

HOTELS & RESORTS

# SALT CHAMBER

TURN  
**SALT**  
INTO REVENUE

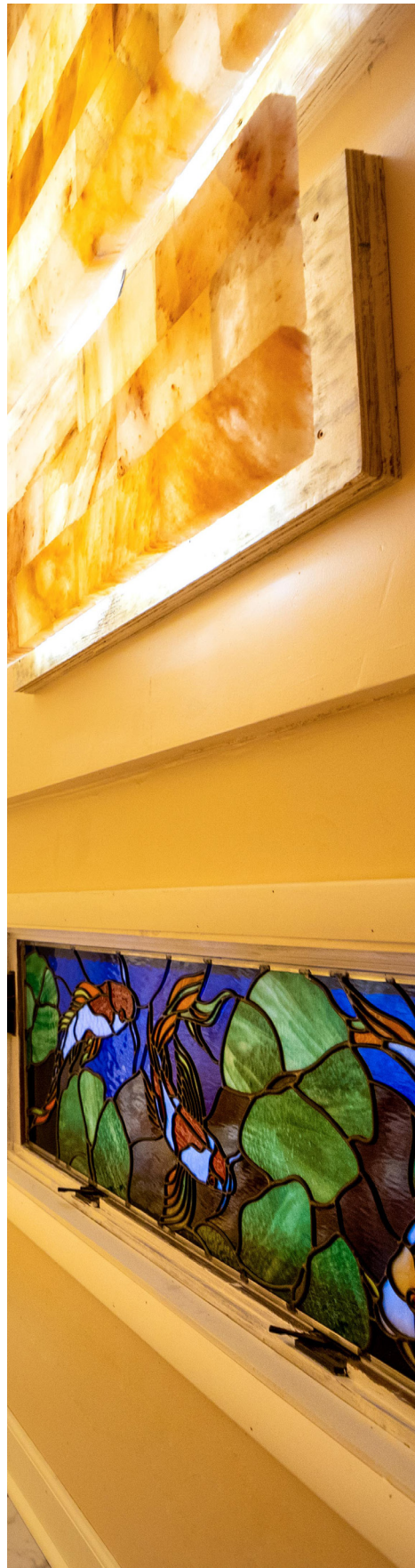
UNDERSTANDING  
**The Benefits** Of  
SALT THERAPY  
For Your Property

**TOP 5 REASONS**  
To Add A Salt Room  
TO YOUR HOTEL OR RESORT

**How Much**  
DOES IT COST TO BUILD  
A Salt Room?

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## FOREWORD

Hello!

Since 2012, **SALT Chamber** has been the preeminent innovator and leader in the rise in popularity of salt therapy (halotherapy) in the spa, wellness, fitness, gym, medical industries—as well as used by equine veterinarians.

With the importance of respiratory health, self-care, and personal wellness at an all-time high, facilities just like yours are adding salt therapy...**now it's your turn!**

### Salt Therapy is a Touchless Therapy

Touchless therapies are all the rage right now in the spa and wellness industry.

Mindbody's 2021 Trends recently predicted that spas and wellness centers are turning to touchless therapies as 31% of people say they're willing to try a new 'no-touch treatment' to relax during the pandemic.

**Allan Share, President of the Spa Industry Association**, recently talked about how spa directors are telling him "more therapies that are hands-off" are in demand.

The solution is **Salt Therapy**, which is simple and easy to implement and can produce a high ROI.

### Who is Adding Salt Therapy?

Featuring the most diverse custom-built concepts and models, as well as complete turnkey services, SALT Chamber has completed over 1,000 worldwide salt therapy projects, including fitness and gym facilities, wellness centers, country clubs, hotels/ resorts and destination spas.

### Salt Therapy is Essential

Even after COVID-19, respiratory issues continue

## Welcome to ISPA

to affect affect millions, robbing them of their health and happiness, and salt therapy will be in high demand.

The fastest-growing service in many health related industries, salt therapy can aid in: Cleansing the Respiratory System, Improving Lung Function, Athletic Workout Recovery and Boosting the Immune System.

Now more than ever, health-related industries are adding dry salt therapy for several reasons:

- ✓ An enhanced multisensory wellness experience
- ✓ Provides a "touch-free", labor free, low consumable therapy service
- ✓ Integrates with additional treatments and protocols such as yoga and massage therapy
- ✓ Accelerated ROI
- ✓ Easily convert an under-utilized, low-capacity treatment room, couples' room, relaxation room or Vichy room into a Salt Room
- ✓ Simply install a **SALT Booth®** for an individualized, personal treatment

Now is the time to look at the types of treatments you offer and reinvent how your business may need to adapt and change to prepare for a world more concerned with respiratory health and hygiene than ever before.

Browse this magazine to learn about how easy it is to add a **SALT Booth®** to an empty space or convert an underutilized room into a Salt Room.



**Leo Tonkin**  
Founder and CEO  
SALT Chamber

# UNDERSTANDING THE BENEFITS OF SALT THERAPY FOR YOUR HOTEL

## Halotherapy Treats Many Skin Conditions And Offers Benefits To the Lungs

**H**otels and Resorts are more focused than ever before on therapies and services that address lung health. Halotherapy, inhalation of fine salt, is quickly becoming a common topic of new spa builds, remodels, and requests by hoteliers to enhance even the smallest of spaces in hotels and resorts. The use of salt for health benefits has been in practice for thousands of years. It is not surprising that many people are now discovering even more uses for salt therapy.

There are some main reasons that halotherapy has taken such a stronghold for allergies, asthma, sinus issues, bronchitis, COPD, and is now being used to support the impact of long-term COVID-19 symptoms.

It doesn't stop there. In general, it is good for overall lung health, but also addresses a host of skin conditions and can be used pre- and post-spa services without negatively impacting treatments. For a resort spa setting, it is an ideal treatment to offer because they are dealing with travelers who have been in crowds, on various transportation, and are usually dealing with allergy-inducing environments that they are not used to.

**Kalahari Resorts** - Round Rock, Texas

“Halotherapy has taken such a stronghold for allergies, asthma, sinus issues, bronchitis, COPD, and is now being used to support the impact of long-term COVID-19 symptoms.”

From an operations standpoint, during a time when staffing may be limited or when considering the cost of commissions and wages, the unit and treatment usually work on their own without a technician. Salt is also a very low-cost product keeping the operational supplies cost down, too. For versatility in equipment and usage, it's a playground for spa-lovers. Options are a dedicated salt room, a multi-use salt room where other modalities such as yoga, massage therapy, meditation, acupuncture, reiki, or IV therapy are performed, or a SALT Booth®.

There are also revenue benefits. Adding this amenity allows an increase in daily use rates while increasing experiential moments for the guests. It also gives guests better value for the money. Resorts can also build it in as an upgrade to a day spa experience or add halotherapy as a stand-alone amenity. There are so many applications to generate a very passive revenue at your property while creating a healthier experience for the guest. Halotherapy continues to grow and at some point, may just become as common as a steam room and sauna are to us today.

*This article was written by SALT Chamber client Daniel Spencer  
- Spa Director, Sunstone Spa at Agua Caliente Resort Casino.*



**Bergamos Retreat** - Friendswood, Texas

# TOP 5 REASONS TO ADD A SALT ROOM TO YOUR HOTEL OR RESORT

**H**otels and resorts need to prepare for a world where people are more concerned with their respiratory health than ever before - because that time is now.

Strengthening immunity, respiratory wellness, and self-care are on everyone's minds these days. As the latest wave of COVID-19 cases sweeps across the world, people are looking for new ways to treat their respiratory issues.

Do you want to offer more value to your guests and deliver a unique, new amenity that will differentiate your property? How about increasing your revenue without increasing your labor costs?

Then a salt room will be a great addition to your property. Whether you offer spa, wellness, fitness or other services, you can easily add a salt room to complement your existing offerings.

## What is Salt Therapy?

Also known as halotherapy, salt therapy involves inhaling salt air that is emitted by halogenerators. This alternative treatment can be offered in the form of salt rooms, sometimes known as salt caves (up to 450 square feet), or SALT Booths® (all that's needed is a 4' x 4' space).



Four Seasons - Austin, Texas

**As the fastest growing service at hotel and resort properties, salt therapy can aid in:**

- ✓ **Cleansing the Respiratory System**
- ✓ **Improving Lung Function**
- ✓ **Boosting the Immune System**
- ✓ **Enhancing Mental Wellness**

Although this practice is still relatively new to North America, it has been widely used throughout Europe for decades and its origins date back to medieval times.

## Adding Salt Therapy Makes Sense for the Travel Industry

The travel industry is experiencing rapid growth as new stand-alone salt facilities are opened, and existing spa businesses and resorts add salt rooms as amenities. In the last 10 years, the number of salt rooms in the US has grown from a dozen in 2012 to thousands today. SALT Chamber alone has worked on over 1,300 salt therapy projects around the world.

This uptick in new salt rooms comes just as the importance of hygiene and respiratory health is at an all-time high.

## Why Add a Salt Room to Your Resort?

Salt therapy is one of the fastest-growing services in the spa and wellness industry. It can be a lucrative addition to your holistic business, and a great way to improve your clients' health.

Here are some reasons you should seriously consider adding a Salt Therapy Room to your new or existing spa:

- ✓ Investment is minimal with a highly accelerated return on investment
- ✓ Easy to integrate into existing business and maintain
- ✓ A touchless therapy service
- ✓ Integrates easily with current service offerings
- ✓ Non-competitive growth market



**See page 20-21 for more details on prospective revenue and profits.**

PALM Health - St. Louis, Missouri



There are many more reasons to consider incorporating a salt room into your hotel or resort, but we'll focus on these in this article.

Aqua Spa Float Center and Wellness Boutique - Oswego, New York

#1 MINIMAL INVESTMENT AND ONGOING COSTS EQUAL HIGH ROI

Adding a salt room to your property affects your overhead only minimally. Since this is a touchless service, you won't have to hire additional labor.

Once the salt room is ready to use, all that's needed is salt to add to the halogenerator, which costs very little per session. The power required to run the equipment is also very low.

You'll be able to charge from \$15 to \$60 per session depending on various factors. Given that the cost per session comes out to just a few dollars (including consumables), you can realize profit margins of nearly 300% annually.

Due to its accelerated return on investment, your Salt Therapy Room could pay for itself in as little as six months.



#2 IT'S EASY TO INTEGRATE AND MAINTAIN

Salt therapy can be paired with a variety of other services you may already be offering. Many spas and fitness centers offer combination services, such as a "Salted Massage" or "Salted Yoga", when salt rooms have been added to existing treatment rooms.

You may want to have a dedicated person to greet clients, take reservations, operate the halogenerator, and take care of the occasional cleaning and maintenance. This may not be a necessity, however.

Salt room maintenance is surprisingly simple. Once your Salt Therapy Room is up and running, someone will have to monitor temperature and humidity levels, rake the salt on the floor as needed, and replace the salt. That's it!

Currently, salt therapy doesn't require any special certifications or licensing, for you or your employees, which makes adding this new service even easier.

Art of Balance Wellness Spa - Baltimore, Maryland

### #3 IT'S TOUCHLESS THERAPY

As the pandemic continues, more and more people are willing to try new "touch-free" treatments. The spa and wellness industry has been racing to keep up with demand.

Touchless services can often be provided without the need for a therapist or instructor. From color therapy and music therapy to zero-gravity recliners and salt rooms, Americans are trying new services and treatments to care for their physical and mental health.

Simple and easy to set up, a Salt Therapy Room can provide a new touchless therapy service to offer your clients and a new revenue stream for your hotel or resort.

**Better Bodies** - Memphis, Tennessee

### #4 IT'S EASY TO MARKET TO GUESTS

Marketing salt therapy as a new service offering to guests is relatively easy. As we discussed earlier in this article, salt therapy can be paired with current services your spa is already offering. Promoting salt therapy can be as simple as communicating with your current and potential clients that you now offer "an enhanced multisensory wellness experience."

Additionally, salt therapy treatments are affordable to nearly any budget, and they're convenient, allowing clients to choose the session length that works for their schedule.

**Fahrenheit Body Spas** - Basalt, Colorado

### #5 IT'S A NON-COMPETITIVE GROWTH MARKET

Earlier we touched on how salt therapy has been trending up in the US over the last decade. Part of the reason hoteliers have jumped on the halotherapy bandwagon is because they see how quickly they can recoup their initial investment.

Salt therapy has a very wide potential group of users due to the number of ailments it can address. And unlike many other businesses that have been devastated as a result of the pandemic, the current concerns with respiratory health have actually caused salt therapy to be in higher demand.

The salt therapy industry focuses on three main market segments: People with respiratory conditions (approximately 100 million people with asthma, COPD, and allergies)

- ▶ People with skin conditions (approximately 42.5 million people with psoriasis or eczema)
- ▶ Spa and wellness, fitness, and athletics
- ▶ People who fall into the third market segment tend to have more discretionary income and may view salt therapy as an alternative and complementary health care option.

#### Bottom Line

As the concern for self-care, respiratory wellness, and skin health rises, hotel and resort properties just like yours are adding salt therapy. The fastest-growing service in the hotel industry is delivering high-quality, touchless hygienic treatments that are customizable and require minimal labor.

***SALT Chamber is the industry leader in salt therapy products, equipment, and decor.***

If you're interested in expanding your spa or health and wellness facility, call " to "If you're interested in enhancing to your guests experience with salt, call **561-556-3322** for a custom quote and to learn how easy it is to add salt therapy.

**Modrn Sanctuary** - New York, New York

# HOW MUCH DOES IT COST TO BUILD A SALT ROOM?

**E**xpanding your facility's spa services by adding salt therapy can not only bring therapeutic benefits to your guests, but it can also help your property generate more revenue as well.

**How much does it all cost? Keep reading to find out!**

**Peppermill Resort - Reno, Nevada**



**The Woodhouse Day Spa - Dallas, Texas**



**Sundara Inn and Spa - Wisconsin Dells, WI**

## Generate More Revenue For Your Hotel With A Salt Room

Adding salt therapy to your resort is relatively simple. Almost any closed room can be converted into a salt room.

There are some basic requirements though:

- ▶ The room needs a fixed ceiling
- ▶ There should be adequate ventilation
- ▶ Proper placement of the halogenerator
- ▶ The fee you can charge per session can range from \$25 to \$55, based on the size of your space and the number of guests you can handle.

As a health benefit, halotherapy is easy to market to guests. It's convenient and affordable for any budget. Clients can spend less than \$50 for a quick session on their lunch break or before a night out. It can also make a great add-on for before or after a massage, or as part of a special package paired with other services.

**NexGen Fitness - Buffalo, New York**

## Costs of Building a Salt Room

As the salt therapy industry continues to grow, more and more people are wanting to know how they can get started or add salt therapy to their property.

And with that interest, people also ask... how much does it cost?

The simple answer to that question is... it depends.

There are various concepts for providing salt therapy at your hotel or resort.

Options are a dedicated salt room, a multi-use salt room where other modalities such as yoga, massage therapy, meditation, acupuncture, reiki, or IV therapy are performed, or a SALT Booth®.

The range to build a salt room is \$4,995-\$18,995+. This greatly depends on the space and technology required. For example, a smaller single room conversion will cost much less than a multiroom salt room.

## Salt Room Projects

There are three components to a proper salt room:

1. The Halogenerator (the primary equipment that crushes, grinds, and disperses pure sodium chloride into the room).
2. Room modifications, technical requirements, (HVAC), and environmental concerns.
3. Salt Décor (the largest variable expense) and furnishings.

Salt rooms can range from small rooms (up to 150 sq. ft.) to larger relaxation and multi-purpose rooms (up to 450 sq. ft.).

The size of the room will determine which halogenerator is best, as well as salt décor quantity and other furnishings such as seating, lighting, music, etc.

**Contact SALT Chamber at 561-556-3322 to learn more about how we can help you build your very own salt room!**

# TURN SALT INTO REVENUE

## How Salt Adds Over \$100,000 Per Year To Your Bottom Line With Profitability in as Little as 2-4 Months

Hotel and Resort executives are getting salted with additional monthly revenue and incorporating salt therapy as a profit center.

While your initial investment may vary, depending on the options you choose for your salt services, the revenue and profit numbers don't lie.

When it comes to square footage, simply installing a plug-and-play SALT Booth® takes as little as a 4' x 4' space. It's a 10-minute touchless service that requires minimum labor and your consumption of salt costs just pennies a day.

Offering sessions at just \$25 per session will generate an additional \$140,000.00 per year with just 16 sessions per day.

Offering 45-minute sessions in a salt room at \$45 per session at the same 16 sessions per day will generate an additional \$262,800.00 per year.

In many cases, you can combine salt therapy with other services you already offer and build premium versions that can add \$45 or more per session utilizing space that's already in use.

See page 20-21 for more details on prospective revenue and profits.

### 3 (MORE) BENEFITS OF INCORPORATING SALT INTO YOUR RESORT

Adding salt therapy to your property allows you to:

- ▶ Incorporate a great wellness modality that helps treat respiratory issues and skin conditions
- ▶ Attract new guests
- ▶ Cross-market with your current services

But the biggest benefit to adding salt therapy to your spa is that you can generate over \$6,000 per month in pure profit... from a simple 4' x 4' unused space.

**Want to know more? Contact a Salt Specialist at 561-556-3322.**

Consider a salted sauna or massage, incorporating salt into yoga classes, or specialized meditation zones. Estheticians can use salt during waxing or pedicure treatments, health spas can have salted facials, even hairstylists could offer a salt add-on for a day of haircare and pampering.



Gio Midtown - Miami, Florida

## WHO SHOULD USE SALT?

Salt therapy has been used to treat a host of different respiratory and dermatological issues. More research is being done every single day, and the list of conditions and needs salt therapy may address is ever-growing. Currently, we know that salt therapy may help with:

*The beauty of salt therapy is that anyone can benefit from it - which makes it the perfect addition to your property.*

Auberge Beach Residences - Fort Lauderdale, Florida

- ▶ Relief from chronic pulmonary diseases (asthma, bronchitis, pneumonia, cystic fibrosis)
- ▶ Increased immunity against the common cold and flu
- ▶ Relief from rhinitis, sinusitis, pharyngitis, laryngitis
- ▶ Relief from allergies to household and industrial pollutants
- ▶ Diminished multi-chemical sensitivity syndrome
- ▶ Stimulation of carbohydrate, protein, and water exchanges
- ▶ Improved synthesis of enzymes, reduced blood sugar
- ▶ Improved blood microcirculation
- ▶ Improvement in skin diseases such as psoriasis, eczema, hives, and rashes
- ▶ Improvement in skin oil secretion and skin inflammation (acne and rosacea)
- ▶ Elimination of snoring and better sleep overall
- ▶ Decrease in fatigue, stress-related conditions, anxiety, and depression
- ▶ Enhanced concentration capacity and improvement in ADHD condition
- ▶ Increased activity of metabolic processes
- ▶ A feeling of freshness, relaxation, and satisfaction

Talk to your Salt Specialist at 561-556-3322 about how you can use salt to add to the services you already offer - either as a complementary service or a brand-new standalone offering.

# HOW TO SET UP SALT IN YOUR PROPERTY: THE OPTIONS

To Increase Profits, Build an Engaging Guest Experience, and Fit What You're Already Doing

**N**o matter what size, use, or type of space you have available, there's a salt therapy solution that will fit so you can begin generating the revenue you want.

Unwind at Westclox - Peru, Illinois

## DEDICATED SALT ROOM

With a dedicated salt room, the room itself becomes the destination as well as the treatment. You'll offer 45-minute sessions running concurrently - which means you'll be able to host multiple sessions at one time. This maximizes your revenue and gives your guests the full salt experience.

To build this room, you'll choose the type of salt walls you have - a focus wall (one full wall), half walls or full walls surrounding

the room, or a mix thereof. You'll determine the theme or decor you want to use, as well as the number of seats you'll be able to comfortably accommodate and still build the experience you want for your guests.

Contact Your Salt Specialist at **561-556-3322** to help you understand the process of building a dedicated salt room and guide you through the build.

See page 26 for how we take the stress out of salt.

Offering yoga in a salt room allows your guests to fully relax, work on their breathing patterns and enjoy the respiratory and skin benefits of salt therapy.

Purify Wellness Center - Pleasant Grove, Utah

## MULTI-USE SALT ROOM

One of the biggest opportunities with your existing spa is converting one of your rooms into a multi-use room - adding salt to a service you already offer. Your new salted service will be a premium service, or an optional upgrade - generating more revenue per square foot of the particular room that you choose to use for salt therapy.

Your new multi-use salt room can be as simple as adding a halogenerator to a room where you already offer yoga, massage, meditation, reiki, etc..., which will give your customers the full relaxation experience.

Contact Your Salt Specialist at **561-556-3322**

to discuss how to salt your services and what specifications your new multi-use salt room will require.

Allow your guests to take enhance their respiratory hygiene, skin health and mental wellness in ONLY 10 minutes.

Body on Fire Fitness and Nutrition - Boca Raton, Florida

## SALT BOOTH®

If you have only a small amount of space available but still want to offer salt therapy to your guests, a SALT Booth® is the small-space answer. Requiring only four square feet of space, you can offer 10-minute sessions without a large footprint.

With options to match nearly any use, a SALT Booth® is a completely self-contained unit - which means you won't require any upgrades or changes to your existing buildout. This will give your customers the therapy they need and want while keeping the rest of your space as-is.

Flip to page 30 to see the SALT Booth® options available to you, or **speak to your Salt Specialist at 561-556-3322** to get started.

# WHO'S GETTING SALTED:

## See The Industries We're In

It seems that every day we find our products being used in new industries to serve people in new ways. From fitness to equine; children's health to retirement communities; country clubs to luxury condominiums... chances are, salt is a good fit for you.



Addison Reserve Country Club - Delray Beach, Florida



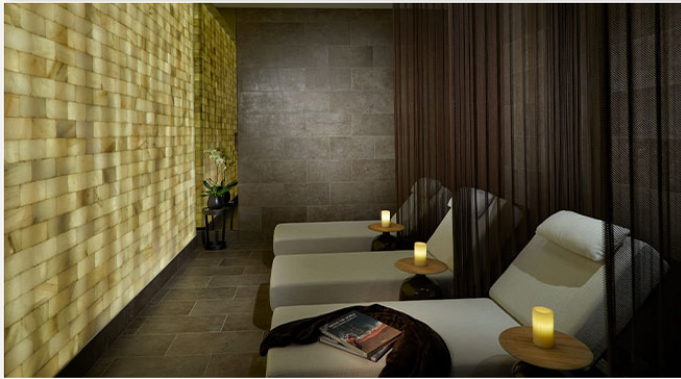
Solaia Condominiums - North Bergen, New Jersey



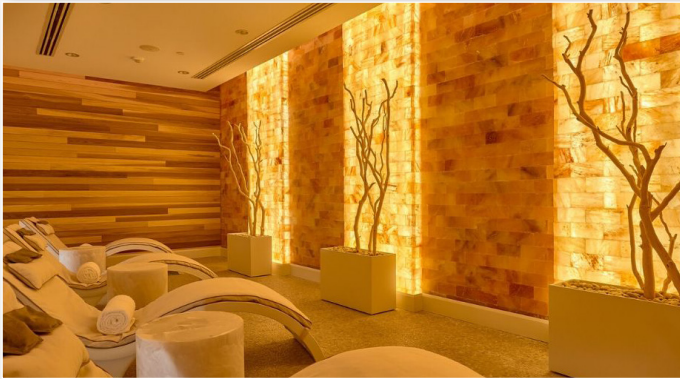
Bungalows - Key Largo, FL



Waldorf Astoria - Washington, DC



Seminole Hard Rock Hotel & Casino - Hollywood, Florida



St. Andrews Country Club - Boca Raton, Florida



The Ritz-Carlton - Charlotte, North Carolina



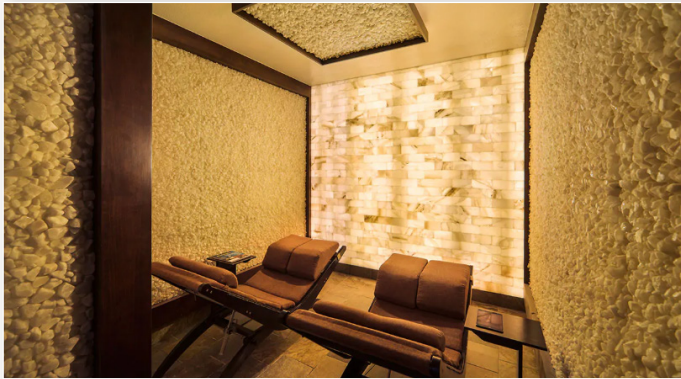
Vineyards Country Club - Naples, Florida



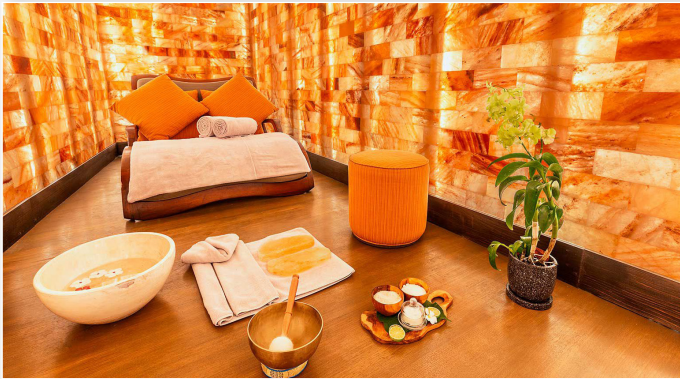
Costa d' Este Beach Resort & Spa - Vero Beach, Florida



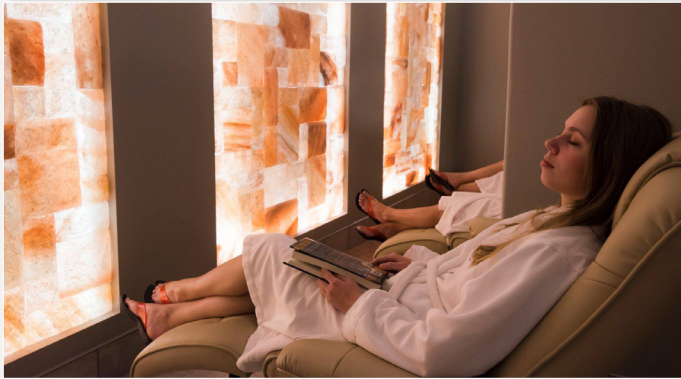
The Four Seasons Resort O'ahu at Ko Olina - Kapolei, Hawaii



Spa Avania at Hyatt Regency Scottsdale Resort & Spa - Scottsdale, Arizona



Kudadoo Island Resort - Hurawalhi, Lhaviyani Atoll, Maldives



Sundara Inn & Spa - Wisconsin Dells, Wisconsin



Beth Abraham Center for Rehabilitation & Nursing Bronx, New York

# TURN SALT INTO REVENUE

## The Salt Room

The costs for designing and installing a salt room vary depending on the size of the room, décor and lighting packages, furniture, and fixtures. The size of the room will help determine the length of time needed for your return on investment. A smaller room may have 1 to 2 chairs at \$25 each for a 45-minute session, while a larger room may have 6 to 8 chairs for the same price and length.

JW Marriott Turnberry - Aventura, FL

### Profitability Prospective:

UTILIZATION	SESSIONS/DAY	PROFIT/DAY	PROFIT/MONTH	PROFIT/YEAR
1 to 2 people	4	\$100 to \$200	\$3,000 to \$6,000	\$36,500 to \$73,000
1 to 2 people	6	\$150 to \$300	\$4,500 to \$10,000	\$54,750 to \$109,500
1 to 2 people	8	\$200 to \$400	\$6,000 to \$12,000	\$73,000 to \$146,000
3 to 6 people	4	\$300 to \$600	\$9,000 to \$18,000	\$109,500 to \$219,000
3 to 6 people	6	\$450 to \$900	\$13,500 to \$27,000	\$164,250 to \$328,500
3 to 6 people	8	\$600 to \$1,200	\$18,000 to \$36,000	\$219,000 to \$438,000
7 to 8 people	4	\$700 to \$800	\$21,000 to \$24,000	\$255,500 to \$292,000
7 to 8 people	6	\$1,050 to \$1,200	\$31,500 to \$36,000	\$383,250 to \$438,000
7 to 8 people	8	\$1,400 to \$1,600	\$42,000 to \$48,000	\$511,000 to \$584,000

Based on an average of \$25 per person per 25- to 45-minute Salt Room session (7 days/week - 8 hours/day)

# TURN SALT INTO REVENUE

## The SALT Booth®

In contrast to building a room, adding a SALT Booth® requires no construction, no build-out, and a session can be as short as 10 minutes. Since there is less cubic airspace inside a SALT Booth®, the customer experiences a higher concentration level of salt. A SALT Booth® allows you to offer dry salt therapy using a small, underutilized space in your facility. Imagine turning a 4' x 4' space into a \$6,000 or more per month profit center.

Healing Arts - New York, New York

### Profitability Prospective:

UTILIZATION	SESSIONS/HOUR	SESSIONS/DAY	PROFIT/DAY	PROFIT/MONTH	PROFIT/YEAR
High	3	24	\$600	\$18,00	\$219,000
Moderate	2	16	\$400	\$12,000	\$140,000
Low	1	8	\$200	\$6,000	\$73,000

Based on an average of \$25 per 10-minute SALT Booth® session (7 days/week - 8 hours/day)

# THE REAL SECRET OF SALT SUCCESS: **The Halogenerator**

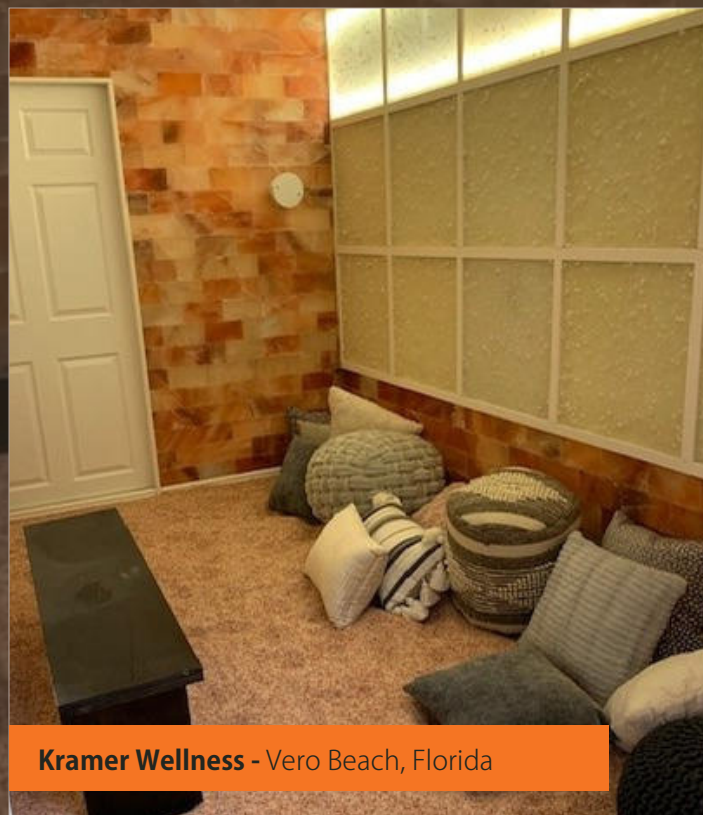
**T**he heart and soul that breathes success to a SALT Booth® or salt room concept starts with the halogenerator. This is the machine that intakes air, grinds and crushes pure grade sodium chloride (salt) into micron-sized salt particles, and then disperses that as dry salt aerosol via a fan through an opening into your SALT Booth® or salt therapy room. Once the halogenerator is installed, all you have to do is put salt into the device and press start.

This is precision equipment that will allow you to provide programmable halotherapy treatment for respiratory and skin conditions.

## There is no Salt Therapy without a Halogenerator!

According to the Salt Therapy Association (STA), there are some facilities that claim they offer halotherapy, but they do not have a halogenerator. If there is no halogenerator, there is no halotherapy. They may have salt as a décor feature on the walls and floors, however, the only way dry salt therapy can be provided is with dry salt being dispersed into a salt room or SALT Booth®.

While some claim that heated Himalayan salt can be beneficial in an environment by releasing negative ions and hygroscopically purifying the air, the STA has found this to be false and "mythinformation". Those types of facilities DO NOT provide any benefits of halotherapy.



**Kramer Wellness - Vero Beach, Florida**

**The Salt Works & Spa - Biddeford, Maine**

## Not All Halogenerators are Created Equal

SALT FX® halogenerators consistently provide halotherapy standards of 5 to 25 mg of sodium chloride per cubic meter ranging in particle size from 2 to 5 microns.

Only SALT FX® halogenerators can provide over 90% of salt particles that are 2 microns or smaller (the smaller the salt particle the deeper it can penetrate the respiratory system and skin for better results). This is because SALT FX® halogenerators are made with special polymer feeders and grinder components and medical-grade stainless steel grinder blades and housing.

The SALT FX® halogenerators are manufactured in a recognized and certified medical device facility that meets the highest quality international standards achieving the prestigious ISO 9001, 14001, and 13485 certifications.

Due to the other equipment manufactured at the facility, specific quality standards and testing must be in compliance. No other halogenerator manufactured meets these standards.



SALT FX® halogenerators are the only halogenerators that use industrial-strength magnets for connecting the major components to provide simple and ease of maintenance and cleaning.

PLUS our halogenerators are standard with 9 programmable settings for various salt therapy sessions with thousands of possibilities for controlling the length of sessions, salt concentrations, and more.

Simply put: you can invest in a halogenerator... or you can invest in the SALT FX® and know that you're choosing the best tool for the service you want to offer.

**For pricing on Halogenerators, please turn to page 28-29.**

Have more questions about our halogenerators?  
Contact your Salt Specialist at **561-556-3322**.

# ELEVATE THE EXPERIENCE WITH SALT DÉCOR

**W**hen you're designing your salt rooms - or even other spaces in your facility - salt décor can play a big role in how your guests perceive your spa.

**There are 3 salt décor options:**

## CUSTOM HIMALAYAN SALT PANELS

SALT Chamber has developed and perfected a proprietary method for manufacturing pre-fabricated Himalayan Salt Rock Panels (in a variety of rock sizes and colors) to be used in any salt decor project. They can be easily cut and shaped to fit any installation, but are sturdy and durable. (We can even design custom shapes, logos, and sizes!) They're easily mounted and there are multiple ways to use them - like continuous sculptural walls or unique patterns and designs.



**Kalahari Resort** - Wisconsin Dells, Wisconsin

## HIMALAYAN SALT BRICKS AND TILES

Our Himalayan Salt Bricks and Tiles are not your typical salt bricks. Our bricks go through stringent quality production procedures both from the mines in Pakistan and here at our production facility to ensure architectural standards are met for structure, compliance, consistency of product, and color variations. This ensures that when you are on the job installing the brick system, there is little to no extra work involved with cutting, trimming, and sizing the bricks.

We have proprietary design methods for installing these bricks that eliminate the need for mortar or permanent construction. We also have developed systems to eliminate shadowing effects and hot spots from backlighting. AND you can use these bricks as flooring, similar to pavers!



**LaRose Muscular Therapy** - Milford, Massachusetts



## HIMALAYAN SALT ROCKS, BOULDERS, & CAVES

Pure Himalayan salt can be used as decorative floor salt, fixtures, and for building salt walls and salt caves. Salt Rocks come in various shapes and sizes and are used for design elements and accessories or groupings. The design options are endless.

**Talk to your Salt Specialist at 561-556-3322 about these or any of our salt décor items.**

**Salt Cave Santa Barbara** - Santa Barbara, California

# CUSTOM TURNKEY SOLUTIONS

## Salt Therapy Success: Taking The Stress Out Of Adding Salt

When you're considering adding salt therapy to your property, it can be overwhelming to not only envision what it will look like... but how it will actually get done.

After all, there's a lot to consider if you're thinking about overhauling a space, revitalizing an unused space, or transforming an existing space into a dual-purpose experience.

That's why we've created our Salt Therapy Success Kit and Program. We can work with you at any phase of the plan - which can reduce your time and financial investment in bringing your new salt service to life.

Our Turnkey Program ranges from \$750 to \$3,000 depending on the size and scope of your project.



“SALT Chamber has been amazing to work with. We have added Halotherapy rooms to all three of properties and the knowledge, professionalism and customer service has been exceptional.

They have helped us every step of the way, from the thought process of creating our rooms, to making our Halotherapy Rooms come to life at each property.

The customer service does not stop there either, they are ready to answer questions and are there if any questions or concerns arise along the way once you are up and running as well.

Thank you for the partnership and your expertise!”

**Nikki Severson**  
Kalahari Spa and Salon



“SALT Chamber answered any questions I had in a timely manner, and they gave me the best recommendation for my needs. I am glad I decided to do my business with SALT Chamber.”

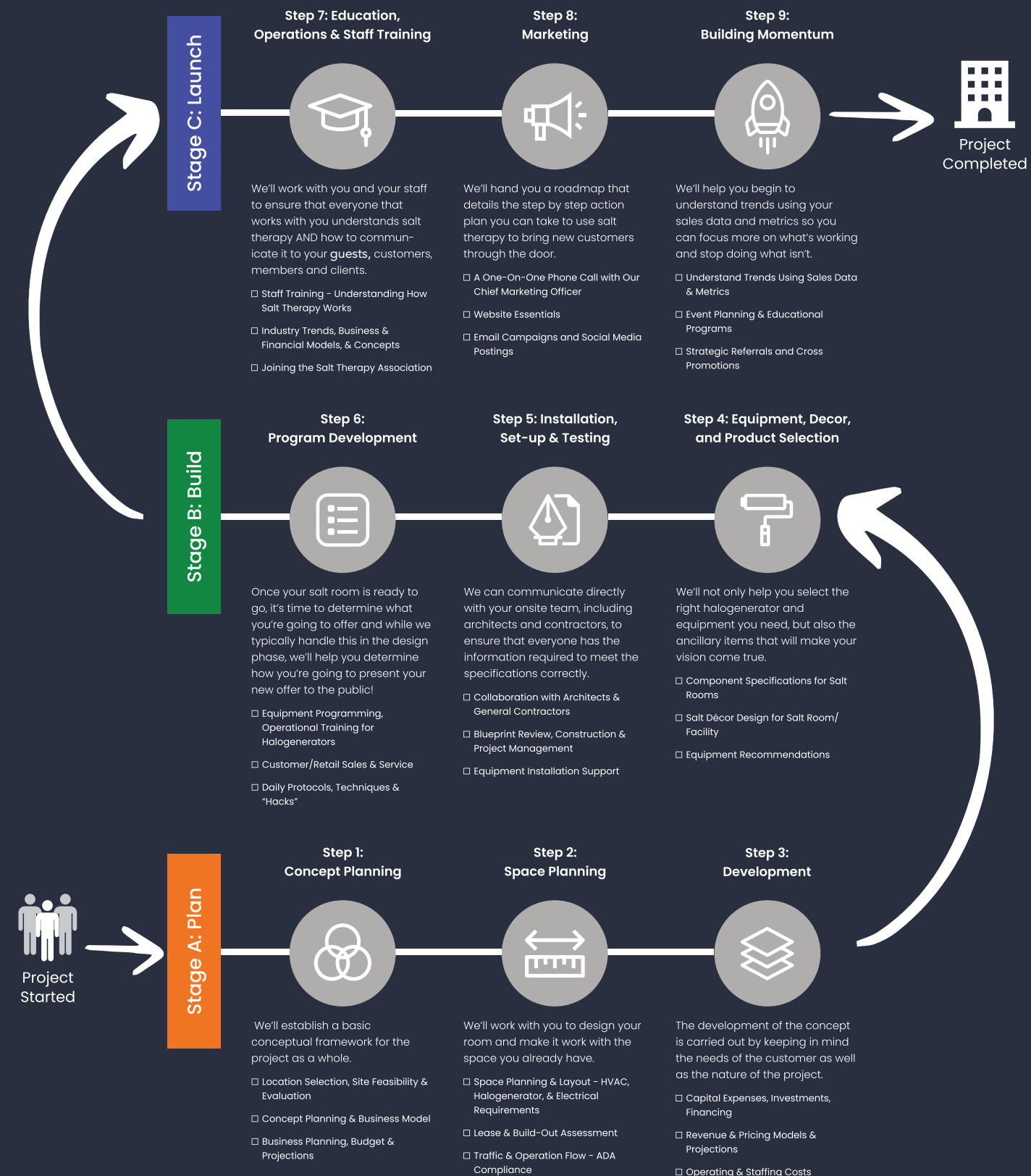
**Mayra Alba-Chartier**  
Salt Cove Wellness



“We contacted SALT Chamber, who assisted us with opening the first fully-appointed salt room in private clubs in the country. We have not only experienced very high satisfaction from our membership, but the addition of Salt Therapy has provided a new revenue source and excitement for our spa.”

**Pamela R. Caldwell**  
The Club at Admirals Cove

## In Our Process, There Are 9 Steps



# SALT FX<sup>®</sup> HALOGENERATORS

SALT Chamber has been providing commercial quality halogenerators since 2012 for all types of salt rooms and salt caves throughout the world.

## What separates our SALT FX<sup>®</sup> Halogenerators:

- Manufactured by a medical device facility
- Consistently provides halotherapy standards of 5 to 25 mg of sodium chloride per cubic meter ranging in particle size from 1 micron to a sub-micron level of 0.3 microns
- Comply with QS/ISO quality standards
- Include Bluetooth and Remote Control capability from a smartphone and/or tablet
- Include a spare parts and cleaning kit
- A US-based, on-premise Service and Support Center
- 3-year warranty

**\*\$7,495**

Includes FREE Spare Parts Kit (\$875 value)  
THIS MEANS NO DOWNTIME!

## SALT FX<sup>®</sup> Pro

For rooms up to 450 sq. ft.

SALT Chamber has been providing commercial quality halogenerators since 2012 for all types of salt rooms and salt caves throughout the world. Our trademarked SALT FX<sup>®</sup> Pro, designed to provide effective and consistent dry salt therapy (halotherapy) to rooms up to 450 sq. ft. in size, is one of the most technologically advanced halogenerators on the market, yet it's simple design and ease-of-use make it one of the most reliable, durable, and quietest on the market.



**10 YEAR WARRANTY**



## Multi SALT FX<sup>®</sup>

For the SALT Booth<sup>®</sup>, Mobile Applications, and rooms up to 150 sq ft

The Multi SALT FX<sup>®</sup> halogenerator is designed to provide effective and consistent dry salt therapy (halotherapy) for smaller sized salt rooms (up to 150 sq. ft.), personal and home use, and salt therapy concepts such as the SALT Chamber trademarked SALT Booth<sup>®</sup>.

Hyatt Regency, Spa Avania - Scottsdale, AZ

**\*\$5,250**

Includes FREE Spare Parts Kit (\$595 value)  
THIS MEANS NO DOWNTIME!

**10 YEAR WARRANTY**



\*These prices are for single units. Multiple unit discounts may apply. Our prices reflect a 3% cash discount. These prices include a 10-year warranty. See the warranty and terms and conditions for complete details. Shipping is not included.

## SALT FX<sup>®</sup> home

A Breakthrough in Salt Therapy for Home & Travel

Enjoy all the same benefits of professional, commercial quality halotherapy from a salt room or salt cave regardless of whether you're at home or traveling with our SALT FX<sup>®</sup> home. This portable halogenerator allows you to transform any small space such as an office, bedroom, closet, bathroom, sauna cabin, or even a portable pop-up SALT Booth<sup>®</sup> into an effective salt therapy experience. All it takes is one 10-minute session. Comes with 4 customized programs.

**\*\$2,295**

Add a Pop-Up SALT Booth<sup>®</sup> (\$99.95 value)

**5 YEAR WARRANTY**



### DIMENSIONS:

Height: 18.9" (48 cm)  
Depth: 10.2" (25.9 cm)  
Width: 10.6" (26.9 cm)  
Weight: 30 lbs. (13.5 kg)

### POWER:

Source: 120V, 60Hz  
Consumption: 25-35W

### INCLUDES:

Cleaning & Maintenance Kit and one 10-lb. container of HaloSalt<sup>™</sup>

\*This price is for single units. Contact us about multiple unit discounts. This price includes a two-year warranty. See the warranty and terms and conditions for complete details. Shipping is not included.

### DIMENSIONS:

Height: 15.5" (39.4 cm)  
Depth: 8.6" (21.8 cm)  
Width: 8.9" (22.6 cm)  
Weight: 17.6 lbs. (8 kg)

### POWER:

Source: 120V, 50-60Hz  
Consumption: 18W

### INCLUDES:

Cleaning & Maintenance Kit and one 10-lb. container of HaloSalt<sup>™</sup>

### DIMENSIONS:

Height: 9" (22.85 cm);  
Width: 2.75" (6.985 cm)  
Weight: 2.2 lbs. (1 kg)

### POWER:

Source: 120V, 47-63 Hz  
Consumption: 15W

### INCLUDES:

Remote Control Key Fob, Cleaning & Maintenance Kit, 500g of HaloSalt<sup>™</sup>

# SALT BOOTHS®

Pioneers in the salt therapy industry, SALT Chamber was the first company to introduce the Original SALT Booth® in 2012.

Our unique SALT Booth® is an enclosed, dry salt therapy chamber featuring our Multi SALT FX® halogenerator that provides individual and personalized skin and lung therapy in as little as 10-minute sessions.

Now you can adjust various levels and concentration of salt particles to offer a more individualized and targeted salt therapy session.

The Restoration Place Clinic - Orlando, Florida

## SALT Booth® Pro

The SALT Booth® Pro combines Sound Therapy and Light Therapy with the benefits of Halotherapy to create a true Salt, Light & Sound experience. This is the only true SALT Booth to combine salt, sound and color therapy in one. Simply program custom light settings that the LED light projects, and control audio remotely via bluetooth, while clients reap the benefits of Dry Salt Therapy.

### FEATURES

- + Color LED Lights that Produce 16M Color Combinations
- + Audio Input & Sound Therapy
- + Full-Range, High-Fidelity Music Speakers
- + Chromotherapy with Color-Changing Lights
- + Built-in Spacious Bench
- + Tempered Glass Door
- + Audio via Bluetooth

\*\$9,995

Salt, Sound & Color Therapy in One!



### DIMENSIONS:

**Height:** 85" (215.9 cm)  
**Depth:** 43.5" (110.49 cm)  
**Width:** 39.5" (100.33 cm)  
**Weight:** 160 lbs. (68 kg)  
**\*\*Width with Halogenerator:** 53.5 in (135.89 cm)

### POWER:

**Source:** 110V wall outlet  
**Consumption:** 45W  
**INCLUDES:**  
Multi SALT FX® Halogenerator  
Cleaning & Maintenance Kit  
One 10-lb. container of HaloSalt™

\*These prices are for single units. Multiple unit discounts may apply. Our prices reflect a 3% cash discount. These prices include a 10-year warranty on the SALT FX® Multi Halogenerator only. See the warranty and terms and conditions for complete details. Shipping is not included.  
\*\*Width with halogenerator attached varies by booth. Please also consider the area needed to operate the halogenerator.  
† Additional cost for this feature.

## SALT Booth® FleX

Our SALT Booth® FleX is made to be "flexible" for all types of home and business conditions and environments with the ability to fit through any door or hallway.

The SALT Booth® Flex ships flat packed and can be easily assembled on-site by two people in two hours.

"Flexible" for Your Home or Business

\*\$7,995

### FEATURES

- + Built-in Spacious Bench
- + Upgraded European Wood
- + Tempered Glass Door Ships Flat-Packed Fits Through Any Door or Hallway
- + Simple & Easy 7-Step Assembly (Instruction Manual Included)



### DIMENSIONS:

**Height:** 85" (215.9 cm)  
**Depth:** 43.5" (110.49 cm)  
**Width:** 39.5" (100.33 cm)  
**Weight:** 150 lbs. (68 kg)  
**\*\*Width with Halogenerator:** 53.5 in (135.89 cm)

### POWER:

**Source:** 110V wall outlet  
**Consumption:** 35W  
**INCLUDES:**  
Multi SALT FX® Halogenerator  
Cleaning & Maintenance Kit  
One 10-lb. container of HaloSalt™

## SALT Booth® Sauna

Add a fourth modality to create a unique and flexible experience. The smaller dimensions of the SALT Booth® Sauna allow for a shorter sauna session due to the enhanced experience of sitting closer to 3 far infrared sauna panels. Sauna can be enjoyed after clients receive a true Halotherapy session in the booth.

Salt, Sound, Color & Sauna Therapy in One!\*

\*\$12,995

### FEATURES

- + Built-in Spacious Bench
- + 3 Far Infrared Sauna Panels
- + Chromotherapy with Color-Changing Lights
- + Tempered Glass Door
- + Ships Flat Packed for Easy Assembly in Less Than 3 Hours
- + Audio via Bluetooth Connection



### DIMENSIONS:

**Height:** 85" (215.9 cm)  
**Depth:** 43.5" (110.49 cm)  
**Width:** 39.5" (100.33 cm)  
**Weight:** 160 lbs. (68 kg)  
**\*\*Width with Halogenerator:** 53.5 in (135.89 cm)

### POWER:

**Source:** 110V wall outlet  
**Consumption:** 1240W  
**INCLUDES:**  
Multi SALT FX® Halogenerator  
Cleaning & Maintenance Kit  
One 10-lb. container of HaloSalt™



# HIMALAYAN SALT DECOR

**S**ALT Chamber is an innovator in the salt room design process and started using Himalayan salt, not only for its unique beneficial qualities but for its amazing natural colors, hues, and creative applications.

Soon, salt rooms were being designed and built using natural Himalayan salt materials creating soothing and relaxing environments.

As salt therapy began emerging as a growing trend amongst spas and wellness centers, other applications for using our Himalayan salt décor began to expand to other uses such as wall treatments and flooring in various environments and spaces.

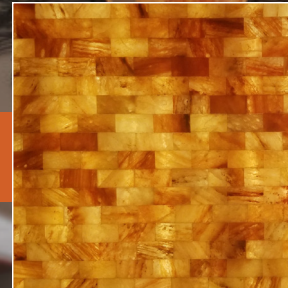
The Salt Lounge - Wyomissing, Pennsylvania



HAND-CRAFTED HIMALAYAN SALT PANELS

PANELS ARE \*\*\*\$115 EACH

The Salt Box - Parkland, Florida



HIMALAYAN SALT BRICKS

RANGE FROM \*\*\*\$42-\$50 PER SQ FT

The Woodhouse Day Spa - Dallas, Texas

## DIY AND CONTRACTOR INSTALLATION KITS:

SALT Chamber prepares and packages Complete Installation Kits that include the Himalayan salt décor, and all of the installation materials necessary such as ecofriendly adhesive, LED lights, our custom acrylic spacers, detailed shop drawings and other job specific materials.



HIMALAYAN SALT ROCK, BOULDERS, CAVES

RANGE FROM \*\*\*\$1-\$5+ PER POUND

Bien Soigne - Salem, New Hampshire

# SALT CHAMBER IN THE NEWS

## SALT Chamber Has Been Featured In:

THE WALL STREET JOURNAL. *B*AZAAR

The New York Times *abc*NEWS

american spa SKINX INC.  
Business • Treatments • Science

MASSAGE magazine AD ARCHITECTURAL DIGEST Men'sFitness

South Florida Sun-Sentinel spa business  
Global spa & wellness

lasvegas MAGAZINE PALM BEACH Society ELITE DAILY

# SALT CHAMBER CLIENTS

Celebrating our 10th anniversary, SALT Chamber is the pioneer and innovator in salt therapy room concepts and experiences, having designed, built, and installed over 1,300 worldwide projects at dayspas, medspas, resorts, hotels, country clubs, senior centers, rehabilitation centers, wellness centers, and health and fitness clubs, as well as standalone salt therapy facilities. Our clients include:



JW MARRIOTT  
TURNBERRY® MIAMI



Vineyards



THE Henderson  
A SALAMANDER® BEACH & SPA RESORT



HYATT REGENCY  
SCOTTSDALE  
RESORT & SPA



THE RITZ-CARLTON



BERGAMOS  
RETREAT  
SPA • SALON • YOGA • CAFE • WINE



ST. ANDREW'S COUNTRY CLUB  
BOLTON



WALDORF  
ASTORIA



Kalahari  
RESORTS & CONVENTIONS



HARBOUR RIDGE  
RESORT & COUNTRY CLUB



CAESARS  
ENTERTAINMENT



AUBERGE RESORTS  
COLLECTION



ATHLETIC  
REPUBLIC  
PERFORMANCE SPORTS TRAINING



PALM HEALTH  
REACH WELL-BEING



Kudadoo Maldives  
PRIVATE ISLAND  
BY HURAWALHI



INTOWN  
SALT ROOM  
relax and breathe



Celebrity  
EDGE



THE WOODHOUSE  
day spa®



CÛR  
SALT SPA  
INHALE EXHALE LIVEWELL



AGUA CALIENTE  
RESORT | CASINO | SPA



FOUR SEASONS  
HOTELS AND RESORTS



Sundara Inn & Spa



PGA NATIONAL  
PALM BEACH GARDENS



Bungalows  
KEY LARGO



INDIAN SPRINGS  
CALISTOGA

## STRATEGIC PARTNERS

OAKWORKS<sup>®</sup> Spa



## MEMBERSHIPS



RESPIRATORY WELLNESS INITIATIVE



### CONTACT INFO

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