



# 3D lifestyle

Reintroduce Yourself

3d lifestyle opportunity whitepaper

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“3D Lifestyle is Canada’s leading Medical Aesthetics brand with its clinics being a gateway to 100+ Non Surgical treatments in the world of Medical Aesthetics. Further, we’ve just introduced Therapeutic Wellness treatments in our clinics including massage therapy, reflexology, acupuncture and chiropractic care. These are offered through our unique Mobile App using a first-of-its-kind membership model. This allows us to offer the most advanced treatments at the most affordable prices where members save an average of 71% on medical aesthetic treatments and up to 40% on therapeutic wellness treatments by retaining their FULL membership fee as a credit balance within the App. It doesn’t matter if someone is waiting tables at a restaurant, or is climbing the corporate ladder; when it comes to aesthetics and wellness, we are for the masses, not the classes. Without compromising on the quality of treatment and by having certified professionals on board, our two kinds of membership plans, \$69/month & \$199/month are extremely affordable and allows our clients to enjoy their anti-aging, self-care, and wellness journey for the rest of their life.”

Joe Qureshi,  
Founder 3D Lifestyle

## A message from our CEO & Founder

“  
*Disruptive new in-app membership model and unprecedented pricing allows patients to unlock up to 70% savings on their medical aesthetic sessions and 40% on therapeutic wellness treatments.*  
”



# Our business model

## About Us

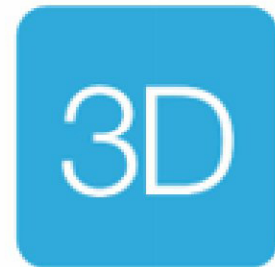
3D Lifestyle is an innovative medical aesthetics & therapeutic wellness brand, which opened its first Canadian outlet in Etobicoke, Ontario in August 2021, and has set out to revolutionize the Medi-Spa industry in North America.

For only \$69/month, 3D lifestyle is a gateway to 100+ treatments and the most advanced technologies, where members can save an average of up to 70% on treatments.

Downloading the 3D Lifestyle App allows users to conveniently choose their location, their certified aesthetician or medical consultant, and book their desired treatments 24/7, 365, nationwide. The App also allows users to keep track of promotions, learn more about the science behind their treatments, and ask questions or get more information from a certified professional.

3D Lifestyle aims to launch 150 Medi-Spas & wellness clinics across Canada and the United States in a joint effort with franchisees and partners. We carefully select our leaders so that our members can get the ultimate experience as we poise to be a neighbourhood, community-based medical aesthetics and wellness centre for self-care, contouring, anti-aging, and wellness.

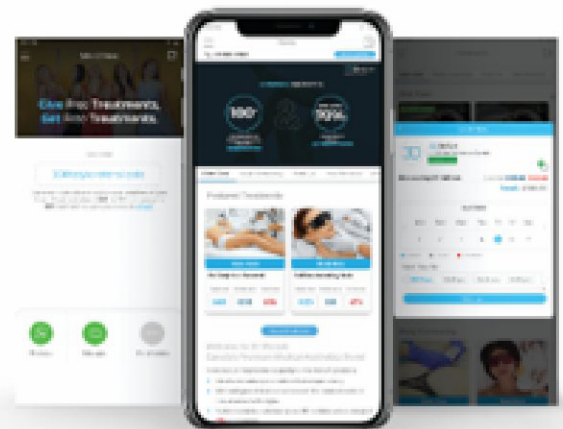
# Download Our Innovative App!



Get it on



Use The App To Easily Book Your Treatments, Keep Track Of Promotions, Etc.



The subscription model is designed to make premium medical aesthetic as well as therapeutic wellness treatments more accessible to people of all incomes and for our franchises to uniquely differentiate from other salons and Medi-Spas by having a 80% customer retention.

Many aesthetic and wellness treatments have become out-of-reach for regular people, who routinely miss out on treatments which not only help them in wellness and rehabilitation, but also allow them to look and feel their best. By re-inventing the standard pricing model in these industries, we are democratizing access to high-quality procedures and the most advanced technologies all under one roof.

Consumers have become used to subscribing to services like Amazon Prime, Netflix and Dollar Shave Club, as a way of obtaining substantial savings while accessing a more convenient, higher-quality service. Consumers can now benefit from similar disruption in the medical aesthetic and therapeutic wellness industries.

3D Lifestyle members pay \$69 / month + tax for their membership. This is not a fee. The amount is applied directly towards their treatments, and rolls over month-to-month if not used – helping members budget for the treatments they really want. Therapeutic wellness treatments like massage therapy, reflexology, chiropractic, and acupuncture can also be billed directly to most insurance companies and member extended healthcare benefits. This unlocks wholesale prices on more than 100 popular treatments, including injectables like Botox/Fillers/PRP, body sculpting procedures, medical-grade facials, skin rejuvenation treatments, advanced laser treatments, and a wide array of therapeutic wellness modules.

Most Med-Spas face a dilemma of losing clients to other salons/clinics, since customers would either search online or go to Groupon and avail services, thus leaving Medi-Spas with the challenge of retaining their customers. 3D Lifestyle's subscription model being the first in the industry as an unprecedented 80% member retention rate - thanks to its \$69/month subscription model.

**Achieve a 80% customer  
retention rate and unlock  
unlimited potential for your  
business.**

# We offer over **100** in-demand treatments, including:

## **Anti-Aging Injectables**

- *Botox*
- *Dermal Filler*
- *Dysport*

## **Therapeutic Wellness**

- *Massage Therapy*

## **Plasma Rich Plateles Treatment**

## **Medical Grade Facials**

- *AHA Core Peel*
- *Carbon Laser Peel*
- *3d High Collagen Facial*
- *3d Oxygen Rich Facial*
- *3d Skin Toning Facial*

## **• Anti-Aging & Skin Rejuvenation**

## **• Laser Hair Removal**

## **• Skin Condition Treatments**

## **• Face & Body Contouring**

## **• Tattoo Removal**

## **• Other treatments such as Eyelashes and ombre brows**

3D Lifestyle has focused on two segments; consumer and commercial. Commercial segment being the more straightforward one that will create brand value, whereas the consumer segment is encompassed around strategies that build upon the success of endorsements, influencer power, brand recognition and content amplification.

The brand's marketing strategy for its franchisees essentially is highlighted at the base level where the objectives and strategies will be deployed, and therefore going forward as the number of locations increase, the brand's marketing strategy will enhance the tactics identified in this proposal to reach optimal capacity for each store territory.

## Objective 1:

### Digital Brand Awareness

Taking advantage of the social media and digital audience population of Ontario, and then the rest of Canada, the company will engage audiences through strong outbound campaigns.

## Strategies

1. Advertising and Branding: Build a national brand that goes beyond the promotion of the aesthetic treatments.
2. Cooperative Marketing: Create programs that generate impact through consultation with the commercial segment.
3. Influencer: Develop influencer programs, through in-house influencers as well as other recognized influencers in the digital space in Ontario and the rest of Canada.

## Objective 2:

### Celebrity Endorsement & Influencer Marketing

Expand the brand in order to have a national presence using celebrity endorsements and ambassadors, utilized as case studies and story tellers on digital and mainstream media.

## Strategies

1. Media: Focus on proven programs such as content marketing (digital and social) that utilize layered messaging and influencers.
2. Partnerships: Alliance with strategically selected celebrity partners to deliver brand specific messages.
3. Earned Media: Utilization of online and offline press (bloggers etc.) to carryout brand message to a larger audience.

### Objective 3:

#### Public Relations & Advertising

Deepen the relationship with both the consumer and commercial segment, capturing the need for the product in consumers, and the revenue potential in the commercial segment.

### Strategies

1. PR Content: Develop viral content that is picked up by PR power houses and garner earned media success.
2. Mainstream Ads: In-house production of digital advertising allowing for budgets to be spent in the distribution.
3. Social Media: Extensive lead-based as well as brand awareness social media marketing.

### Objective 4:

#### Leveraging Partnerships

Create greater awareness on a national scale utilizing strategies that fit the local dynamic through partnerships with clinics, spas, beauty centers, doctors and aestheticians.

### Strategies

1. National BD: Business development focused on hammering all potential commercial segment partners to work with 3D Lifestyle and enhancing their offering.
2. PR/Trade-shows: Develop PR generated trade shows that turn out to deliver consumer education as well as capture the commercial interest for new partners.



## Metrics

Annual marketing plans to be developed with strategic targets and KPIs allowing for Senior Management Team (SMT) to evaluate the performance on a quarterly basis and understand the value generation by Marketing and Business Development Function.

# Frequently asked questions

## **Why would customers want to join 3D Lifestyle's membership base?**

The 3D Lifestyle approach is convenient for our clients, allowing them to take advantage of high quality medical aesthetics and therapeutic treatments, resulting in improved beauty and health. Our clinics are located in convenient, high-traffic locations, offer a fresh, modern décor, and are open over 66 hours each week to suit our member's needs. We offer online/in-app booking, same-day appointments, in-app notifications of our members' remaining wallet balances, and therapeutic treatments get billed to their insurance providers. Massage therapy and reflexology treatments are performed by RMTs, chiropractic and acupuncture treatments are performed by doctors, and medical aesthetics treatments are performed by certified aestheticians and nurses, which means each client receives the highest quality treatments. Our members save an average of 70% for 100+ medical aesthetic treatments and 40% on an array of massages for their therapeutic wellness treatments usually covered under their extended healthcare plan which makes it an easy decision for members to receive aesthetic and therapeutic treatments under a single roof on a regular basis.

## **Can I own and operate more than one 3D Lifestyle location?**

Yes, of course! We encourage 3D Lifestyle franchise owners to own more than one clinic. With our support and strategically placed locations, your 3D Lifestyle clinic will quickly generate profit that can be used to open a second or third location.

## **Do I need to be a degree holder to own a franchise?**

No, our Franchise Partners simply need to understand and share our vision. With our proven recruitment techniques, we will help your new clinic attract qualified Aestheticians, Nurses, RMTs, and chiropractors, and keep them! We'll help you set up a plan for recruiting and selecting required staff. Our clinic owners are people who want to own their own businesses and work for themselves. You need to have an entrepreneurial spirit, strong work ethic, commitment to client service and knowledge of your local community. With that said, if you are a medical professional with these skills and attributes, you'll find owning a clinic (versus working for someone else) to be extremely rewarding!

## **How active do I need to be within the day-to-day operations?**

For many existing franchise owners, a big part of making their 3D Lifestyle clinic successful was a hands-on approach. The most successful clinics are the ones where franchise owners are active in day-to-day operations.

## **Do you have a financing program in place?**

Yes, we have a program with a number of tier one Canadian banks that utilize The Canadian Small Business Financing Program. The program offers up to 70% financing to offset start-up costs on items such as renovations, furniture and equipment. A credit line and corporate credit card are also available to get your business up and running. Financing program is available for Canadian citizen and permanent resident only (not available for overseas immigration applicants).



A group of diverse young people, including men and women of various ethnicities, are smiling and laughing joyfully. The image is a close-up shot, focusing on their faces and expressions of happiness. The background is slightly blurred, emphasizing the individuals in the foreground.

# 3Dlifestyle

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**READY TO LEARN MORE?**

**CONTACT:**  
**Joe Qureshi**  
**Franchise Development**  
**(438) 308-1235**  
**[www.3dlifestyle.ca](http://www.3dlifestyle.ca)**