

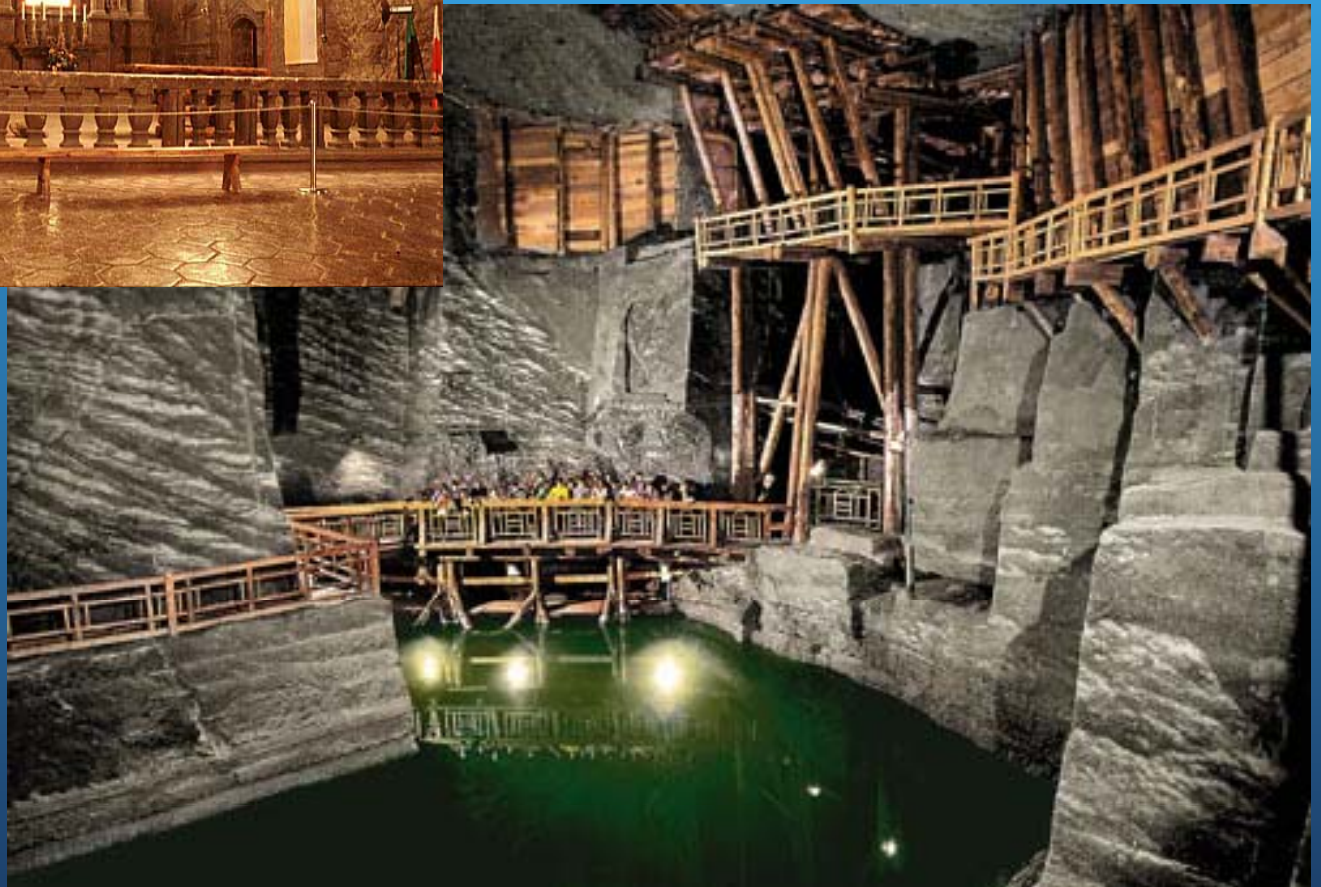
SALT: : : : :  
sanctuary

“Escape Into the ‘Depths’ of Nature’s Healing”  
Halotherapy

# History



- 1843 Wieliczka Salt Mine, Poland - health of miners
- European salt caves now home to “speleotherapy” wellness destinations
- 1980’s Russia - Invention of “Halotherapy,” modern form of salt therapy



# Halotherapy

- Replication of cave microclimate above ground: humidity, temperature, salt aerosol concentration
- “Halo... chambers, caves, spas, chalets”
- Acceptance by Medical Authorities - Russia, Israel
- Medical & Wellness Centers



# A Unique Microclimate

- Salt-coated walls and ceilings made of rock salt rich in other minerals
- 0.1 - 5 micrometer sized salt particles in the air
- Humidity of 50%
- Temperature of 18-19°C
- (Optional) Floor is a heated bed of salt
- Environment in room is hypoallergenic and hypobacterial

Giving a new meaning to  
"Relax... breathe deeply"

# Salt Aerosol



A “halogenerator” grinds salt into microscopic particles and disperses them into the air

# Therapeutic Effect

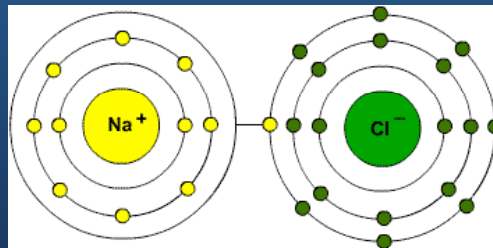


- Dry microscopic salt particles breathed deep into lungs
- Breaks down of mucus lining airways, increases mucociliary transport
- Clears airways of allergens, bacteria, viruses and other foreign particles
- Decreases inflammation in lungs and sinuses
- Strengthens immune response of respiratory tract and skin
- Adds sodium chloride to bronchioles, which lack salt when affected by obstructive pulmonary diseases
- Helps heal skin (acne, psoriasis, and eczema)
- A preventative therapy / helps reduce dependence on medications

# Negative Ions

Created when sodium chloride molecules break down into ions when exposed to heat and moisture, believed to:

- Aid respiratory and dermatologic health and functioning
- Stimulate airway linings, helping drainage
- Increase alertness, mental energy, mood balance
- Promote better and more consistent sleeping habits



# Efficacy Findings

- “Decreased bronchial hyperresponsiveness of asthmatics (Hedman, et al., 2006)
- “Absolute difference of lung function was significantly better with the saline treatment” (Elkins, et al, 2006)
- “Improved clinical states and functional breathing measurements” (Chervinskaya & Zilber, 1995)
- “Decreased itching, reduced lichenification and dried scratches... improved skin tone and turgor, increased skin clearance, restored protective properties (Chervinskaya, 2006)

# Benefitting Group

- Asthma, COPD, Cystic Fibrosis
- Allergies, Sinusitis & Rhinitis
- Ear & Sinus Infection
- Bronchitis, Laryngitis
- Emphysema
- Cold, Flu
- Acne , Dermatitis, Psoriasis
- Stress/fatigue/sleep disorder



# Treatment Schedule

- Seasonal allergy, ear, nose, throat and sinus conditions, including may benefit from 3 - 8 sessions.
- Chronic respiratory illnesses - at least three times a week on an ongoing basis.
- Frequency - Sessions should be no more than two days apart for greatest effectiveness

# Pricing

1 Session (45 - 50 minutes)

Adults - \$45 - \$65

Children - \$25 - \$35 (50% of adults)

Unlimited Packages 1, 3, 6, 12 months

Salt Room/Cave Rental, Family Plans

Discounts For Hotel & Spa Guests

# Investment Implications

- Design
- Construction
- Salt



# Marketing

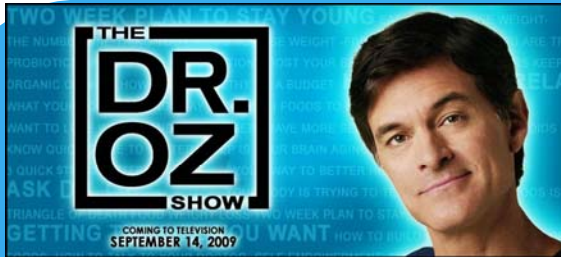
- Target Audience
  - Respiratory & Skin Illness Patients
  - Children & Elderly
  - Relaxation Seeking Spa Goer
- Education
  - Current Clientele
  - Public
  - Medical Community
  - Free Trials & Seminars
- Packaging & Integration
  - Package with Spa, Holistic & Medical Services

# Salt...

## actually, it's good for you

- Unrefined salt enriched with up to 84 different minerals essential to the human body
- Immune system
- Clearing up sinuses
- Anti-stress element
- Muscles
- Metabolism
- Stabilizes heartbeats and helps maintain consistent blood pressure
- Rejuvenates skin and prevents irritation





## News



- CNN Vital Signs
- Dr. Oz - Himalayan Salt Inhalers
- The Doctors - Dead Sea & Halotherapy
- SpaFinder - 3<sup>rd</sup> Top Trend 2011