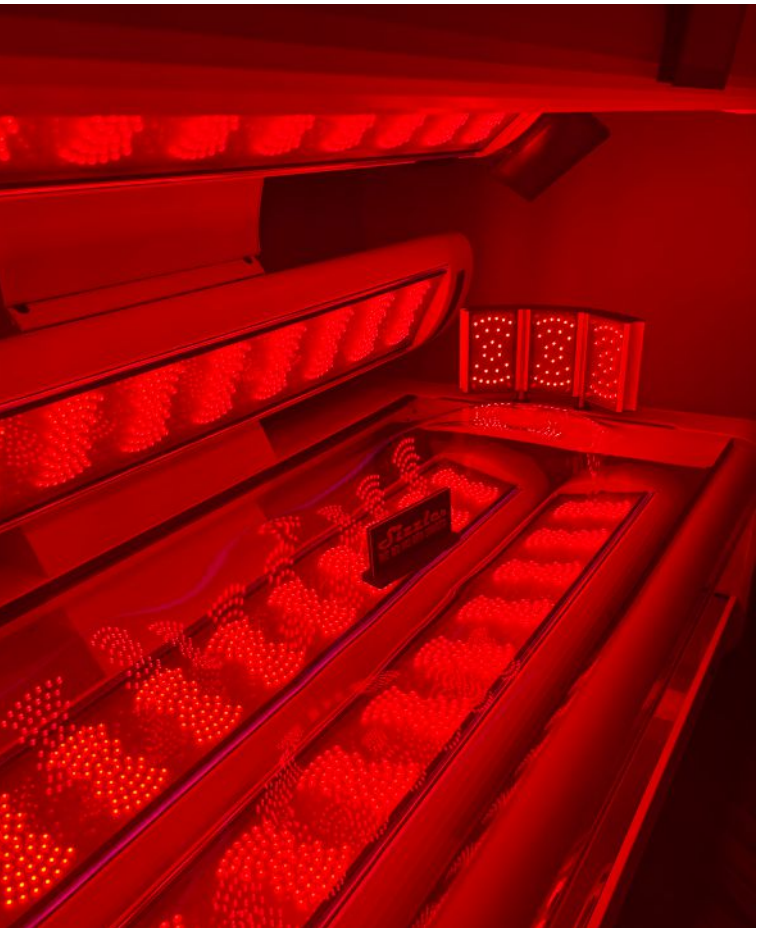
Bringing Wellness to the Forefront

SIZZLE SALON needed a change. Despite significant recent investments in premium KBL sunbeds, overall interest in UV tanning has continued to decline within their suburban Boston community. **For owners Stephanie Fernandez and Scott Cogliano**, bringing in the KBL R11 was a deliberate response to shift the direction of the business.

Delivered in January, the unit marked the beginning of a more intentional push toward a wellness-driven model. While Sizzle had already expanded beyond traditional tanning, the R11 represented something more clearly defined: a premium wellness offering designed to attract a different type of client and operate independently of UV. Just as Sizzle's high-performance UV equipment—like the KBL K11—delivers a top-tier tanning experience, the R11 was positioned to bring that same level of quality and sophistication to the wellness side of the business.

"In our area the tanning is kind of lessening. You know how it is—tanning gets a bad rap. We've gotten arid of a lot of older machines, and we really wanted to integrate wellness along with the high-end tanning beds. We matched the high-end, luxury feel of the K11 with the R11," Stephanie says.



That positioning shaped how the R11 was introduced. Rather than treating it as an add-on, Sizzle built a dedicated wellness membership around it. With the wellness membership priced at $99 and a new all-access level at $125, Stephanie has been somewhat surprised that many new clients are opting for the wellness membership rather than upgrading to all-access for a relatively small price difference.

"We really looked at it as something completely different and dove right into having a wellness package that had nothing to do with UV. We had UV under control. We matched the high-end, luxury feel of the K11 with the R11 for the wellness package," she says.

Nonetheless, early results have been encouraging. Since its arrival in January, the R11 has quickly become one of the most utilized units in the salon. From January 1 through early April, the system logged more than 600 sessions—more than any other piece of equipment in the store outside of the K11. For a category that didn't previously exist in this form, that level of usage has been eye-opening.

Perhaps even more notable is the willingness of clients to pay for the experience without committing to a membership. While EFT growth has been strong, many clients have chosen to purchase single sessions at $45, reinforcing the perceived value of the service.

Overall, the addition has delivered exactly what Stephanie and Scott hoped it would: growth, diversification, and renewed momentum.

Just as important has been the operational support behind the product. That level of support is something they've come to expect through their longstanding relationship with KBL and distributor Tanning Supplies Unlimited, reinforcing the confidence they had in making the investment.

"It's been great. They're always really wonderful to work with. Anytime we have an issue they're good about getting back to us to help or sending somebody out for maintenance," she says.

Looking ahead, the success of the R11 has reinforced Stephanie's belief in the direction Sizzle is heading. What began as a single investment has become a foundational piece of a broader strategy that balances traditional tanning with high-impact wellness services in a way that feels both current and sustainable.

"It's been a very positive experience," she says. "We've talked to a few other owners, and I've highly recommended it. I'm glad we went with the R11 and took the plunge on the higher investment. It's been unbelievable."