



An Acara Partners Company

ACARA MedSpas

Developing, Managing & Marketing Leading Medical Spas

Turnkey Solutions for MedSpa Owners & Investors

Acara's Expert Team Celebrates Over 20 Years of Spa Leadership.

Frontrunner.

- Opened the First Resort Spa in the Northeast
- Managed and Owned the Country's First Urban Lifestyle Centers
- Launched the First Medical Spas in the US

Accomplishments.

- Executed 22 Acquisitions that involved over 60 Spa Locations
- Completed Over 75 Feasibility Studies
- Operated a National Chain of 22 Day Spas
- Managed a West Coast Chain of 37 Medical Spas

Leadership.

Extensive Knowledge. Exceptional Talent.

Acara's Founder, **Francis X. Acunzo**, is currently on the Board for the Medical Spa Society (MSS), past Chairman of the Spa Advisory Council for the International Health, Racquet and Sportsclub Association (IHRSA), past Advisory Board Member of the Day Spa Association (DSA) and the past President and board member of the International Spa Foundation (ISPA).



MedSpa Experts

Corporate Team

Francis X. Acunzo, Corporate Development & Strategy

Francis Acunzo is currently CEO of Acara Partners, a rapidly growing spa and wellness investment, management and development company. Acara Partners most recently spearheaded the acquisition and turnaround of a corporate owned medical spa company under their Acara Medspas division. Acara MedSpas is the industry frontrunner in developing, managing and marketing leading medical spas.

Mr. Acunzo has been the visionary, founder and CEO of numerous health, wellness and spa companies. He has extensive merger, acquisition and business development experience and has provided executive oversight to multi-site national spa and medical spa companies.

Mr. Acunzo is a noted industry speaker and contributing writer. He has also guest lectured at top universities throughout the United States. He has actively supported the health, wellness and spa industries through leadership positions on various international trade association boards.

Barbara Murphy-Shannon, Acara Business Development

Brenda Palumbo, Business Planning & Implementation

Pia Prevost, Architecture & Interior Design

Sandi Unkrur, Operations & Sales Management

Courtney Gray, Aesthetic & Product Training

Joy Thompson, Strategic Planning & Organizational Development

Debra Roberts, Marketing

Joseph Acunzo, Information Technology & Software Integration

Advisory Board

Ralph Massey, MD -- Aesthetic Dermatology & MedSpa Expert
Board Certified Dermatologist

Deborah Pan, MD -- Medical Aesthetics & Cosmetic Surgery
Medical Spa Owner & Plastic Surgeon

Rebecca Jackson, Esq. -- Legal & Regulatory Healthcare
Senior Legal Counsel for Medtronic, Inc.

Smayira M. Million -- Health, Fitness & Wellness
Chief Operating Officer, Millennium Partners Sports Club Management LLC

Charles T. Lelon -- Private Equity, Investment & Financial
Founder & Managing Partner of Kamylon Capital, LLC

Services

Turnkey Solutions for MedSpa Owners & Investors

Development

- Market Analysis
- Concept & Program Strategy
- Feasibility Study
- Business Plan
- Site Selection
- Architectural & Interior Design

Management

- Operations Analysis
- Financial Review & Recommendations
- Standard Operating Procedures
- Medical Protocol Templates
- Service, Technology & Product Development
- Management Training
- Sales & Service Training
- Retail & Merchandising Development
- Human Resources Forms & Procedures
- Recruitment
- Regulatory Review
- Strategic Vendor Alliances

Information Technology

- Acara MedSpas Management Software
 - Reservation, POS & Retail Management Software*
- Acara Virtual Office
 - Online Business Tool Kit*
- Systems Integration
- Communications Systems Specification
- Web-based Security System Specification

Marketing

- Strategic Marketing & Promotions Plan
- Brand Development & Logo Design
- Graphic, Website & Advertising Design
- Internet Marketing
- Email Broadcasts
- Sales Lead Capture System
- Public Relations



The Way We Work

Acara's MedSpa Business Model

Location + Performance + Profitability = MedSpa SUCCESS

Location

The optimal site embodies significant visibility, accessibility and market share.

Performance

Client Experience

Spa ambiance created by integrating elements that impact all five senses in the layout, interior design, and client amenities.

Quality Care & Safety

Extensive staff training creates a company with a service culture focused on safety and quality.

Results

Sophisticated technology and products that achieve the highest level of results.

Profitability

A business model driven by razor sharp marketing that generates top line revenue and a tested operating system that creates profitability providing a solid return on investment.



Acara MedSpas Code of Ethics

- We uphold truth and live by our core values and integrity
- We take pride in our superior products and exceptional service
- We share expert knowledge with clients about performance and profitability
- We always deliver on our commitments
- We place customer safety and satisfaction first
- We offer the latest in state-of-the-art technology, service and products
- We help clients reach professional goals through Acara teamwork

Acara MedSpas team enters into partnerships only with individuals and companies which align with our standards and ethics.

Representative Clients

Medical Spa, Day Spa & Healthcare

Esana Aesthetic Center and MedSpa

Renewal MedSpa

Lumity MedSpas (37 locations)

California

Washington

Oregon

Nevada

Juva MediSpa

Candela LaserSpas

Prince William OBGYN

Dermatology Associates

Rituals Spa

Beauty Resources, Inc.

Le Pli Spa and Salon

Radiance Holistic Spa & Boutique

The Greenhouse Spa & Salon

Essentiels Spa

Stonewater Spa & Boutique, Greenwich

Aruj Salon and Spa

Stonewater Spa, Fort Lauderdale

Jolie, Atlanta

Kiva Day Spa

Philipés Day Spa & Cosmetique

Jolie, Bethesda

Roxsan Day Spa

Stonewater Spa, St. Louis

Serenity Day Spa

Charles Grayson European Spa & Salon

Jolie, Raleigh

Antoinette Day Spa & Salon

Hotels & Resorts

Intrawest Corporation

Millennium Partners

The Norwich Inn & Spa

Cal-a-Vie Resort

The Boars Head Inn

Cranwell Resort

Ocean Place Conference Center Resort

Pritikin Longevity Center

Don Shula's Hotel, Golf & Athletic Club

Tecopa Hot Springs Resort

Health & Fitness

American Leisure Corporation

Eastern Athletic Clubs

Five Seasons Sports Country Clubs

Health Development Corporation

Momentum Fitness Center

Spectrum Clubs

The Atlantic Club

The Fitness Company

The Mount Auburn Club

The Sports Club Company

The Wellbridge Company

White Bear Racquet & Swim Club

Cosmetic Companies

Borghese, Inc.

Decleor USA, Inc.

Dunaliella, Inc.

Estee Lauder Company/La Mer

Sortie Group LTD

Industry Affiliations

Medical Spa Society (MSS)

The International Medical Spa Association (IMSA)

The Day Spa Association (DSA)

International Spa Association (ISPA)

International Health, Racquet & Sportsclub Association (IHRSA)

National Coalition of Estheticians, Manufacturers/Distributors and Assoc. (NCEA)

American Marketing Association (AMA)

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