

Unique Selling Proposition:

Highlight what makes your product or service unique. Why should someone come to your medspa or practice over someone else's? Avoid superlatives or things that cannot be verified, such as "great customer service." Please be highly detailed here.

1.

We are a woman run and owned business who has been in the industry for four years and has helped THOUSANDS of men and women in the Sarasota and Surrounding areas. We have won best of Sarasota Awards for our industry Two Years in a row. We offer Cryoskin's NON-INVASIVE Fat reduction and Toning Treatments with no downtime and no side effects. We offer payment plans. The newest equipment in the industry. We have both the Cryoskin 3.0 and 4.0 (newest versions and most effective). A Lot of people in the Sarasota area claim they have the Artemis Cryoskin machines but they have amazon versions or fake versions that don't do the same thing. We also offer weekend availability

Social Proof:

Include testimonials, reviews, or endorsements from satisfied customers or reputable sources to build trust and credibility. Below, please mention any publications you've been in, places your business is featured, and any reviews or endorsements you think are significant. Please let us know if you have a high star rating on Google / Facebook.

2.

5 star rating on google and Facebook

Owner and staff are absolutely amazing. They are kind, professional and honest. Not once did they try to sell me more or unnecessary treatments. - Cindy Crews (Google 5 Star)

Taylor who owns Lux wellness is the most professional lady. I was very skeptical at first but my results were and have been absolutely amazing . I had tried everything and this literally is the ONLY procedure(the Cyroslimming) that has worked. If you want results that last Lux Wellness is the only place to go . BELIEVE ME A+ -Lucy Daly (Google 5 star)

I love this spa!! If you are looking for state of the art body shaping this is the place for you! The owner Taylor is so knowledgeable and personable. I love it there. ❤️ - Christy Stanford (google 5 star)

Absolutely knowledgeable, kind, friendly and helpful! Results after the first time!! Can't wait to do more!! - Olyesia Wilson (Google 5 star)

Taylor is the best and so knowledgeable! I am down five inches after three treatments. I love the CryoSlimming. it really does get rid of those stubborn fat cells. Definitely check this place out plus she offers so many more services. I really want to try the cryofacial. - Liesl Cataldi (Facebook 5 star)

(We also have a ton of text messages/screenshots and feedback via square from our clients about their experience as well if you want that)

Years of Experience:

Years of experience can be a compelling selling point. How long have you been practicing/in business?

3.

We have been in business for over 4 years with multiple locations and expanding!

Procedures Performed:

Highlighting the number of procedures (or patients) performed can demonstrate expertise and build confidence in the quality of your work. Please list any notable services and the number of procedures.

5.

Almost 6,000 CryoSlimming treatments since we started (5,878)

Almost 4,000 EMS treatments since we started (3,944)

Discounts & Consultations:

Do you offer free consultations? What discounts do you provide (new clients, military, teachers, package deals, etc)? Please provide details below.

6.

We offer new client promos (discount on their first package), our package deals highly discounted(30%), and Returning client discounts. (about 75% of our clients stay with us long term and continue to purchase packages)

We also offer complimentary consultations with customized treatment plans.

Third-Party Validation / Awards & Certifications:

Has your practice won any awards? Do you have certified injectors, a full medical staff, or other certifications or accolades that make you stand out?

Best of Sarasota in our industry 2022 and 2023

7.

Uniqueness to Market: Sometimes, having multiple locations within a big metroplex can be a selling point. Users are attracted to messages like “3 Convenient Locations Near You.” Is there anything that makes you unique in your market other than what is already listed above?

8.

Three locations, 2 in the sarasota and venice area. Expanding next year hoping to have more locations down the SOUTH FL coast.

Woman owned (Our few top competitors are owned by men and they actually perform the treatments which alot of our clients come to us because of that!)

-Great Pricing

-Payment plans