



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**

### **Debra Roberts, Marketing**

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

### **Eric Hanson, Corporate Strategy & Regulatory**

## 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.*

**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

Amari Medical Spa & Weightloss  
Biologica  
Young Medical Spa  
Esana Plastic Surgery Center & MedSpa  
Renewal MedSpa  
WellQuest Medical Clinic & Spa  
Lumity MedSpas (37 locations)  
CA, WA, OR, NV  
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

## 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)

## MedSpa Development in Progress

Atlanta, GA  
Austin, TX  
Beijing, China  
Cape Cod, MA  
Chino Hills, CA  
Fairfield, CT  
Flushing, NY  
Grand Rapids, MI  
Leesburg, VA  
London, England  
Manhattan, NY  
Palm Beach, FL  
Scottsdale, AZ

## 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

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## Acara MedSpas

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