

Choosing the Right Wellness & Spa Equipment

ADDING WELLNESS equipment isn't just a matter of buying what's trendy—it's about making a smart, strategic investment that will pay off for years to come. Before you commit to a purchase, take the time to evaluate your options with the same care you'd use for any major business decision.

■ 1. TAKE STOCK OF WHAT YOU ALREADY HAVE

Before you start shopping for new equipment, take an honest look at your current lineup. *Ask yourself:*

- Which services are top performers and consistently in demand?
- Which pieces of equipment are underused, and why? (Is it a marketing issue, pricing problem, or lack of client understanding?)
- Are there services that are redundant or no longer align with your target audience?

By identifying what's working and what's not, you can make informed decisions about what to add—or what to phase out. Sometimes, the smartest move is to replace an outdated or underperforming piece with something fresh, rather than simply adding more options to an already crowded menu.

■ 2. UNDERSTAND YOUR MARKET AND CLIENT BASE

The right equipment for a high-end urban salon may be completely different from what works in a small-town business. *Ask yourself:*

- Who are your primary clients—tanning-focused, wellness-focused, or a mix?
- What's the average age and spending habits of your client base?
- Are there wellness services in your area you don't currently offer?

If you're unsure, run a simple client survey—either in person or via email—to gauge interest in potential new services.

■ 3. MATCH EQUIPMENT TO YOUR BUSINESS MODEL

Not all wellness equipment fits every salon. *Consider:*

- **Space Requirements:** Can you dedicate a full room, or do you need a compact option?
- **Service Integration:** Does it complement your existing menu or require a totally new sales approach?
- **Staff Involvement:** Will it require hands-on operation, or is it self-service?

■ 4. EVALUATE THE ROI

Wellness equipment can range from a few thousand dollars to well over \$50,000. *To ensure profitability:*

- **Calculate Potential Revenue:** Estimate how many sessions you'll realistically sell per week.



- **Consider Pricing Flexibility:** Can it be sold as a stand-alone service, part of a package, and as a membership upgrade?
- **Factor in Maintenance Costs:** Include regular maintenance, repairs, and cleaning supplies.

A good rule of thumb: aim for equipment that can pay for itself within 12–18 months at your projected usage rates.

■ 5. THINK YEAR-ROUND APPEAL

One of the biggest advantages of wellness services is their seasonless appeal. When comparing equipment, ask:

- Will this service bring people in during the summer and fall?
- Can I market it to non-tanning customers?
- Will it encourage current tanning clients to visit more often?

■ 6. CHOOSE EQUIPMENT THAT CREATES A "WOW" FACTOR

The best wellness investments aren't just functional—they're conversation starters. *Look for:*

- Visually striking designs that photograph well for social media
- Noticeable benefits clients can feel after one session
- Services that lend themselves to before-and-after stories or testimonials

The more "shareable" the experience, the easier it is to market.

■ 7. PARTNER WITH THE RIGHT VENDOR

The equipment itself is only part of the investment—you're also buying into a supplier relationship. Evaluate vendors based on:

- Training and onboarding support
- Marketing materials and promotional guidance
- Warranty coverage and service response times
- Industry reputation and customer reviews

The right partner can help you launch successfully and keep your equipment running smoothly for years.

The Takeaway

Adding wellness and spa equipment can transform your business from a "tanning salon" into a year-round wellness hub. But to make the most of your investment, you need to choose services that fit your market, your space, and your long-term goals.

Take the time to analyze your audience, run the numbers, and choose equipment that delivers both a client "wow" factor and a solid return. Done right, your next addition will become a profit center, a marketing tool, and a reason for clients to keep coming back no matter the season.