

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

