



IceboxTM
cryotherapy

Innovative Cold Therapy

Becoming an Icebox Franchisee is a great opportunity to take part in the booming health and wellness industry. Investing in a franchise allows your business to benefit from proven systems and processes developed by an established brand. With 10 years of experience behind us, Icebox invites you to join us in educating communities about natural self-care with an innovative cool twist.

WELLNESS BUSINESS EXPLOSION

\$4.2 TRILLION

The wellness market has expanded by 6.4% since 2017 and is now valued at \$4.2 trillion. This growth has been twice as fast as the growth of the global economy.

\$1.1 TRILLION

The personal care, beauty, + anti-aging sector makes up the largest part of the wellness market as consumers are willing to invest more in cosmetics and youth restoring products.

\$128 BILLION

The spa sector is among the top in the beauty, health and wellness industry.

\$3.8 BILLION

The global cryotherapy market size was valued at \$3.8 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 10.3% from 2021 to 2028

80% US ADULTS

The majority of adults living in the US are investing in self-care treatments and products post-pandemic.

WHAT MAKES US COOL



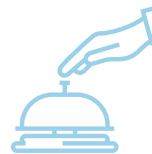
COOL CULTURE

Icebox values relationships, education, diversity, team development, and an extraordinary customer experience. Since inception, Icebox has been rooted in an authentic passion to help others feel better.



COLD SPECIALISTS

Icebox strategically implements cold therapy into as many areas of the business as possible. Our focus is intentional; we specialize in cold and we do cold really well.



SIMPLIFIED SERVICES

Our simplified service offerings are approachable for consumers and ensure our staff can be easily trained.



MEMBERSHIP-BASED BUSINESS MODEL

Recurring monthly memberships make up 57% of studio revenue on average. Membership benefits travel to all locations.

PROVEN PERFORMANCE

85% AVERAGE GROSS MARGINS

LOW STAFFING REQUIREMENT

**1ST CRYO STUDIO
IN THE US
RETAIL MARKET**

4.85 AVERAGE
★★★★★
GOOGLE REVIEW

**95 NET
PROMOTER SCORE**

TARGET MARKETS

MEDIAN HOUSEHOLD INCOME > \$100K

FULL-TIME POPULATION > 150K

LIFESTYLE SHOPPING-CENTER

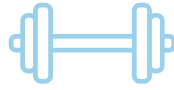


THE ICEBOX FRANCHISEE

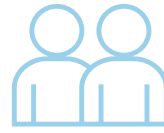
The Perfect Franchisee should have an entrepreneurial spirit with a strong operational and management background. We are looking for folks who share our passion for serving the community and value making our guests and team members feel great.



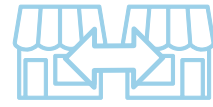
Successful
Business Executive



Retired
Athlete



Friend / Family
Duo



Proven Multi-Unit
Operator



BUSINESS IN A BOX

When awarded an Icebox license, we assist you with:

- Studio Design Plans
- Site Selection Support
- Construction Plans
- Pre-Opening Training
- Social Media Content
- Ongoing Team Training
- Educational Webinars
- Business Development Resources
- Help Desk Support
- Franchisee Concierge Service
- Marketing Materials
- Website Design & Management

