invest. grow. savor.

own a savor spa.
meet the “power sister” duo

Together, they are savvy, smart, and so savory. Om Aroma & Co., the “big sister”, generates national buzz in major media such as Harper’s Bazaar, Cosmopolitan, New York Magazine, and more. This buzz helps bring in foot traffic for her “little sister”, Savor Spa. The estheticians use and recommend Om Aroma products during and after client treatments, thus increasing retail revenue, a key factor in the secret of our business success.

organic skincare made daily in the beautiful Catskills mountains in New York

members and guests get monthly facials, massages, eco-skincare and makeup
a unique eco-chic skin spa club
anti-aging skincare, facials, massage

Savor Spa Bespoke Beauty Bar

Facials
- Microderm Me
- Power Peel
- Vitamin C Glow
- Champagne + Caviar Couture

30 Min: 195.00
60 Min: 300.00
150.00
130.00
175.00

Massages
- Deep Tissue
- Vino-Aroma
- Thai Yoga

30 Min: 85.00
60 Min: 120.00

Savory Spa Meringue

Deep Tissue
- 75 Min: 135.00
- 250.00

Vino-Aroma
- 90.00
- 175.00
anti-aging organic treatments

Eco Skincare Meets Serious Science

- The Power Peel
- Diamond Microdermabrasion
- Laser Therapy (coming soon!)
- Deep-Tissue Massage

Chosen as Best of New York 2013

Beauty Black Book Pick 2013: Best Beauty Pick
eco-skincare + makeup retail

A Rare Convergence of Eco-Makeup + Organic Skincare

- Om Aroma skincare
- Eco-Makeup lines
- Spa products

High Retail Sales = High Profit Margins!
Spa Industry = 5% retail of total revenue
Savor Spa = 50% retail of total revenue
Shhhh! Since opening its doors in 2011, Savor Spa and its business model have proven to be a success. The company has developed a series of steps that spa employees must deliver to each spa club member and guest, thus ensuring that all clients receive the same signature experience. These steps are called “101 Savor Spa Secret Systems” and are at the heart of the business model to deliver extraordinary red-carpet customer experiences each and every time.

Members and guests receive unparalleled and consistent five-star services, protocols, products, aromas, environment, and ambiance at every location.

Savor Spa focuses on quality service and products for the busy and affluent client. You can be proud that you are paying your employees a competitive rate and attracting five-star professionals who believe in our mission of being “green, good, and gorgeous”.
When you become a Savor Spa franchise family member, you receive an unprecedented ongoing business education that accelerates your learning curve. Founder Angela Jia Kim has mentored and helped thousands of women entrepreneurs through her network, Savor the Success. She has created the following systems to coach and support franchisees:

- L.O.V.E.R System to get to 50% product sales
- PR Bootcamp for continued marketing buzz
- Project Awesome for employee engagement

She and her team of professionals host retreats in the Hamptons to provide ongoing support and training. This not only provides a welcome educational getaway but an opportunity to connect with the community.
From the moment you join the Savor Spa family, we provide proven systems and training that take the headache out of building business so you can focus on savoring the successes.

The “101 Savor Spa Secret Systems” training includes product and service knowledge, spa operations, club membership, facial and massage protocols, client communication, billing, customer service, cash management, advertising, promotions, and opening and closing procedures. In addition, there is ongoing support for the life of the Franchise.

- A to Z systems from open to close
- Site selection and negotiation help
- Financial planning
- Business education
- National PR support
- IT support
- Marketing plan and supporting materials
- Product training
- Annual retreats
- Regular conference calls
- Employee management training
- Pick up the phone and call for support

One of the strengths of franchising is the buying power you receive from tried-and-true curated partners. Whether it’s in the form of reduced costs, better terms, discounts or free shipping, this is extremely important to the success of your business. Creating strong, lasting relationships with our vendors and suppliers is very important to Savor Spa. Here are a few of our trusted partners:
champagne + caviar spa clubs

“Non-Negotiable Monthly ME Time.” Bake it into your schedule!

Champagne Facial Club
• (1) 60-minute facial:
  Microderm Me (normally $195)
  Power Peel (normally $165)
  Vitamin C (normally $130)
• 15% off any other services
• 10% off Om Aroma products
• $139/month*

Caviar Massage Club
• (1) 60-min. massage
• 15% off any other services
• 10% off Om Aroma products
• $109/month*
what club members are saying

5-Star Experience
“I repeatedly return to Om/Savor Spa for the Champagne 75-minute facial. It is a wonderful treatment and includes a hand and foot massage. The estheticians are fabulous. The organic products from Om are amazing and have made a great improvement in my skin. The ease of their use fits in with any busy schedule! I look forward to my next visit.” - Candi Lamotta, Nov 22, 2012

Professional and Personalized
“What distinguishes this spa from others is that the staff is extremely thorough in their assessment of your needs and will make detailed suggestions that are customized to your skin & body. Small intimate space, celestial & soothing as opposed to one of those quirky girly spas decked in all pink.” - Jennifer Tung, Feb 3, 2013

Relaxing and Refreshing
“The facial was one of the best I’ve had and my face is still glowing. The service was exceptional and I would definitely recommend. Can’t wait to go back!” - S.D., Jan 24, 2013

The Best Facial in Town
“I love love love my facial! Kate was super sweet and made me feel really comfortable. My skins feel smooth and it looks radiant! I will definitely recommend Savor Spa to my girlfriends.” - danit abaud, Dec 25, 2012

Feel Like the Most Important VIP
“Walking into Savor Spa is a great experience. There is a lot of activity, yet you feel like you are the most important VIP in the space. They are always making sure I am comfortable.” - Jodi Graber, November 18, 2012

Adorable, charming, 5-star
“The place has undergone a beautiful transformation over the summer, and it is one of the most charming experiences I have had in a long time. It’s almost like you are not in NYC anymore. I loved being transported by the music, the facial, and the sweet Beauty Bar. It is such a special place with some of the most stellar customer service I’ve had in years. Thank you for helping to make Manhattan more bearable by being a healing getaway for me.” - Ariana, October 10, 2012
industry statistics

In 2013, the spa industry generated $14 billion in revenue, a 4.7% increase from 2012’s $13.4 billion. Visits are also up 4.1% to 156 million. 

- from ISPA 2013 U.S. Spa Industry Study

Savor Spa is capturing this upswing trend through club memberships, exciting events, our lifestyle website, and ongoing national PR buzz via Om Aroma and local media hits for Savor Spa.

These statistics are evidence that clients view their skin and body wellness as an ongoing necessity.
family-owned business

Former concert pianist, Angela Jia Kim, is the inspiration behind the Om Aroma and Savor brand. Her husband, Marc Stedman, oversees the manufacturing of the freshly-made organic skincare in beautiful Catskills mountains in New York. They live in Manhattan and have a daughter, Sienna Lucy, and a yellow lab, Ella Fitzgerald.

Angela is penning a book, *The Savor Secret*, to help people get their dreams out of their heads and into their hands using simple solutions to big challenges. Her work and products have been featured in Cosmopolitan, Allure, Vogues, the Today Show, MSNBC, and Fox Business News. She hosts an annual conference for 500 women in NYC.

She offers private mentorship to select entrepreneurs and Savor franchisees.

“Just like Holly Golightly had Tiffany’s, I have Savor Spa. Located in the West Village at 327 West 11th Street, this little gem is home to all things green, good and gorgeous—starting with its founder Angela Jia Kim. While touring as a professional concert pianist she experienced a bad reaction to a “natural” lotion she applied pre-concert. This inspired her to create her own organic skincare line, Om Aroma & Co, which is free of parabens, formaldehyde, sulfates, and other toxic chemical fillers. She is also the founder of the women entrepreneur community Savor the Success and decided to fuse her two lifestyle companies to create the spa... every detail so meticulously and carefully thought over, you do really feel like nothing very bad can happen to you there.”

- writer Amber Katz (January 27, 2013)
**Franchisee Requirements:**

Minimum $175,000 investment capability with a minimum of $200,000 liquid assets per spa. In addition, a minimum net worth of $250,000 is required in the form of assets that can be used as collateral for a loan.

The Franchise Fee is $42,000 for the first license and $32,000 for each additional license if option is exercised at the time of investment.

Savor Spa has a royalty of 5% charged on the weekly gross revenue, excluding sales tax and tips.

In addition, all Franchisees contribute 2% of weekly gross revenue to the national advertising fund.

**Start-Up Costs**

Franchise Fee – includes materials and services related to start up, use of trademark, proprietary information, manuals, training, marketing materials, business forms, professional consultation and other support and administrative activities.

### Investment Breakdown

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franchise Fee</td>
<td>$42K</td>
</tr>
<tr>
<td>Training</td>
<td>$1K - 5K</td>
</tr>
<tr>
<td>Buildout, Signage, Furnishings</td>
<td>$10K - $200K</td>
</tr>
<tr>
<td>Retail Inventory</td>
<td>$13K - $25K</td>
</tr>
<tr>
<td>Real Estate, Rent &amp; Deposits</td>
<td>$11K - $65K</td>
</tr>
<tr>
<td>Pre-Opening</td>
<td>$11K - $16K</td>
</tr>
<tr>
<td>Insurance</td>
<td>$1K - $5K</td>
</tr>
<tr>
<td>Working Capital</td>
<td>$15K - $30K</td>
</tr>
<tr>
<td>Approx. Total</td>
<td>$175K - $550K</td>
</tr>
</tbody>
</table>

Start-Up Costs (continued)

Signage – Outside signs bearing the Savor Spa trademark.

Furnishings – These items include massage tables, chairs, reception area furniture, and wireless music, as well as office supplies and equipment and other retail items.

Computers – Our current hardware requirements ensure you will have the technological ability to operate your Franchise efficiently. You must also maintain a high-speed Internet connection, such as cable, DSL, or fractional T1 (no ISDN) and Savor Spa software package.

Real Estate, Rent and Deposits – Required pre-payments for facility rental, security deposits and various other utility and insurance premium pre-payments as required on an individual basis.

Training – Expense related to travel including meals and lodging.

Pre-Opening – Professional fees, opening expenses and Grand Opening advertising.

Working Capital – Funds allocated for various other expenses regarding start-up and marketing costs, as well as an initial deficit reserve.

On-going Royalty Fee – Savor Spa receives a weekly royalty of 5% of gross sales less sales tax.

Advertising – Savor Spa receives a weekly advertising fee in the amount of 2% of gross sales to support the development and maintenance of a professional marketing plan.
At Savor Spa, if you are able to gross at least 5 times your rent (goal is always 10 times rent!), maintain payroll at 35% (not including owner’s paycheck), achieve 25-50% in retail sales, and follow our formulas, training and systems, you will be extremely profitable.

Savor Spa has had a 21.19% overall revenue increase in the past year (2013). Approximately 50% of this overall revenue comes from retail sales.

What makes our business model so profitable is the retail sales of Savor Spa’s sister brand, Om Aroma, an organic skincare line (freshly produced daily in the beautiful mountains of the Catskills in New York).

At headquarters, we call Savor Spa and Om Aroma “sisters” because together they are extremely powerful. Om Aroma, the “big sister” generates national buzz in major media such as Harper’s Bazaar, Cosmopolitan, New York Magazine, and more, bringing foot traffic in for the “little sister”.

While a spa may generate local buzz, the national energy of a skincare line with a cult-like following is crucial.

Why are retail sales so important? Client retention and profitability. Spas net approximately a 10% profit from services, but 40% profit from retail sales. [spabloomblog.com]

If a client purchases...
• 1 product = 30% chance the client will come back
• 2 products = 60% chance the client will come back
• 3 products = 90% chance the client will come back*

Author, Bert Carder, CEO of Your Beauty Network

Spa Industry: 71.4% of spas achieve 5-15% in retail sales

Savor Spa: 50% in retail sales

(of overall annual revenue)
Our Mission:

Savor Spa is so much more than just a spa. It evokes a happiness and life fulfillment from taking time to appreciate, delight in, and savor small moments.

The best way to describe how we make our members and guests feel comes from the Danish word, “Hygge”, which is translated to “cozy”.

And the best way to describe “cozy” is: “a fireplace warmth with candles and family and friends and food, tucked under blankets on a snowy day, cup-of-coffee conversation, scarf-snuggle, squiggly, warm baby love.”

Our service and retail products promote all things “green, good, and gorgeous”. Our curated collection of products filter through each of these three cornerstones.

We use business growth for personal growth. Our businesses are meant to take care of us, our families, our employees, and our communities.

We believe in paying our therapists well so they feel appreciated for the healing work that they provide the world.
for franchise opportunities:
Savor Spa - 327 West 11th Street | New York, New York 10014 | 212.304.2887 | franchise @omaroma.com
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