

# SLIM UP®



EXCLUSIVE U.S. DISTRIBUTOR

[slimupusa.com](http://slimupusa.com)

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A PROFITABLE BEAUTY & WELLNESS BUSINESS IN JUST ONE SYSTEM.

## Case Study

Foggiare Wellness Center began in Largo, Florida in 2016 – designed specifically to offer customized Slim-Up programs for the first time in the U.S. - a proven and successful concept worldwide. Foggiare Wellness Center focused on **SLIM UP®** treatment technique and client satisfaction, and were named best wellness center in Tampa Bay for two years in a row by *Tampa Bay Magazine*.

In 2018, Foggiare Wellness Center began a social media campaign and targeted ads, greatly increasing awareness and growing their client base. Due to the success and growth, in August of 2019, they opened a second location in Boca Raton, Florida.

### Gross Revenue Review

August 2019 to November 2019

#### Largo, Florida

**Average per month** \$20,882  
**Annual projection** \$250,593

#### August 2019

Ad Budget \$1000  
Consultations @ FREE 16  
Consultations @ \$25 57 (\$1425)  
Packages Sold 10  
**Gross Sales** \$21,293.00

#### September 2019

Ad Budget \$1000  
Consultations @ \$25 53 (\$1325)  
Packages Sold 8  
**Gross Sales** \$17,262.00

#### October 2019

Ad Budget \$1000  
Consultations @ \$25 62 (\$1550)  
Packages Sold 8  
**Gross Sales** \$15,625.00

#### November 2019

Ad Budget \$1000  
Consultations @ \$25 50 (\$1250)  
Consultations @ \$50 3 (\$150)  
Packages Sold 12  
**Gross Sales** \$28,721

#### Boca Raton, Florida

**Average per month** \$29,311  
**Annual projection** \$351,741

#### August 2019

Ad Budget \$1000  
Consultations @ FREE 33  
Consultations @ \$25 58 (\$1450)  
Packages Sold 11  
**Gross Sales** \$21,114.00

#### September 2019

Ad Budget \$1000  
Consultations @ FREE 3  
Consultations @ \$25 77 (\$1925)  
Packages Sold 14  
**Gross Sales** \$26,075.00

#### October 2019

Ad Budget \$1500  
Consultations @ \$25 80 (\$2000)  
Packages Sold 18  
**Gross Sales** \$36,700.00

#### November 2019

Ad Budget \$1500  
Consultations @ \$25 65 (\$1625)  
Consultations @ \$50 5 (\$250)  
Packages Sold 13  
**Gross Sales** \$33,358.00

Monthly  
Facebook/Instagram  
advertising campaigns  
& results

### Successes

75-100 new client consultations in first month with a "Free Steam" Promo

Approx. 50 new client consultations each following month with a "\$25 Electrosculpt" Promo

CPC (cost-per-conversion) for \$25 Consultation ~just \$20... completely covering ad budget!

OFFICES 1920 W Bay Drive | Largo, FL 33770  
SHOWROOM 426 E Palmetto Park Rd | Boca Raton, FL 33432