

Rapidly Growing LaVida Massage to Revamp Its Consumer-Facing Website, Launch New Line of Essential Oils

Franchise Chatter

Founded in 2007 in Brighton, Michigan, LaVida Massage is dedicated to the ideal that massage should be an affordable part of an overall healthy lifestyle and wellness plan. LaVida Massage, which literally means 'the life' massage, specializes in therapeutic massage as a holistic wellness service and less of a spa-oriented concept, setting it apart from its competitors.

The company has been named a Hot Franchise Pick by *Entrepreneur* magazine for the past three consecutive years, and was ranked No. 19 in its Top New Franchises list in 2012.

From 2009 to date, LaVida Massage enjoyed an annual revenue increase of 148 percent each consecutive year, membership sales across the network have grown more than 310 percent, while new clients have increased by 115 percent.

The massage franchise expects to double current growth projections before the end of the year with nine new centers opened thus far in 2013 and six (possibly more) new centers slated to open nationwide within the next 12 weeks. LaVida Massage is seeing the most rapid growth within the Alabama, Florida, Georgia, Illinois, Michigan, South Carolina, Tennessee, Texas, and Virginia regions.

In support of its core brand goals, LaVida Massage is developing a new consumer-facing website set for launch in October 2013. The site includes new and improved brand imagery, content, and information, as well as updated online booking options.

Building upon their current business model and recognizing the need for an enhanced client experience, LaVida Massage is now offering a line of self-branded essential oils. This product, which marks the first-ever product line under the LaVida Massage name, is marketed as an aromatherapy add-on to any LaVida Massage facial or massage session to assist in effectively aiding relief from sore joints, aching muscles, and a number of additional physical and psychological ailments. They will be available for purchase for at-home use.

Offering a variety of scents, including Eucalyptus; Peppermint; Lavender; and Tangerine, LaVida Massage is currently rolling out the line at their wellness centers nationwide, and will be at all locations by September 2013.

