

Reintroducing Your Business

How to Bring New Beauty & Wellness Customers Through Your Doors

WHEN a salon adds equipment like the new KBL R11 Air Full Body Therapy Spa Machine or other modern beauty and wellness technologies, the business quietly shifts into a completely new category. You're no longer just a stop for a single service. You're a place where people can recover after workouts, improve their skin, recharge mentally, and feel better from head to toe.

But most people in your community still see you the way you were—not the way you are becoming. Attracting new clients isn't about convincing your current customers to try one more service. It's about reintroducing your business to people who never had a reason to walk through your doors before. Here's how that transformation begins.

START WITH THE LANGUAGE YOU USE

Words shape expectations—and search results. When you begin describing your business with terms like recovery, rejuvenation, collagen support, fitness performance, infrared sessions, and full-body red light, you start speaking directly to people who are looking for those experiences.

These are the kinds of phrases your future customers are actively searching for:

- "Skin rejuvenation" ▪ "Beauty & self-care routine"
- "Red light therapy near me" ▪ "Athletic recovery"
- "Wellness center" ▪ "Holistic wellness"
- "Infrared recovery"

Keywords like this should appear everywhere—your homepage, your Beauty/Wellness page, your Google Business Profile, your Google Ads, and even in your video captions. Shift your vocabulary, and you shift who finds you.

SHOW THE EQUIPMENT IN MOTION



Most people don't understand what the R11 does until they see it. Video does that work for you.

KBL offers a polished R11 overview—its official video shows the LED sequence, the full-body design, and the overall experience in a clean, modern way. It's a perfect anchor piece for your website and social feeds. But nothing replaces footage from your own business. A short clip of the R11 opening, the lights cycling, or a quick tour of your wellness room instantly feels more authentic and local. It tells people, "This is really here."

One of the most effective placements is a TV screen facing your windows. A 20-second looping video can stop people walking or driving by and make them think, "I didn't know they had something like that."

LET OTHER LOCAL BUSINESSES HELP TELL YOUR STORY

Your future wellness customers already spend time in: Gyms, yoga and pilates studios, massage and facial boutiques, hair and nail salons, and more.

These locations serve people who fitness, skin health, and self-care. A small POP display, QR card, or "new wellness membership" announcement inside those businesses instantly puts you in front of the right audience.

ALIGN WITH THE BRANDS AND CONTENT YOUR CLIENTS TRUST

Your website and social media should clearly present your business as part of the wellness world.

Start by linking your Beauty & Wellness page to complementary brands—skincare lines, hydration products, recovery tools, supplements, and popular lifestyle brands. These connections help position your studio within the broader wellness ecosystem.

If possible, apply for the Lululemon ambassador program. When local studios partner with Lululemon, both brands benefit: you feature their wellness lifestyle content, and they highlight your business as a recommended wellness destination.

But the biggest shift happens on social media. Don't just post what you offer—post what your customers care about:

- Articles on recovery and skin health
- Red light or infrared explainers
- Wellness routines and habit tips
- Links to products your clients already use
- Fitness recovery education
- Lifestyle inspiration

When your feed consistently shares helpful wellness content, you stop sounding like a business selling something and start becoming a trusted local resource.

DON'T FORGET THE NEXT GENERATION OF WELLNESS CONSUMERS

Young people care deeply about energy, recovery, performance, and appearance. That makes high schools and colleges a natural fit for promoting wellness memberships. Whether you connect with athletic departments, student groups, or fitness clubs, you're reaching people just beginning to build long-term wellness habits.



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 □ Watch here.