

Big Idea

Our individual biologies are the key to living a healthier life.

Core Purpose

To heal, inspire and invigorate our community one individual at a time.



Brand Position

The only [spa] in the Lowcountry offering biologically tailored health and weight loss solutions.



Value Proposition

Our biometric approach delivers fast results and lasting lifestyle changes.



Brand Attributes

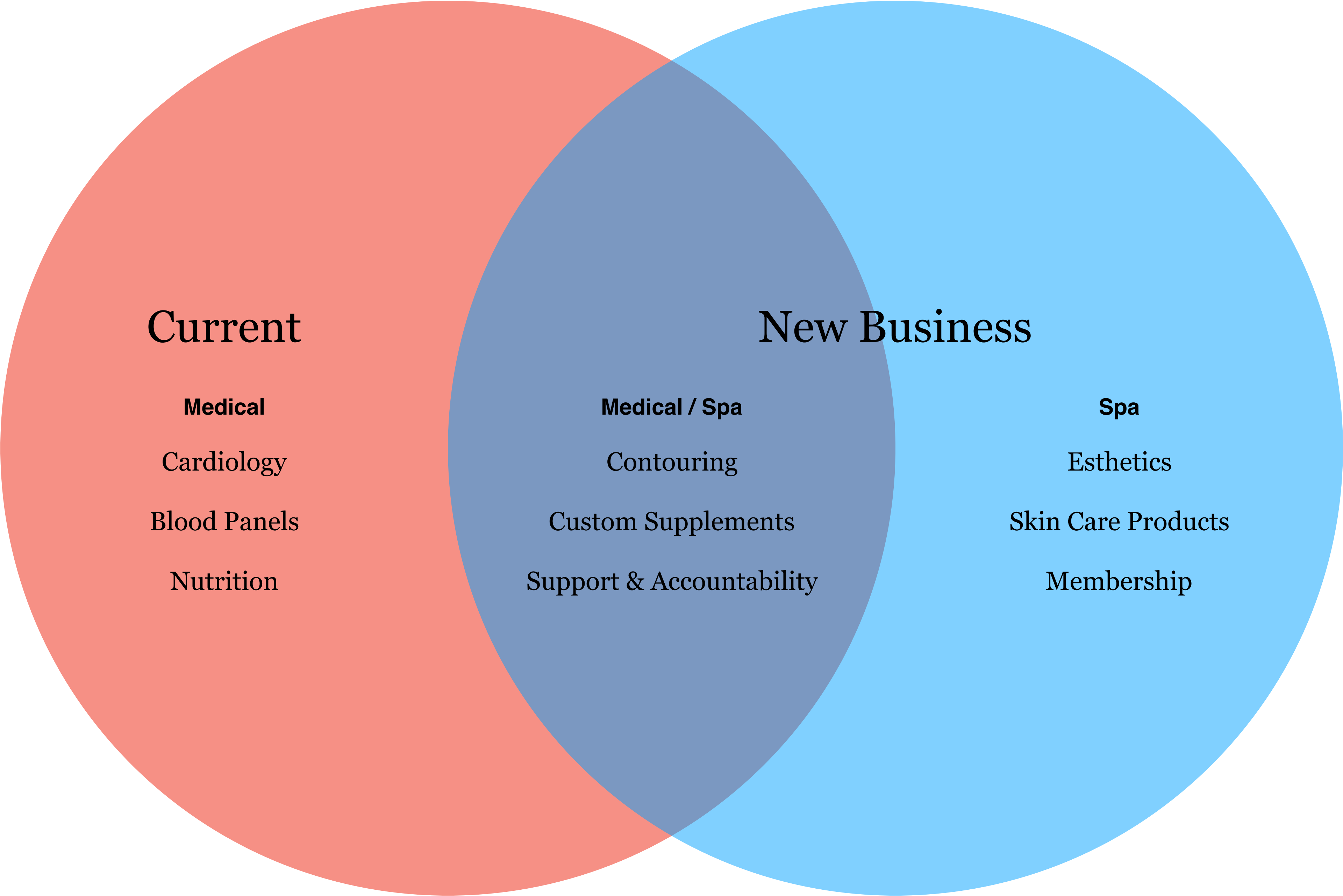
- Customized & Tailored
- Sophisticated
- Results-oriented
- Supportive
- Holistic

Target Audience

- Beauty Conscious Women
- Change Seekers
- Retirees
- Mothers
- Health Enthusiasts (Yogis)

Key Services

- Blood Panel Readings
- Health Coaching
- Personalized Nutrition Planning
- Custom Supplements
- Contouring Services



Current

Medical

Cardiology

Blood Panels

Nutrition

New Business

Medical / Spa

Contouring

Custom Supplements

Support & Accountability

Spa

Esthetics

Skin Care Products

Membership