



# BRAND GUIDELINES

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# **BRAND MISSION & POSITIONING**

## OUR MISSION

**Expanding the limits of personal health and performance to help people do more of what they love through personalized, science-backed therapies.**

hy•per well•ness

**Consistent and passionate pursuit  
of maximizing one's wellness and  
energy levels.**

# WELLNESS IN 100 WORDS

**Eat whole foods.** Use food primarily for fuel, and sometimes for fun. Stay hydrated. Supplement nutrients as needed.

**Work your body daily.** Pump your muscles and your heart. Practice coordination. Maintain mobility. Build stability. Stretch and stay limber.

**Listen to your body.** Rest soundly. Recover actively. Breathe mindfully. Align with the rhythms of nature.

**Connect deeply with others.** Go out and share experiences. Give generously. Lead with love.

**Challenge your brain.** Grow, adapt, and learn new things. Find comfort in discomfort.

**Balance doing with being.** Stress with recovery. Discipline with discovery. Journey with destination.

**Do things that you love daily.**

# THE RESTORE MANIFESTO

Close your eyes.  
Imagine you in your best moments.  
How did you feel?  
Energetic.  
Sharp.  
Present.  
Completely dialed in.  
Doing what you love.

Hold on to that feeling. That's your north star.

What keeps you from being that person every day?  
The wear and tear of modern life drains our energy and attention.  
Time takes its toll.  
Chronic pain, excess weight, mental fog, and poor recovery can sideline us.

But it doesn't have to be that way.  
It takes commitment; it takes energy to be at your best.  
Restore is your energy company.  
Restore fuels your Hyper Wellness® lifestyle by blending modern medical therapies and science-backed wellness solutions helping you feel great now and into the future.

Recharge and take charge.  
Live live on purpose.  
Do more of what you love.

Restore. do more.

# BRAND MINDSET

The Brand Mindset is a set of attitudes that shapes our brand's worldview and values, connecting to our Target Consumer on a psychographic level that transcends personality traits or demographics.

## Optimistic

A true believer that things, on balance, are tilted towards the good.

## Adventurous

Open to possibility. Believes being active sparks joy.

## Motivated

Self-propelled and entrepreneurial. Does not wait around for change.

## Purposeful

Deliberate and intentional. Does not act on impulse, but doesn't dither to make an informed decision.

## Bold

Forward-looking, curious, and intelligent. An early adopter who is not afraid to be the first to try new things.

## Solutions-Oriented

Willing to put in the time to get the results. Focused and determined.



# MASTERBRAND FRAMEWORK

**Restore is expanding the limits of personal wellness**, making a fuller, happier, aspirational life attainable through transformative, science-backed treatments. **Do more.**

## Accessible

Restore's world-class treatments make the aspirational attainable.

## Innovative

Restore offers the world's most cutting-edge Hyper Wellness services, available on demand.

## Human

Restore's unique approach helps you lead a fuller, happier life.

### VIP Treatments

Restore brings transformative treatments once reserved for celebs and star athletes to 225+ locations nationwide.

### Personalized Plans

Restore's holistic Wellness Plans are designed to deliver the results you want, on your schedule.

### Science-backed

Each treatment offered at Restore is individually vetted by our Chief Medical Officer with detailed testing completed by our research team.

### Proven Results

Restore's treatments are designed to help you sleep more, play more, heal more, live more, do more.

### Individual, Not Clinical

Our signature approach puts people first, with treatment plans that are inclusive and possible—not clinical.

### Anchored in Play

We believe leading a more active life results in more personal happiness and a more positive outlook on life.

# THE 9 ELEMENTS OF HYPER WELLNESS®

Only Restore delivers a system of total balance, energy and proactive healing that allows you to feel your best, reach your full potential and **do more** of what you love. How? Through a unique methodology that uses a combination of nine elements essential for optimizing your body and mind.



## Hydration

Promotes optimal energy and brain function, boosts skin clarity, supports body-wide detoxification.



## Oxygen

Accelerates healing, improves cognitive function, and may prevent or lessen the effects of aging and injury.



## Nourishment

Provides nutrients and key building blocks that support metabolic function and immune strength.



## Cold

Relieves inflammation, boosts energy, shapes the body's immune system.



## Heat

Relieves pain and inflammation, improves skin health and clarity, optimizes mood and energy.



## Light

Promotes metabolic health, optimizes mood and energy, promotes skin health and clarity.



## Movement

Maximizes longevity, promotes cognitive performance and helps the body to maintain a healthy weight.



## Rest

Lowers stress, aids in mental performance and memory, supports healthy immune function.



## Connection

Promotes emotional balance and mindfulness, reduces stress and improves longevity.

# **DESIGN SYSTEMS & BRAND IDENTITY**

# Corporate Logo

Our logo is a symbol for what we stand for. The dial within our logo is also our brand icon and represents the refilling your tank, so you can get back to life, [doing more](#) of what you love.

## PRIMARY LOGO



## LOGO MARK (DIAL)



## Other applications

### restore hyper wellness

#### IN-LINE LOCKUP

This version of our primary logo is only to be used in our interior vinyls package and other HQ-generated branding.

do more.

#### TAGLINE

This is our primary tagline and is approved for use in Restore Blue, white and 90% K (black).



#### RDM DIAL

To be used in instances where the primary logo would be too formal and the logo + tagline would be too large - such as apparel, etc. It is approved for use in Restore Blue, white and 90% K (black).

### restore. do more.

#### LOGO + TAGLINE

This is our primary logo with tagline and is approved for use in Restore Blue, white and 90% K (black).



#### DOT COM DIAL

To be used in more marketing-lead instances where the primary logo would be too formal and the logo + tagline would be too large - such as apparel, etc. It is approved for use in Restore Blue, white and 90% K (black).

# Typography

Typography is the use of type to advocate, communicate, celebrate, educate, elaborate, illuminate, and disseminate. Along the way, the words and pages become art.

Our primary headline font is called Poppins. Poppins is a bold impactful font with personality and allows for meaningful statements that feel human and approachable.

We have a complicated scientific story to tell, so the typeface used to communicate can't be distracting. Open Sans is a utilitarian font with a clean profile which enhances readability— this supports more serious content such as Restore's offerings and health content.

In instances when we have editorial content, a featured campaign or testimonial to share, a font with more personality will be featured and dedicated to those instances.

## POPPINS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## OPEN SANS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## CAPRICORN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**Note:** Capricorn is to be used by Restore Corporate only and is not for Franchise use. Please refrain from use of font duplicates, as any and all fonts that imitate a handwritten aesthetic are considered a violation of the brand guidelines.

## Type hierarchy

### TITLE

Big Title

Font : Poppins  
Styles : Semibold

### H1

Heading 01

Font : Poppins  
Styles : Medium

### H2

Heading 02

Font : Poppins  
Styles : Medium

### BODY CONTENT

Donec ultrices cursus enim vel hendrerit. Vestibulum a nisl vel purus dictum laoreet. Donec tincidunt odio sed dolor consectetur interdum. Cras sit amet arcu libero. Maecenas dictum, sem ut pretium tincidunt, nisl velit ornare odio, porttitor fringilla lorem leo sed ante. Nunc nec faucibus sem. Nullam sed erat quam. Aliquam placerat dapibus justo,

Font : Open Sans  
Styles : Regular



Brand Strategy + Guidelines

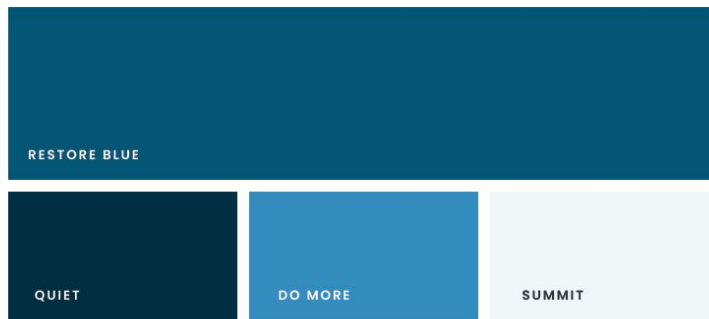
# Color System

## Overview

Color is fundamental in the way we express the Restore brand. Our color palette includes a primary color, core brand colors, energy colors, and a supporting palette of greys.

Restore's primary color is Restore Blue and is the signature of the brand. The secondary palette is comprised of complementary hues built off of the primary. And finally, the energy colors represent each of the elements of Hyper Wellness®.

### PRIMARY + CORE:



### SUPPORTING GREY'S:



### ENERGY (ELEMENTS):





# Color Codes

## HEX / WEB CODE

#055577
#042E43
#308CBF
#EEF6FA
#0081A1
#53BDD8
#B7EBF9
#2C8FB2
#C2EED8
#FF6056
#FF8C60
#FFB0B0
#D880D8

## RGB

5 / 85 / 119
4 / 46 / 67
48 / 140 / 191
248 / 246 / 250
0 / 129 / 161
83 / 189 / 216
183 / 235 / 249
44 / 143 / 130
194 / 238 / 216
255 / 96 / 86
255 / 140 / 96
255 / 176 / 176
216 / 128 / 216

## CMYK

93 / 58 / 32 / 19
100 / 74 / 47 / 51
76 / 33 / 10 / 0
9 / 1 / 2 / 0
83 / 32 / 25 / 8
61 / 5 / 11 / 0
31 / 0 / 5 / 0
78 / 22 / 53 / 5
28 / 0 / 22 / 0
0 / 74 / 58 / 0
0 / 56 / 61 / 0
0 / 42 / 22 / 0
28 / 57 / 0 / 0

## PANTONE®

PANTONE 3025C
PANTONE 303C
PANTONE 7689C
PANTONE 297C @ 15%
PANTONE 314C
PANTONE 637C
PANTONE 304C @ 60%
PANTONE 7473C
PANTONE 351C @ 60%
PANTONE 178C
PANTONE 1635C
PANTONE 176C
PANTONE 245C

# ACCESSIBILITY

## What is web accessibility and why is it important?

When a brand is digitally accessible, it can be used by someone with a disability. For example, a person who is blind and uses software that reads the screen out loud or a person who has a hand tremor and uses voice command software.

By using sufficiently-contrasting (the difference in light between foreground and background) colors, a font/button visibility is stark enough to distinguish in a digital experience.

To create sufficient contrast, the Restore Blue may be deepened (ideally to Quiet) in order to comply with accessibility guidelines. These are our approved contrasts with each color in the brand palette.





**TARGET  
CLIENT**

# TARGET CLIENT OVERVIEW

## Broad and Generic

The “Target Audience” in the current Brand Guidelines is broad and generic, built off limited data and various observations and assumptions.

While the client insights are thin, we claim seven cohorts: The Biohacker, The Lost & Overwhelmed, The Aging with Intention, The Bio-Curious, The Brain Optimizer, The Aesthetically Driven, and The Entrepreneur.

By attempting to create a “brand for anyone who is ready to commit to elevating their health,” the “Target Audience” and overall Brand Guidelines fail to be actionable and do not help us create a coherent brand to drive engagement and growth.



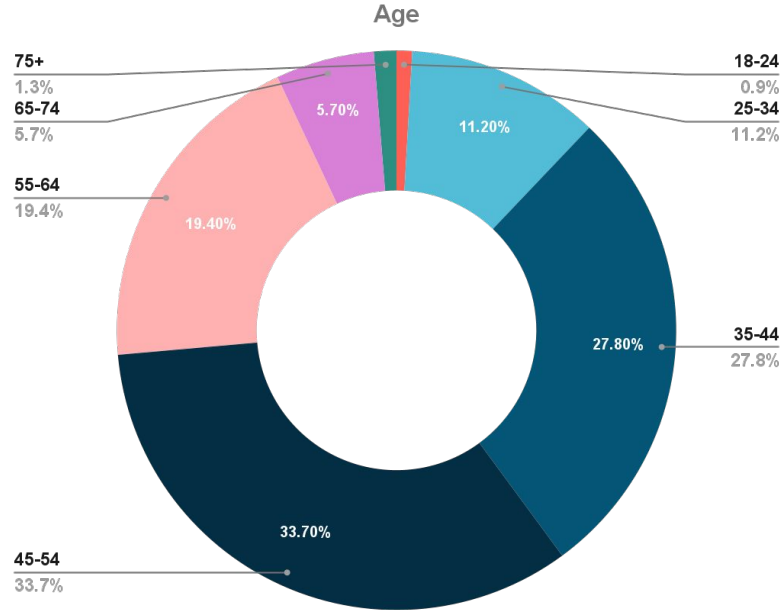
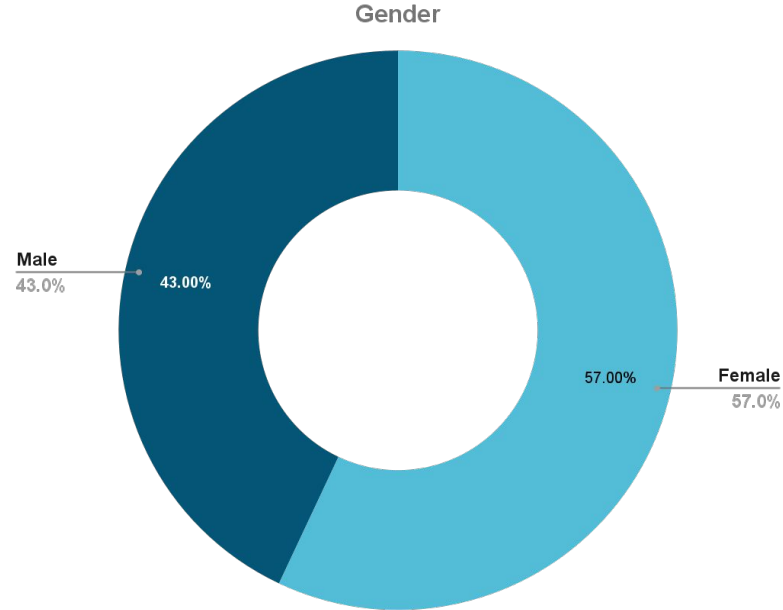
## Detailed and Actionable

To really understand our Target Client, we identified 500,000+ clients who have spent time and money at Restore. We also built cohorts of our most valuable clients and those who churned.

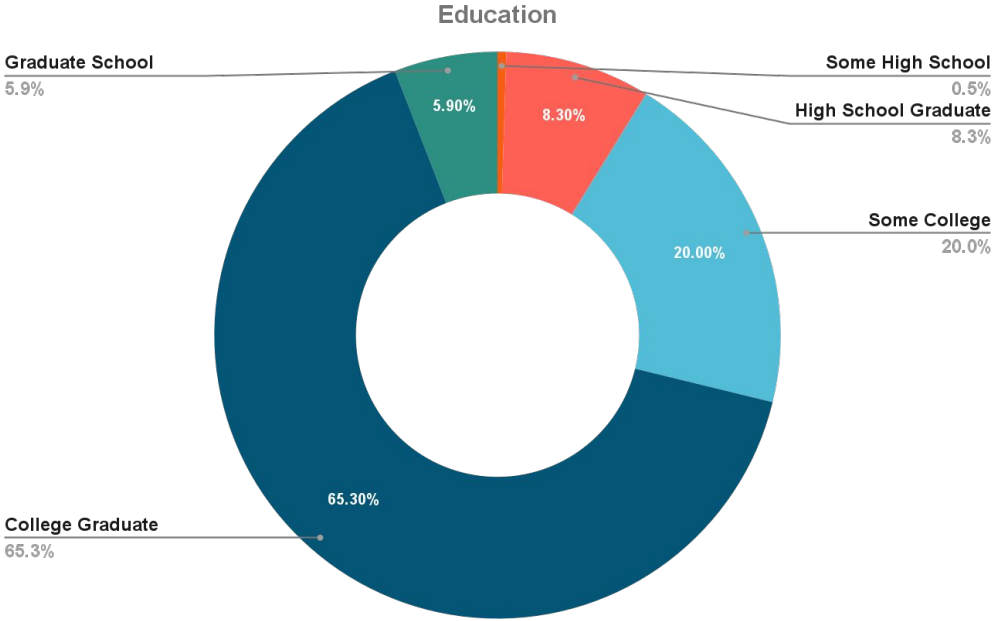
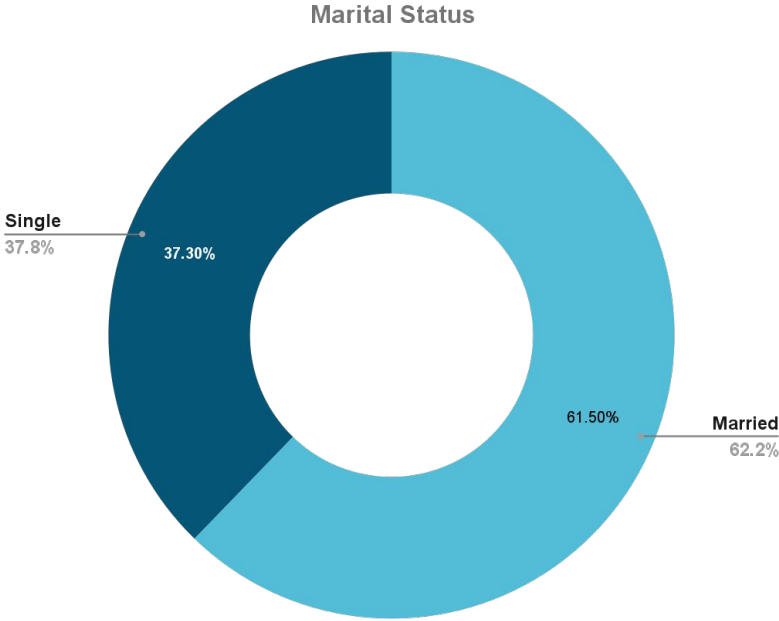
We matched their names and addresses to the top-ranked U.S. consumer database and used that more expansive data set to gain valuable details on the individuals' demo, interests, and habits.

The result: A detailed and defined Target Client, made up of three primary cohorts. This is the first key step in sharpening and reorienting our brand to make sure everything we do has our Target Client at the center.

# Target Client: Demo and Characteristics

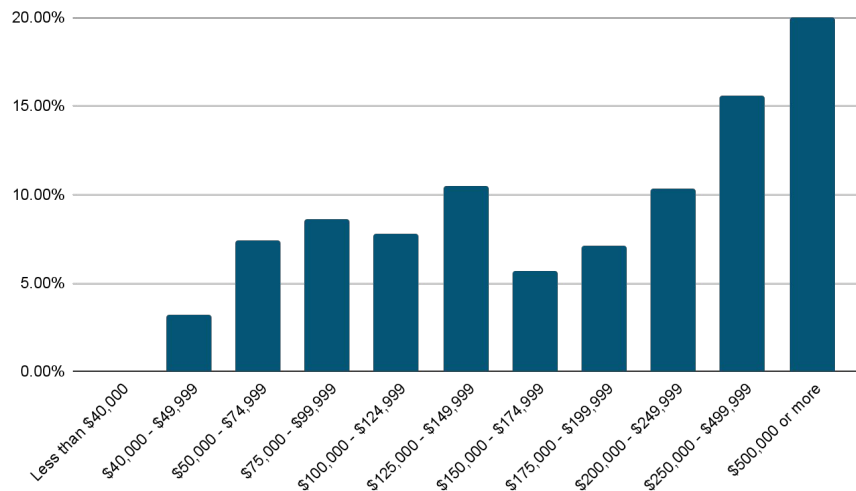


# Target Client: Demo and Characteristics

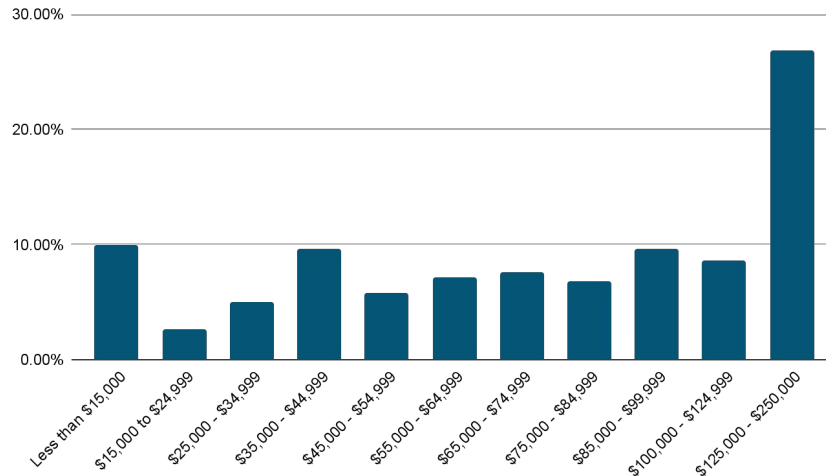


# Target Client: Demo and Characteristics

Income

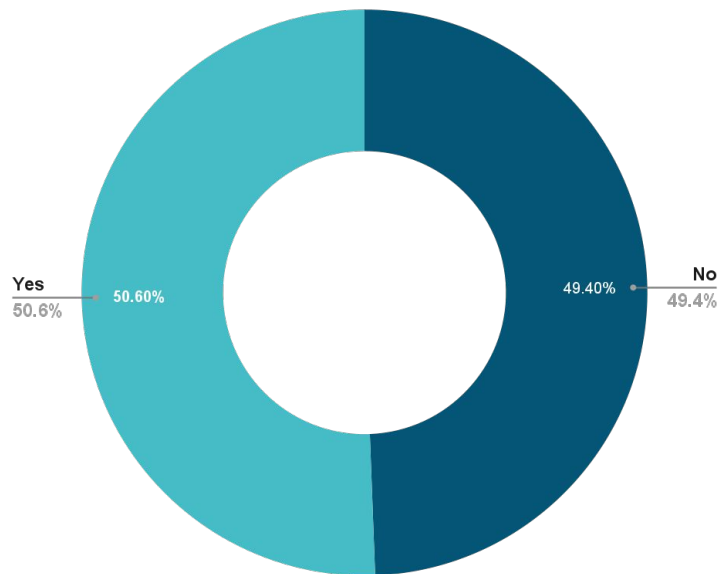


Discretionary Spending

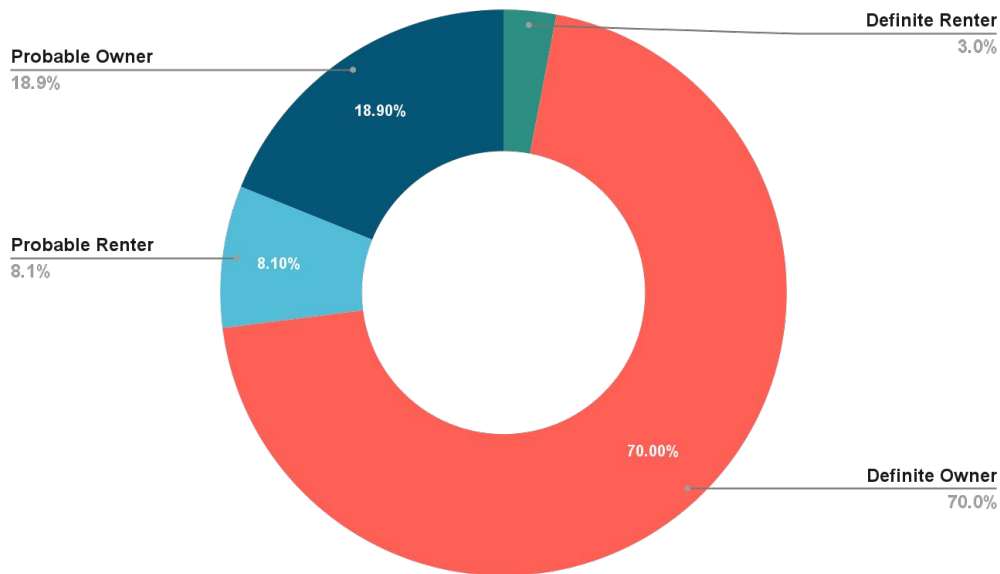


# Target Client: Demo and Characteristics

Children At Home



Home Ownership



# Target Client: Indicators and Trends

An index of 100 means that the result exactly matches the baseline average of a typical American consumer. An index of less than 90 or more than 110 would be considered different enough to take note and advantage of.

Lifestyle	
Running / Jogging	177
Buy Food Sent Via Mail	141
Yoga / Pilates	135
Skiing / Snowboarding	132

Lifestyle	
Quilting	32
Grandchildren	34
Bird feeding / Bird watching	35
Wear Women's Plus-size Clothing	35

# Target Client: Indicators & Trends

An index of 100 means that the result exactly matches the baseline average of a typical American consumer. An index of less than 90 or more than 110 would be considered different enough to take note and advantage of.

Ailments (Self-Reported)		<div>Note: The sub 100 index on these ailments shows our target <u>says</u> they healthier than the average American</div>	Ailments (Self-Reported)	
Diabetes, Type 2	29		Depression	50
High Blood Pressure	33		Insomnia	50
Diabetes	35		Respiratory Ailments	50
Arthritis	37		Sinus / Nasal Issues	50
High Cholesterol	44		Digestive	51
Back Pain	45		Pain Issues	55
Bladder / Bowel Issues	45		Vision Issues	55



# Target Client: Indicators & Trends

An index of 100 means that the result exactly matches the baseline average of a typical American consumer. An index of less than 90 or more than 110 would be considered different enough to take note and advantage of.

Market Trends	
Purchase Airfare from Airline (Not deal sites)	482
Subscriber to Personal Care Products	476
Venmo Users	470
Airbnb / VRBO Clients	466
iPhone Users	455
Women's Cosmetics	444
Amazon Prime Members	429
Extreme Fitness Enthusiasts	425
Wellness Focused	351

Market Indicators (Where They Spend Money)	
High Ticket Female Apparel / Accessories	437
Kitchen and Bath	400
Mid Ticket Female Apparel	346
Designer Clothes	320
Health / Wellness / Vitamins	308
Sports and Outdoor Activities	286

# Target Client: Indicators & Trends

An index of 100 means that the result exactly matches the baseline average of a typical American consumer. An index of less than 90 or more than 110 would be considered different enough to take note and advantage of.

Financial	
Discretionary Spending of \$125-\$250K	472
Income Above \$500K	556
Home Value Above \$909K	330

Auto	
Luxury Vehicle	325
Land Rover	900
Porsche	550
Audi	414

Demographic	
Average Individual Age Above 74	10
Retirement age, enjoy country music, NASCAR	11
Empty-nest homeowners with grandkids	13
Young-at-heart older retirees with grandkids	17
Retired	20
Still-going-strong adults in mid-60s	30

# OUR PRIMARY PERSONA

# TARGET CUSTOMER

Our target customer is an affluent, highly educated, career-oriented individual in their late 30s to mid 40s. They're very focused on their own and their family's health and wellness. They know what they like and they spends a lot money on their lifestyle.

Active outside of work, they enjoy running and jogging, yoga and pilates, and skiing and snowboarding. They're 3x more likely to care about wellness and twice as likely to care about healthy eating than the typical American. They are in their prime earning years, more likely to be married than single, typically a homeowner, and if they have children they live together in a well-cared-for household.

Upscale in their tastes, preferences, and buying habits, they spend 3x more than the average American and donate to a wide variety of charitable causes. They love luxury, shops online, and spend most of their money on high-end clothing and accessories, kitchen, and bath – and whatever's necessary for their family to be healthy, fit, and active.

Willing to try new things, they're an avid tech and media user and always planning their next trip. They love watching professional sports, attending concerts and live music, and cherish being outdoors.



# TARGET CUSTOMER: COHORTS

## Doing Well, Donating

- Average Household Income: \$250,500
- Average Head of Household Age: 46
- Average Length of Residence: 13 years

These individuals are in their peak earning years, own homes, and spend 3x more than the average population. Their spending extends to a variety of charitable causes, and they balance their careers with interests that include fitness, wellness, traveling, and investing. They opt for new, full-size luxury vehicles and are loyal to premium brands.

Brand love: Porsche SUV, Patagonia, Apple

## Already Affluent

- Average Household Income: \$173,800
- Average Head of Household Age: 29
- Average Length of Residence: 6 years

Smaller households with 1-2 children, high incomes, and upscale spending habits. Motivated professionally and often holding advanced degrees, they direct their earnings towards both traditional investing and investing in experiences – like fitness, travel, and their social lives. You'll never find them without their phone, and they are frequent online shoppers.

Brand love: Audi, AirBnB, Spotify

## Big Spender Parents

- Average Household Income: \$207,400
- Average Head of Household Age: 44
- Average Length of Residence: 10 years

These middle-aged individuals live in traditional family households with children. They are well-educated, career-oriented professionals who are very active with their families outside of work. They spend a lot – both on themselves and on their kids – to create an upscale, active lifestyle. They gravitate toward new luxury, full-size, imported vehicles.

Brand love: Land Rover, Peloton, Amazon Prime

# **RESTORE THERAPIES**

**Restore has therapies for  
clients in our studios**

# Medically and science-backed therapies with proven efficacy and clinical clout

This is the bar we set for the modalities found inside a Restore Hyper Wellness brick and mortar studio. Whether clients visit Restore to alleviate pain or discomfort from an injury or chronic illness, to boost their immune system, or to simply feel better than they did before they walked in—all of our therapies deliver on their promise, and they are:

## RESTORE CORE THERAPIES

Cryotherapy  
Red Light Therapy  
Infrared Sauna  
Compression

## RESTORE SPECIALTY THERAPIES

*LED BY A REGISTERED NURSE*

IV Drip Therapy  
Intramuscular (IM) Shots  
Mild Hyperbaric Oxygen Therapy (mHbOT)  
NAD+ Therapy  
Biomarker Assessments

## ESTHETICIAN SERVICES

Cryoskin® (Facial, Toning and Slimming)  
Hydrafacial™  
Circadia® Oxygen Facial







# Cryotherapy

## OVERALL WELLNESS BENEFITS:

### May help the body ...

- Relieve pain, swelling, and stress
- Promote healing and athletic recovery
- Boost mood, energy, and sleep

### SERVICE TIME:

First-time is 2 minutes 30 seconds. After that, up to 3 minutes. Local Cryo only takes 10-12 minutes

### FREQUENCY:

As often as twice a day

### SUB-ELEMENTS:



### SYNOPSIS:

#### Whole Body Cryotherapy

An ancient practice made for the modern age. For thousands of years, people have leveraged sub-zero temperatures to boost energy, advance healing, and achieve more restful sleep. select studios and aim to maximize results and improve your experience of Whole Body Cryotherapy.

#### Local Cryotherapy

Target pain, swelling, and soreness with the same sub-zero temperatures as Whole Body Cryo to speed up recovery time and promote healing—all in just 10-12 minutes!





# Red Light Therapy

## OVERALL WELLNESS BENEFITS:

### May help the body ...

- Improve mood and energy
- Relieve pain and inflammation
- Optimize sleep
- Increase collagen production and skin health
- Improve eye health in people ages 40+

## SERVICE TIME:

10 minutes

## FREQUENCY:

3-5 times weekly

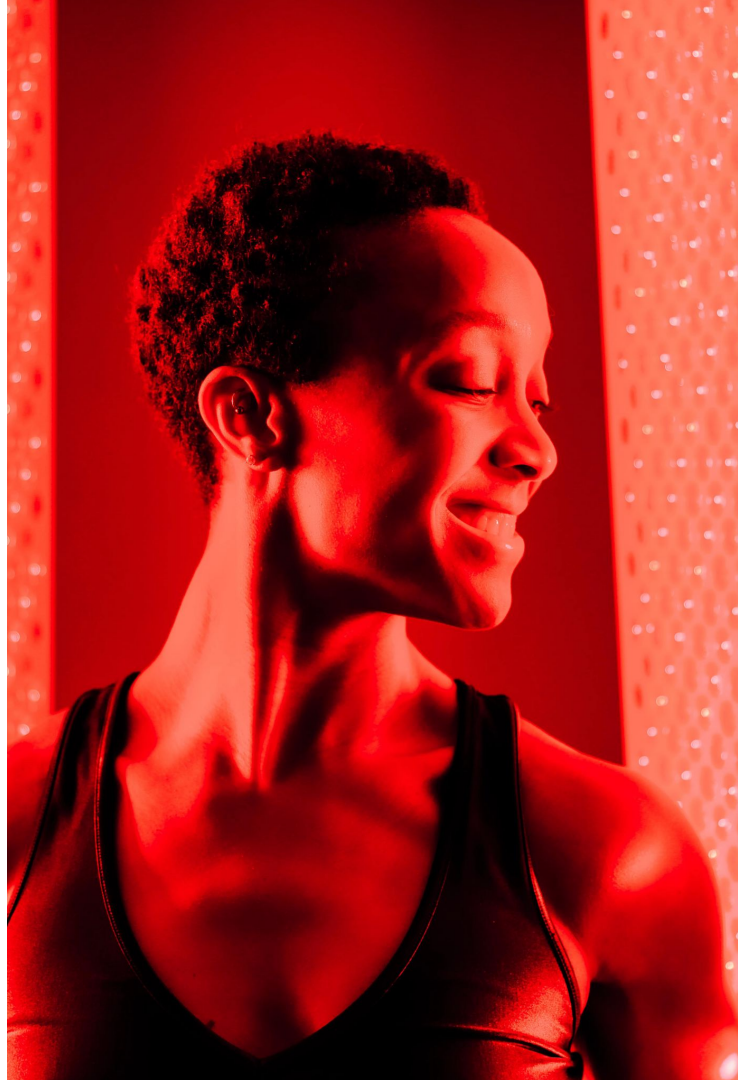
## SUB-ELEMENTS:



## SYNOPSIS:

### Red Light Therapy

Just as plants need light to grow, light provides functional support for the human body. Red Light Therapy (also known as Photobiomodulation Therapy) uses red and infrared wavelengths of light that may help to boost energy levels, relieve minor pain and swelling, and balance your mood—all in as little as 10 minutes per day.





# Infrared Sauna

## OVERALL WELLNESS BENEFITS:

### May help the body ...

- Promote energy and healing
- Improve circulation and heart health
- Optimize sleep
- Detoxify heavy metals

### SERVICE TIME:

Begin at 15 minutes  
and work your way  
up to 40 minutes  
per session

### FREQUENCY:

3-5 times weekly

## SYNOPSIS:

### Infrared Sauna

Sweat it out! Unburden your body from stress, sore muscles and free radicals with an ancient practice made for the future. Lay back, relax and unwind as your body burns calories and finds relief from inflammation. Release minor pain, accelerate athletic recovery, boost circulation and improve cardiovascular health—all in 40 minutes or less.



S:







# Compression

## OVERALL WELLNESS BENEFITS:

### May help the body ...

- Improve lymphatic function and circulation
- Reduce muscle aches and pain
- Improve flexibility and mobility

### SERVICE TIME:

Minimum of 30 minutes per session

### FREQUENCY:

3-5 times weekly

### SUB-ELEMENT



## SYNOPSIS:

### Compression

No pressure, no diamonds! Compression may help your body improve the flow of blood and lymphatic fluid, boost recovery, circulation and healing. This relaxing treatment applies controlled, dynamic pressure to extremities like the arms, legs and hips using NormaTec Pulse Rx 2.0 technology—the gold standard in Compression. Intended to treat various lymphedema conditions, including venous insufficiency, and may help prevent deep vein thrombosis in sessions of just 30-60 minutes each.



# IV Drip Therapy



## OVERALL WELLNESS BENEFITS:

### May help the body ...

- Hydrate and cleanse
- Replenish vital nutrients
- Maximize performance and focus

## SERVICE TIME:

60-90 minutes including completing medical forms and a TeleMed call with a medical professional

## FREQUENCY:

Varies based on drip ingredients

## SUB-ELEMENTS:



## SYNOPSIS:

### IV Drip Therapy

Fuel your life and do more of what you love. Our IV Drips infuse a liter of fluids with essential vitamins, nutrients, minerals and amino acids that go far beyond water alone. Whether you're recharging your body's defenses with Vitamin C, aiding your body's energy production with B12, or relaxing while supporting muscle health with Magnesium, our extensive menu of drip ingredients gives you every opportunity to take your wellness further than you thought possible. Plus, you can customize your drip with the guidance of a medical professional to deliver the nutrients your body and mind would benefit from most.



# Mild Hyperbaric Oxygen Therapy



## OVERALL WELLNESS BENEFITS:

### May help the body ...

- Boost energy and healing
- Regain your cognitive edge
- Optimize sleep

## SERVICE TIME:

Approximately 60-90 minutes after you complete a medical waiver and TeleMed call with a medical professional.

## FREQUENCY:

Up to once or twice daily, but must wait four hours between sessions. 10 sessions minimum, 20-40 maintenance sessions to experience optimal results.

## SUB-ELEMENTS:



## SYNOPSIS:

### Mild Hyperbaric Oxygen Therapy (mHbOT)

Regain your edge. Our Mild Hyperbaric Oxygen Chamber is a cozy space where you can enhance your body's natural healing processes. You may optimize sleep, speed up athletic recovery, repair muscles and boost cognitive clarity.





# Intramuscular (IM) Shots



## OVERALL WELLNESS BENEFITS:

### May help the body ...

- Replenish vital nutrients
- Energize and revitalize
- Boost focus and performance

## SERVICE TIME:

Just a few minutes after you complete a medical waiver and TeleMed call with a medical professional.

## FREQUENCY:

Varies based on your wellness goals and ingredients.

## SUB-ELEMENTS:



## SYNOPSIS:

### Intramuscular (IM) Shots

Take your best shot! These time-saving injections deliver similar benefits to our IV Drips in a fraction of the time. Choose your superpower and dial up your wellness in five minutes or less. From vitamin D shots that keep you covered for up to eight weeks and all-powerful detoxifying glutathione to energy-boosting vitamin B complex and more. A medical professional will work closely with you to determine which ingredients best suit your body and wellness goals.



# NAD+ IV Drip Therapy



## OVERALL WELLNESS BENEFITS:

### May help the body ...

- Boost focus, energy and cellular health
- Improve heart health, strength and endurance
- Accelerate the healing of muscles and tissues

## SERVICE TIME:

1-4 hours depending on comfort and preference. First time clients will need medical clearance. NAD+ must be pre-ordered before administration.

## FREQUENCY:

Four consecutive days for initial treatment. Maintenance doses every 4-8 weeks based on guidance from a medical professional.

## SUB-ELEMENTS:



## SYNOPSIS:

### NAD+ IV Therapy

Restore the very essence of you. The latest breakthrough in NAD IV Therapy may help your body to jump-start cellular repair mode, rejuvenate your energy and clean house of inner damage. Gain cognitive clarity, boost your mood and protect your unique genetic makeup. Let NAD IV Therapy be part of your wellness journey and help turn back the hands of time.





# NAD+ IM Shots



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## OVERALL WELLNESS BENEFITS:

### May help the body ...

- Boost focus, energy and cellular health
- Improve heart health, strength and endurance
- Accelerate the healing of muscles and tissues

---

## SERVICE TIME:

Under 15 minutes including your Cryotherapy prep. First time clients will need medical clearance. NAD+ must be pre-ordered before administration.

## FREQUENCY:

Four 125 mg IM shots are administered once a week for 4 weeks. Maintenance not required but NAD+ Shots can be administered 1x week as needed.

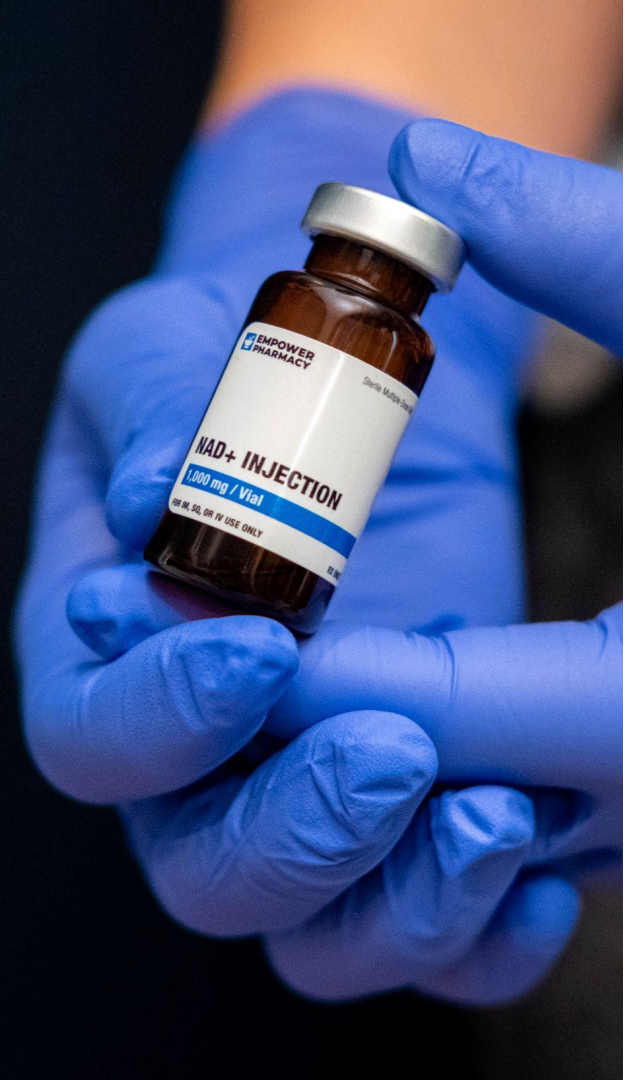
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## SUB-ELEMENTS:

## SYNOPSIS:

### NAD+ IM Shots

Promote your overall well-being with NAD+ IM Shots! This latest breakthrough in molecular health, NAD may help your body jump-start cellular repair mode, rejuvenate your energy and clean house of internal damage. At Restore, your experience includes a Cryotherapy prep session—the ultimate 2-for-1 energy kick—all in under 15 minutes!





## OVERALL WELLNESS BENEFITS:

### May help the body ...

- Reduce the appearance of wrinkles and pores
- Firm and tighten skin (*Facial, CryoToning*)
- Improve skin's overall texture and clarity (*Facial*)
- Improve appearance of smoother skin and reduction of cellulite (*CryoSlimming, CryoToning*)
- Firm and tighten skin (*Facial, CryoToning*)

## SERVICE TIME: 30-60 minutes

## FREQUENCY: Best results after 3 or more treatments.

## SUB-ELEMENTS:



## SYNOPSIS:

### Cryoskin®

A safe, soothing, non-invasive cosmetic service that utilizes a temperature-controlled massage wand to promote a slimmer, more toned appearance. The breakthrough Cryoskin 3.0 machines are clinically proven to improve the production and elasticity of collagen and reduce the appearance of cellulite by toning the skin.

### Cryoskin® Facial

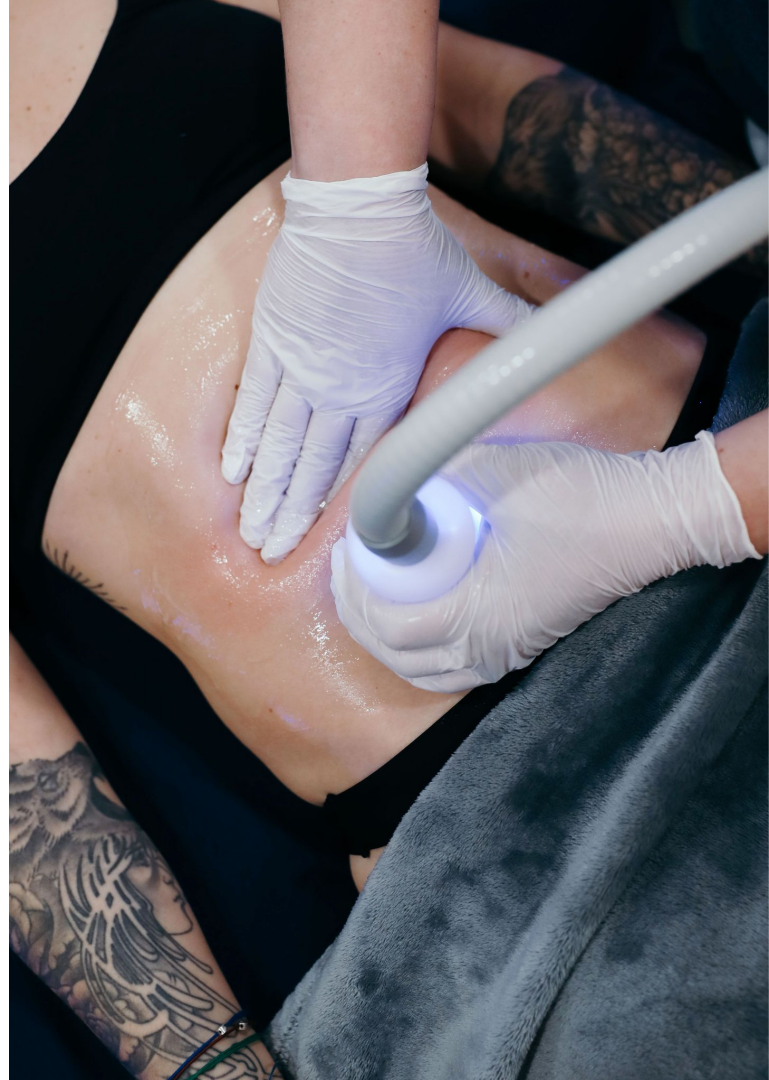
A service that leverages cold temperatures that may increase blood flow and oxygen, reducing the appearance of wrinkles and pores while improving tightness and firmness of skin.

### CryoSlimming®

CryoSlimming, which operates at different temperature settings, is applied with a massaging technique. Benefits may include the appearance of smoother skin and reduction of cellulite.

### CryoToning®

Firm and tighten with the power of cold. Benefits may include the appearance of smoother skin, reduction of cellulite, and improved overall texture and appearance of complexion.



# Hydrafacial™

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## OVERALL WELLNESS BENEFITS:

### May help the body ...

- Upgrade skin's firmness and youthful glow
- Reduce the appearance of discoloration and wrinkles
- Say goodbye to clogged pores and blemishes

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## SERVICE TIME:

About an hour

## FREQUENCY:

Once every 2-4 weeks

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## SUB-ELEMENTS:



## SYNOPSIS:

### Hydrafacial™

Find your radiance. Our Hydrafacial service is administered by an esthetician using state-of-the-art equipment to help cleanse, hydrate and replenish skin through patented Vortex-Fusion® technology. This non-invasive treatment extracts impurities and exfoliates, then infuses restorative ingredients like nourishing antioxidant peptides to leave you looking and feeling radiant.

Choose from Signature, Premium or Platinum plus a full menu of boosters and add-ons like lymphatic drainage and Red Light Therapy to target specific issues and customize your experience. More than just a facial—Hydrafacial can also be used on the hands, neck, décolleté, and back to give you an all-over glow you never knew you had in you.

Ask about the **Circadia® Oxygen Facial** add-on service to boost skin clarity and brightness.





# Circadia® Oxygen Facial



## OVERALL WELLNESS BENEFITS:

### May help the body ...

- Eliminate acne-causing bacteria
- Reverse the signs of aging
- Reduce signs of rosacea and telangiectasia

## SERVICE TIME:

About an hour

## FREQUENCY:

Weekly for correction issues.  
Monthly for general care and maintenance.

## SUB-ELEMENTS:



## SYNOPSIS:

### Circadia® Oxygen Facial

Step up your skin-care game with Restore's Oxygen Facial featuring renowned products from Circadia®. This breakthrough facial utilizes a controlled amount of oxygen generated at optimal levels in the skin to prove maximum benefits and replace the ruddy look associated with acne, rosacea, and telangiectasia, resulting in a brighter complexion. This luxurious 3-step facial uses an exfoliating mask, an oxygen treatment mask and a hydrating mask—leaving any skin type with deeply cleansed and nourished skin. Choose from Oxygenating Facial, Oxygenating Add On, Oxygen Facial, Cryoskin® + Oxygen Facial, or HydraFacial® + Oxygen Treatment.



# Biomarker Assessments



## HELPS OUR MEDICAL PROVIDERS GUIDE YOU WITH ...

- Micronutrient information
- Food sensitivity insights
- MethylDetox information
- Cellular health insights
- Customized wellness plans

## SYNOPSIS:

### Biomarker Assessments

Biomarker Assessments evaluate your blood for insufficiencies and/or genetic markers that would indicate fault in your body's process to utilize nourishment. Knowing this data helps measure your progress and even create customized plans that help you optimize your health through a range of modalities in the most efficient way possible.

### Micronutrient & Antioxidant Assessment

Provides a clear picture of your cellular health by analyzing your antioxidant, amino acid and micronutrient levels. It also provides a Redox Score, which shows how well your body fights oxidative stress. You'll then know which antioxidants you need more of in order to boost your body's defense system.

### MethylDetox Assessment

Evaluates your DNA and shows if you have mutations that may be affecting the way your body under- or overcompensates in essential bodily functions. You'll also learn which foods and supplements may benefit your cells.

## SERVICE TIME:

Just a few minutes for the draw. Up to 3 weeks to receive results.

## FREQUENCY:

We recommend getting a Micronutrient & Antioxidant Assessment every six months and a Food Sensitivity Assessment once a year. Only one MethylDetox Assessment is necessary.

## SUB-ELEMENTS:



## Additional Resources

### Most of our files are housed in Canva

- Look to [Canva](#) for all things Brand:
  - Our Brand Hub includes logos, fonts, colors, and approved photography
- Coming Soon: Restore Marketing Policies & Guidelines

restore. do more.