



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
- Executed the First Nationwide Spa Consolidation
- Operates and Owns the Country's First Spa Home Party Company

## 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 a Founding Member and 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, Business 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 Cornell's School of Hotel Administration, Babson College School of Business, Boston University's School of Hotel Management and Quinnipiac University School of Business. He has actively supported the health, wellness and spa industries through leadership positions on various international trade association boards.

### **Debra Roberts, Marketing & Sales**

An award winning designer/marketing expert with over fifteen years in her field. Ms. Roberts has managed national healthcare and medical spa accounts. Her campaigns have included branding, print, broadcast and internet marketing.

### **Joseph Acunzo, Information Technology & Software Integration**

As a mission critical software information architect and developer, Mr. Acunzo has over twenty-seven years of expertise. For the medical spa industry, he has integrated point-of-sale and scheduling solutions, plus implemented a centralized system for the corporate headquarters of a national medical spa chain.

### **Pia Prevost, Architecture & Interior Design**

Ms. Prevost has over twenty years of international experience as an Architectural and Interior Designer. Pia has designed for both the largest Day Spa and Medical Spa chains in the US. Her company, Prevost Design, provides exclusive MedSpa designs for Acara.

### **Courtney Gray, Aesthetic & Product Training**

Ms. Gray has worked in the health and beauty industry for the past five years. She is a licensed aesthetician, has managed medical spas and is a certified laser trainer for top medical laser and product spa lines.

## Advisory Board

**Deborah Pan, MD** -- Medical Aesthetics & Cosmetic Surgery

*Medical Spa Owner & Plastic Surgeon*

**Rebecca Jackson, Esq.** -- Legal & Regulatory Healthcare

*Senior Legal Counsel for Medtronic, Inc.*

**Smaiyra 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 Kamyron Capital, LLC*

# Services

## Turnkey Solutions for MedSpa Owners & Investors

### Development

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

### Management

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

### Information Technology

- Reservation, POS & Retail Management Software
- 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

$$[\text{Performance} + \text{Profitability}] = \text{MedSpa SUCCESS}$$

### [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.



## 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 Day Spa Association (DSA)

International Spa Association (ISPA)

International Health, Racquet & Sportsclub Association (IHRSA)

The Direct Selling Association

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

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## Acara MedSpas

*Developing, Managing & Marketing Leading Medical Spas*

33 Business Park Drive

Branford CT 06405

Tel: (203) 488.0028

Fax: (203) 481.5364

info@acaramedspas.com

www.AcaraMedSpas.com