

FRANCHISE ALERT # 19: MEN'S WELLNESS

WHAT FRANCHISES ARE IN THIS AREA: There is an ever-growing variety of businesses that offer wellness services that can include anti-aging, fitness, medical and/or beauty services.

OWNER'S ROLE: Owner/operator or Executive Management

SKILLS REQUIRED: Wellness is a people business, and a strong customer service orientation is desirable.

Owner/operator - involves a full-time commitment during which the owner is hands-on in the business on a daily basis. He or she is also the face of the business in the local community. Husband/wife teams make excellent owners of wellness franchises since they often complement each other's skills. Good business acumen, strong people and communication skills, operations management as well as ability to build, train, manage, and lead your team.

Executive management - involves a full-time commitment but less involvement in day-to-day operations. Strong ability to get results through your team. Emphasis on people, leadership, management, and business skills. Ability and interest in networking in the local community.

NOTE: Before visiting a wellness business, get specific information about services that are offered to men like ED treatments and testosterone replacement therapy. There are many wellness services that are not gender specific like medical skin care procedures, saunas, ice baths, cryotherapy, and IV drips.

UNIQUE CHARACTERISTICS: Verticals within wellness include the following: aesthetic services, prescription wellness, as well as anti-aging and/or regenerative therapies. Examples follow:

Anti-aging/ Regenerative: cryotherapy, red light therapy, LED light therapy, flotation therapy, infrared sauna, ice baths, contrast therapy, and hyperbaric sessions.

Medical Skincare: Injectables, botox, platelet-rich plasma treatments, hydra facials, body sculpting, cool sculpting, micro-needling, skincare, dermal fillers, sclerotherapy.





Hormone Replacement Therapy: Peptide Therapy including Medical Weight Loss, Testosterone Therapy.

Wellness & Performance: IV Drip (includes vitamin infusions), ED Treatment, Supplements, Nutritional Guidance.

MINIMUM FINANCIAL QUALIFICATIONS:

Minimum Cash Investment: \$200,000 non-financed liquidity

Minimum Net Worth: \$700,000

HOT MARKETS: Across the United States especially in California, Florida, Arizona, Texas, the Northeast, and the Southeast

NEXT STEP:

1. Visit our [website](#), [FAQs](#), [videos](#), [testimonials](#), [Resources](#), and [LinkedIn profile](#)
2. Schedule a confidential appointment with Anna by calling/texting 706.736.0579, emailing anna@selectfranchises.com, or [clicking here](#).
3. Stay in touch and be informed by engaging on social media to get the latest news on what's hot in franchising and learn what you need to know about franchises.
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It's my pleasure to provide insightful economic data and information to you about [men's wellness!](#)



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Learn. Launch. Live Your Dreams.



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