briefly considered a massage table, but I didn't want just another point of failure. My search led me to HydroMassage and I decided to install one unit in my facility.

The most beautiful thing about the HydroMassage bed is the ability to offer something other than tanning, but have it automated like a tanning bed. It's not something we need to manage, and there's no downside.

As far as selling memberships for the HydroMassage, we've had great success. We sell two different packages to members—\$29.95 for unlimited massage and tanning, and \$19.95 for just unlimited massage or tanning. We get roughly 12% of our monthly sign-ups to add one of the packages to their membership, and we've found that by giving the discount for adding both we get a lot of members to gravitate towards the more expensive option.

And most importantly for me, as a numbers guy, the numbers just work. It's flat-out a profit center, and that's the reason I would recommend HydroMassage to anyone. If you want to make money, add it to your facility.

Bart De Bruijn

President, Anytime Fitness - Largo, FL