



Crystalotherapy Salt Caves







An environment rich in salt ions helps:

- **Relieve Stress & Anxiety**
- **Respiratory system (Asthma, etc)**
- **Diabetes**
- **Allergies**
- **Rheumatism, arthritis, skeletal pains**
- **Arterial and Cardiac system**
- **Reduction of smoking**
- **Hypothyroidism**
- **Neurological system**
- **Dermatological**
- **Gastric system**
- **Immune system**
- **Metabolism disorders**
- **Body weight control**



Scientific sources & references

- ❖ *National Health Systems and Ministries of Health and Human services, USA, Germany, Poland, Russia*
- ❖ *Medical studies*
- ❖ *Hippocrates, Greece*



What does a Salt Cave do?



***45 minutes in a
Salt Cave =
4 days at sea in the
pure sea aura!***

How?

Through **respiration** we inhale and absorb the **Iodine** and **83** other microelements present in our mineral salt caves!



Over 60 caves now in Europe!

Changeland is :

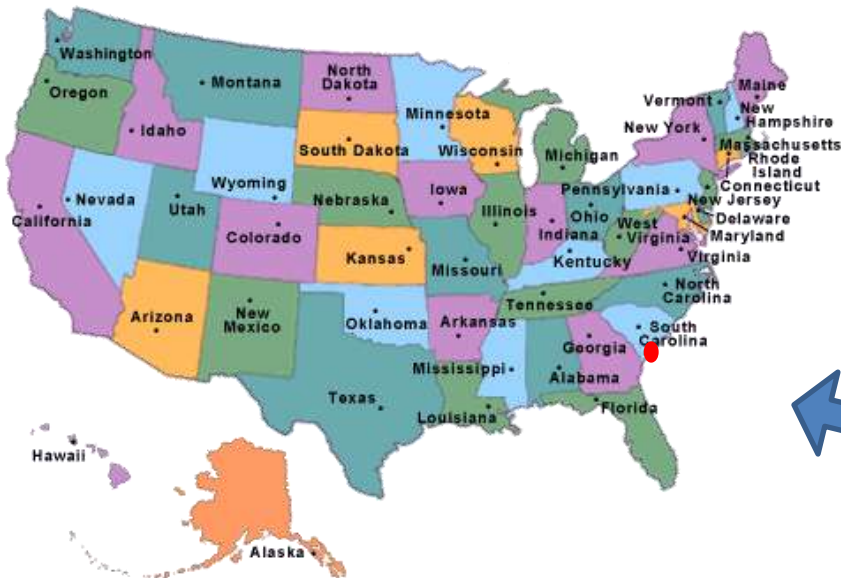
- the #1 company in Salt Cave installations in Europe, Middle East & Africa
- the only company with ISO 9001 & 14001 in salt cave installation & management





Crystalotherapy Salt Caves in Europe, USA & Middle East

Compliance with all local & international regulations.
ISO standards (Quality & Environment).



Find our Salt caves on the maps





6 Alternatives to experience the World of Salt Caves:

- 1. Visit a Salt Cave or Sauna**
- 2. Create a Personal Salt Cave / Salt Sauna in your home**
- 3. Invest in a Salt Cave / Salt Sauna for your Business (Customers / Employees) and Profit!**
- 4. Acquire a Franchise for a Salt Cave or Territory**
- 5. Purchase a Mobile Salt Cave for exhibitions & events**
- 6. Buy Salt Crystal Rocks / Art for home or as gifts**





1. Visit a Salt Cave

What we Offer:

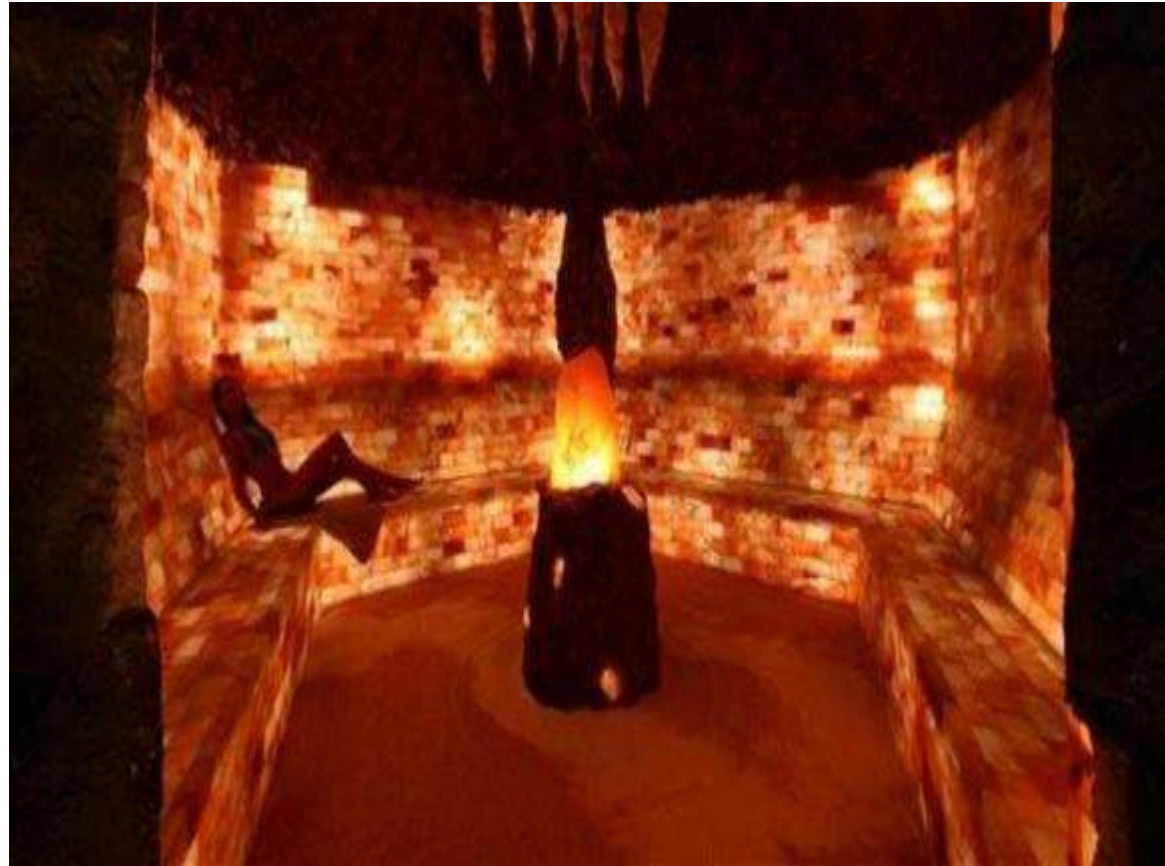
- **A relaxing & natural environment**
- **A unique place for organizing healthy**
 - **Children's Parties**
 - **Social & Family Gatherings**
 - **Team Building Sessions**
 - **Group or Individual Therapy**
 - **Photo Shoots**
 - **Personalized Gift Experiences**
 - **Music Recitals / Concerts**
- **A rewarding alternative venue for corporate meetings & seminars for employees or customers**





2. Create a Salt Cave or Salt Sauna in your home!

- **A private retreat for relaxation & balance (for reading, meditating, studying, listening to music, socializing or for simple peace and tranquility)**
- **A healthy & natural environment for all the family, friends and guests**
- **Affordable luxury, your own private sanctuary, within your own home**





3. Invest in a Salt Cave For Your Business

- **A refreshing and rejuvenating environment for all members of your team – keeping your staff healthy, focused and creative!**
- **Offer your Clients a unique new experience and differentiate yourself from the competition!**
- **Ideal for hotels, holiday resorts, SPAs, sport centers, ski centers, marinas, commercial or expo centers, corporate offices and airports**
- **A room conversion becomes a remedial Salt Cave for your business, staff and clients, that can also be a profit centre!**





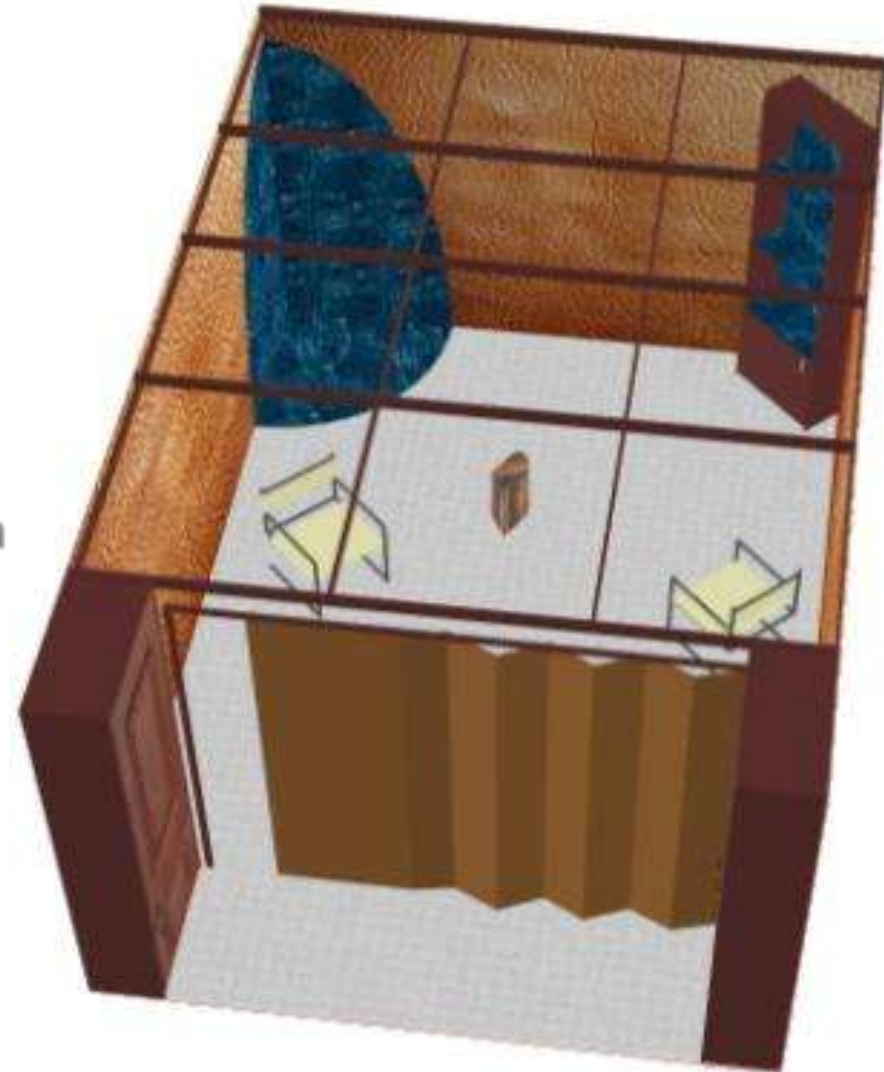
4. Franchise Opportunity

- **A unique opportunity to participate in a simple but very rewarding business - Rewarding physically, mentally and financially!**
- **Become a landmark and tourist attraction within your City.**
- **With low cost of installation, operation and maintenance and a surprising return on investment!**
- **No complicated approvals or licenses required, we offer a simple turnkey solution to get you started in less than 8 weeks.**



5. Mobile Caves

- **A rejuvenating & relaxing environment for visitors (e.g. in a shopping mall)**
- **A unique meeting room for your customers at exhibitions / conferences**
- **Can be customized and branded to your company or clients specification**
- **No permanent installation, can be moved from location to location**
- **Can be used at shopping malls, exposition centers, stadiums, sporting events, airports, parking lots, or even your local high street (with approvals)!**





6. Salt Crystal Art & Products

- **Neutralize the negative effects of electromagnetic radiation from computers, TV, air-conditioners, mobile telephony antennas, & WiFi (*)**
- **Enjoy the benefits of salt therapy at home or in the office**
- **Salt mosaics, sculptures and lamps when Heated (>18 degrees Celsius), they release beneficial salt trace-elements**
- **Salt paintings, lamps or sculptures are all unique due to their color and shapes**



(*) scientific reports from 2 independent organization that studied Changeland's products



Why Choose Crystalotherapy?

- We are the #1 in Europe / Middle East / Africa
- We offer Excellent Value for Money and Return on Investment potential
- We provide an Affordable, Simple, Turnkey Solution & Ongoing Support
- We are the only company with Quality & ISO certifications in salt cave installation & management (ISO in Quality & Environment)
- We continue to Invest & Innovate in both Products & Services offered
- We meet all Health, Safety & Environment Standards
- We own the latest Technology & industry leading Know how.
- Our products absorb 9/10 of the negative effects of electromagnetic radiation (GSM, 3G, 4G, WiFi)





Services for Individuals

- **Therapy & Well Being**
 - Music & Color / Light Therapy
 - Treatment of certain allergies and ailments
 - Stress & Anxiety Relief
- **Massage**
 - Relaxation, Reflexology, Shiatsu, etc
- **Cultural events**
 - Theater plays
 - Musical recitals
 - Concerts
- **Children**
 - Birthday Parties
 - Story Telling
- **Meditation & Healing**
 - Yoga, Tai Chi, Reiki, Quantum, etc
- **Gifts**
 - Therapeutic Salt Sculptures or Art
 - Salt Cave visit Gift Awards.





Services for Companies

Services for Companies

- **Exclusive use of the Salt Cave for:**
 - Individual Development Sessions
 - Client Presentations
 - Annual Budget Review and Planning
 - Strategy Development & Brainstorming
 - Customer Focus Groups
 - Stress and Change Management Seminars
 - Team Building Workshops
- **Alternative corporate relaxation circles**
- **Corporate Presents**
 - Therapeutic salt crystal sculptures & corporate gift sessions.

Corporate Customers

- **L'Oreal, LG Electronics, Attitude Consulting, National Railways, Spengler Fox, I-learn Consulting, International Life Insurance and many others**





Salt Cave and / or Salt Sauna

Target Customers



Wellness

- Private clinics
- Health SPA's
- Convalescence Clinics
- Spiritual Centers / Retreats
- Old Age Homes

Sports

- Athletic Teams
- Professional Teams
- Ski centers
- Sport centers / Stadiums

Tourism

- Hotels
- Airports
- Marinas
- Theme Parks
- Healing centers (natural baths, etc)

Construction

- Architects
- Internal designers
- Civil Engineers
- Developers
- Constructors
(houses, shopping malls, etc.)

Businesses

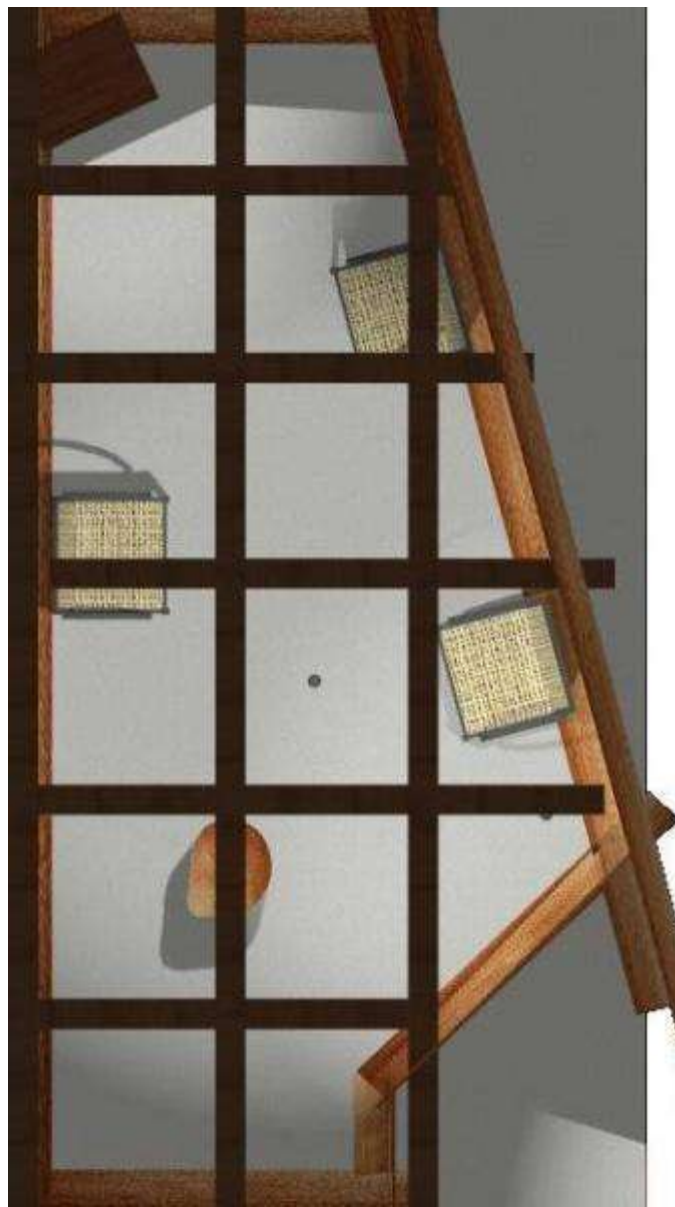
- Companies
- Industrial parks
- Technology Parks
- Marketing & PR Companies
- Call Centres
- Office Service Companies



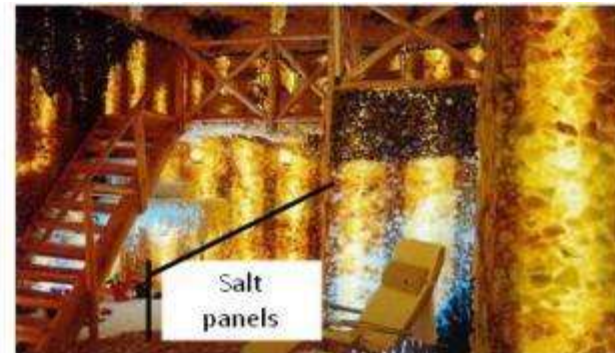
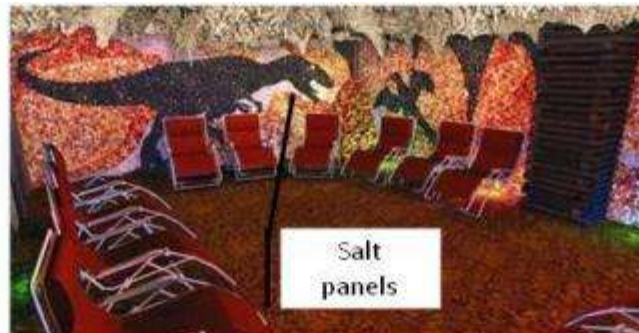


Health – Safety – Environment

- **Changeland is the only company with ISO 9001 & 14001 certifications in Salt Cave Installation & Management.**
- **At each Crystalotherapy Salt Cave we ONLY use natural material: minerals, salt, wood & gum resin as glue.**
- **The salt cave's floor, walls & ceiling are fully covered with mineral salt rocks (natural healing microclimate; self cleaning – salt kills bacteria; fire protection!).**
- **The Electrical system meets top standards on Economy, Safety & Environment (e.g. use of 12V & 24V lighting, etc.).**
- **Every Crystalotherapy salt cave installation:**
 - **complies with the EU & USA legal framework, quality and guarantee standards**
 - **satisfies anti earthquake building design studies**
 - **comes with an operational manual, a business manual, extensive training & business services**

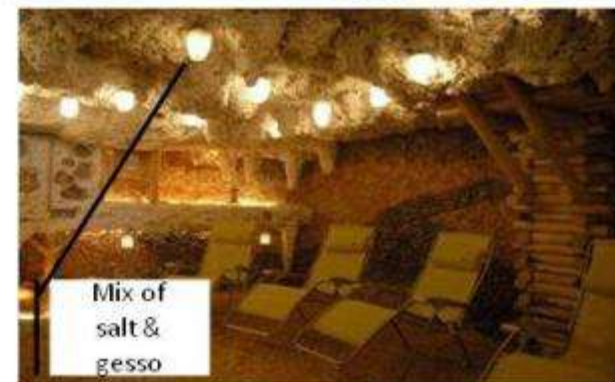


The Competition ...,



Be aware:

In Changeland's Saltcaves we don't use such material because they become bacteria nests.





Integrated Services to Customers & Franchisees

Business Planning for Your Salt Cave Business

- **Feasibility study**
- **Business plan development**
- **Alternatives for collaboration**

Salt Cave Construction

- **Research and Selection of space**
- **Interior design**
- **Salt cave installation (turn key)**
- **Design and decoration of reception**





Integrated services to Customers & Franchisees

Salt Cave Business Management

- Training (operational & business)
- Detailed owner manuals
- Staff recruitment & selection
- Customer Service, Phone reservations
- Marketing & Tele Marketing
- Sales & Tele Sales
- Salt products
- Public relations
- Win-Win Partnership Targets
- Technical support
- Customer & Partner Experience
- Website Development
- IT & Web support





Salt cave Models

3 Salt Caves

1 Salt Room

		<u>FRANCHISE</u>	<u>PROFESSIONAL</u>	<u>PRIVATE HOME</u>	<u>PRIVATE BUSINESS</u>
<u>Salt cave Crystalotherapy</u>	<p>Strength of cave's microclimate</p> <p>Is recommended for</p>	<p>45 minutes stay at the cave = 4,5 days at the clean sea aura</p> <p>Halo therapy centers, Clinics, Hospitals, 5 star Hotels, Sport / Physiotherapy / Rehabilitation centers</p>			
<u>Salt cave Crystalotherapy Light</u>	<p>Strength of cave's microclimate</p> <p>Is recommended for</p>	<p>45 minutes stay at the cave = 3 days at the clean sea aura</p> <p>Hotels, SPAs, Shopping Centers, Cinemas, Beauty Shops, Restaurants, Houses</p>			
<u>Salt cave Crystalotherapy Very Light</u>	<p>Strength of cave's microclimate</p> <p>Is recommended for</p>	<p>45 minutes stay at the cave = 2,5 days at the clean sea aura</p> <p>Beauty Shops, Restaurants, Cafes, Cinemas, Homes, Company buildings</p>			
<u>Salt room Crystalotherapy</u>	<p>Strength of microclimate</p> <p>Is recommended for</p>	<p>45 minutes stay at the room = 1,5 days at the clean sea aura</p> <p>Beauty Shops, Restaurants, Cafes, Cinemas, Homes, Company buildings</p>			

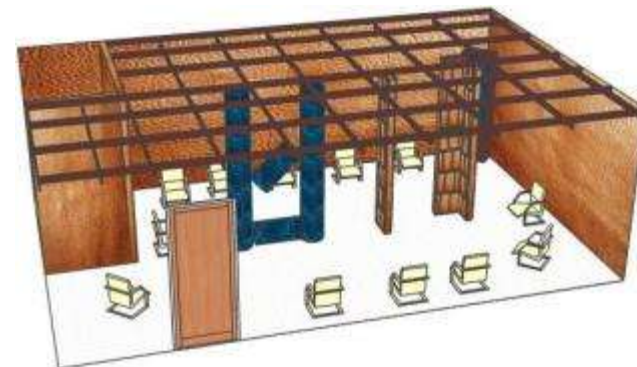
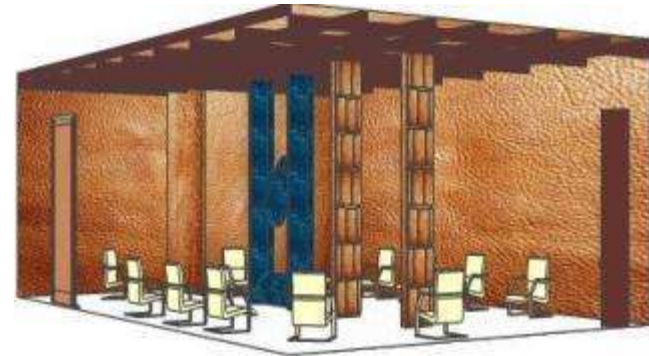


Salt cave Crystalotherapy

45 min = 4,5 days @ sea

Franchise shop: 65 m² (16 people or 32 people in events)

Services: Health, Wellness, Events, Entertainment



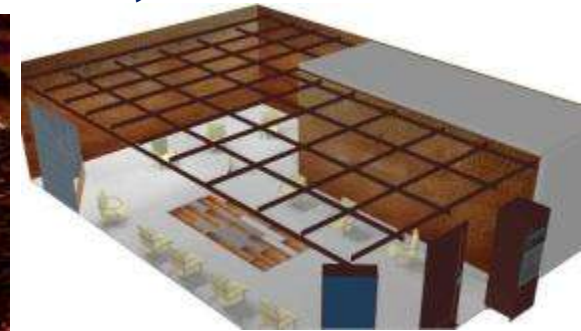


Salt cave Crystalotherapy

45 min = 4 days @ sea

Franchise shop: 50 m² (12 people or 24 people in events)

Services: Health, Wellness, Events, Entertainment



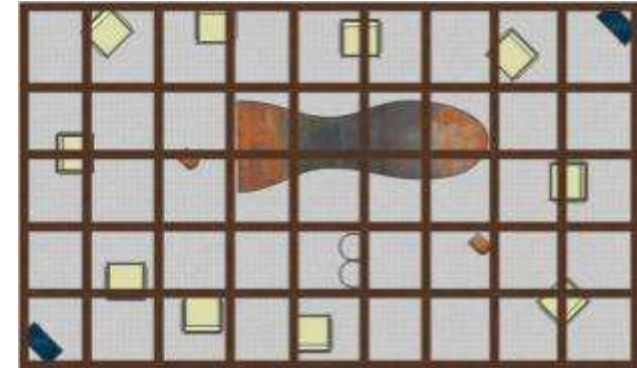


Salt cave Crystalotherapy Light

45 min = 3 days @ sea

Inside a hotel : 40 m² (10 people or 20 in events)

Services: Wellness, Events, Entertainment



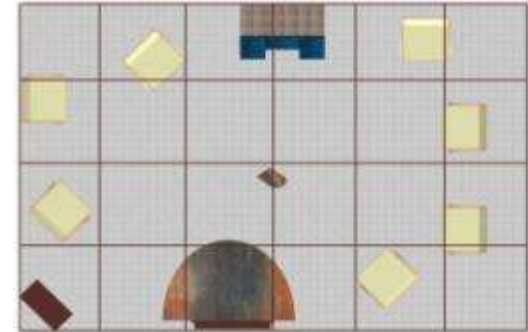


Salt cave Crystalotherapy Light

45 min = 3 days @ sea

City SPA: 27 m² (7 people or a 12 people therapy group)

Services: Wellness





Salt cave Crystalotherapy Very Light

60 min = 3 days @ sea

Private home: 15 m² (2-3 people)

Services: Health, Wellness





Salt chamber Crystalotherapy

45' min = 3 days @ sea

Inside a hotel : 35 m² (8 people or 16 in events)

Services: Wellness, Events





Salt Saunas Models

		<u>PROFESSIONAL</u>	<u>PRIVATE</u>
<u>Salt Sauna Crystalotherapy</u>	Strength of cave's microclimate	30 minutes stay at the cave = 3 days at the clean sea aura	
	Is recommended for	Halo therapy centers, Clinics, Hospitals, 5 star Hotels, Sport / Physiotherapy / Rehabilitation centers	
<u>Salt sauna Crystalotherapy Light</u>	Strength of cave's microclimate	30 minutes stay at the cave = 2 days at the clean sea aura	
	Is recommended for	Beauty Shops, Restaurants, Homes	



Salt sauna Crystalotherapy
30 min = 2 days @ sea
Professional Use: >12 m² (2-3 people)
Services: Health, Wellness





Salt sauna Crystalotherapy

30 min = 1 days @ sea

Professional or Private: >3 m² (2 people)

Services: Health, Wellness





Collaboration options

4 alternatives

Shop in Shop

Salt cave inside a hotel, SPA, gymnasium, clinic, etc.

Franchise Shop

Agency

4 levels of participation

Partnership

4 Levels of Participation

Details in following 4 slides

A photograph of a person lying on a massage table, receiving a massage. A hand is visible on the person's head. The background is a warm, textured wall.

***We are looking forward
to a Salt Enriched Future!***

www.changeland.com