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Spa Phoenix Announces Franchise Plan for Business Expansion

multi-faceted 'fusion spa' is targeting licensed healthcare professionals

Virginia Beach, VA – Spa Phoenix, Virginia Beach, one of the first spas to fuse physician-directed cosmetic medical treatments with traditional day spa and salon services, today announced that it is expanding the Spa Phoenix concept and brand through a franchise offering. The Spa Phoenix franchise includes a comprehensive system for combining medically-advanced rejuvenating treatments, and luxurious spa and beauty treatments so that clients can enjoy the highest quality standards, aesthetic service continuity and the convenience of all services offered in one setting. The menu of services offered at the spa includes facial treatments, body treatments, massages, hair and color services, nail services and makeup services. The typical Spa Phoenix franchise will occupy 2,500 to 4,000 square feet including esthetician rooms, a massage room, a salon area and a manicure/pedicure area in addition to a waiting area, manager's office and retail area. To ensure the highest quality standards in anti-aging procedures, initially franchises will be targeted to licensed healthcare professionals in select areas throughout the East and Southeast.

Because each spa franchise will be formally affiliated with an approved healthcare provider whose practice is located in the same general community as the spa, the franchise promotes the concept of complementary businesses for owners who want to generate reciprocal revenue streams. Likewise, because spa clientele and cosmetic patients have similar demographics, there is an opportunity for significant cross referral between a medical practice and the spa, for Botox®, Collagen and Laser Rejuvenation in addition to other services.

Spa Phoenix Medical Director Matthew Galumbeck, M.D., explains, "Physicians enjoy caring for patients, but the dictates of managed care and increasing costs have forced many providers to increase their patient volumes which has led to less patient face time." Galumbeck continued, "We believe that this market segment is looking for ways to improve their lifestyle and income without changing their careers and our own experience has shown that the demographics and psychographics of both cosmetic patients and spa clientele are similar." By leveraging the healthcare professional's expertise in anti-aging and skin care, the Spa Phoenix Franchise Corporation believes that the Spa Phoenix brand offers an appealing way to improve revenue stream and allow an opportunity for cross marketing between the medical practice and the Spa Phoenix franchise.

This complementary service offering has been the fuel behind the initial growth of Spa Phoenix, Virginia Beach. After five years in practice, Dr. Matthew Galumbeck, owner of Galumbeck Plastic Surgery, developed the Spa Phoenix concept with his wife, Dr. Cynthia Galumbeck, Spa Phoenix CEO. Initially the spa was launched to assist Galumbeck Plastic Surgery patients with recovery and maintenance. In July of 2003, the Galumbeck's expanded the Spa Phoenix concept and Virginia Beach location to include a full-service day spa, focusing on unique, non-surgical treatments for the general public and cosmetic surgery patients. In its first five years of business Spa Phoenix has experienced a 600% increase in clientele, requiring an increase of staff from 4 to 21 and the space has more than tripled to 3,500 square feet.

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Matthew Galumbeck, MD is a board-certified cosmetic plastic surgeon with over a decade of clinical experience, whose practice focuses on a precise range of procedures to enhance face, breast and body. Published in medical journals, Galumbeck is member of the faculty of Eastern Virginia Medical School. He is medical director of Spa Phoenix, a medical/day spa in Virginia Beach, founded in 2000. His skin care line, Skin Amnesty[®] is a 'smart' skin care system developed to offer women and men a regimen to maintain the results of their plastic surgery, and potentially delay the need for further surgery, by restoring healthy skin and protecting it from environmental damage.