@THEBODYISARTNJ

THE BODY IS ART

AESTHETIC & WELLNESS SPA

PITCH DECK





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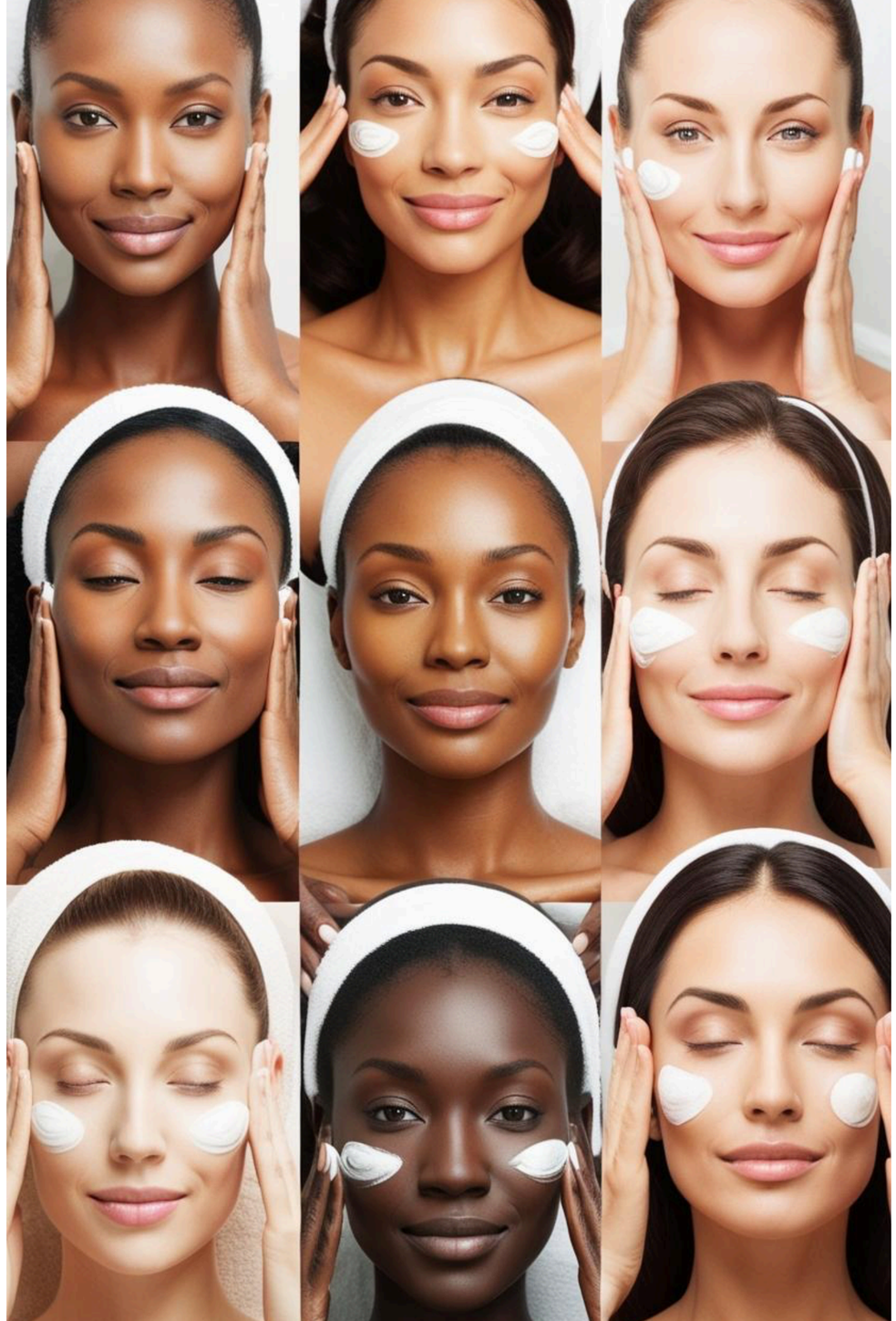
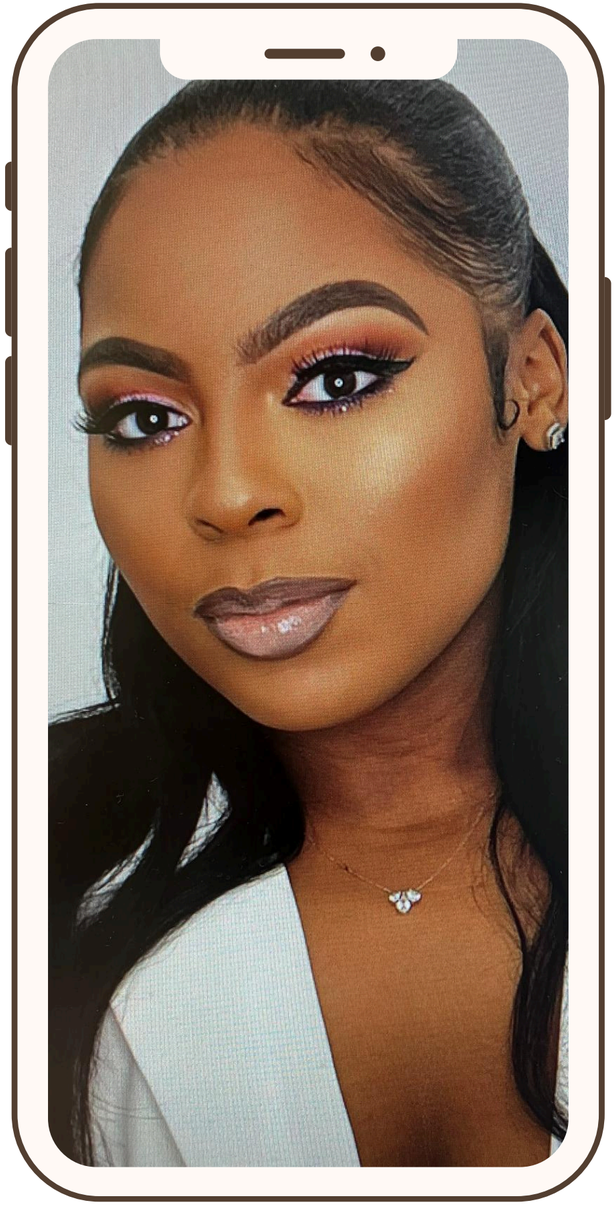
The Body is Art
Aesthetic & Wellness Spa



WHO WE ARE?

ABOUT US

The Body Is Art Aesthetic & Wellness Spa stands as a sanctuary dedicated to empowering souls through a holistic embrace of beauty and wellness. Founded by the resilient Lohgan Ford, who triumphed over hemihyperplasia, this haven places a profound emphasis on self-care and the nurturing of confidence. Services offered are a tapestry of rejuvenation, featuring laser treatments, waxing, skincare, massages, and beyond. The spa also presents an array of exquisite retail treasures, showcasing skincare lines from Dermalogica, FUR, and MW, alongside bodywear, accessories, and post-operative care essentials. The Body Is Art cultivates a warm and supportive atmosphere, guiding clients toward the realization of their personal wellness aspirations.



ABOUT OUR FOUNDER

ABOUT US

Our journey is rooted in the vision of our founder, Lohgan Ford, whose personal experiences have shaped the heart and soul of our spa. As a child, Lohgan struggled with self-image as she adjusted to life with a rare condition called hemihyperplasia. Lohgan found strength through her own journey of self-discovery and resilience. Her story is one of continuously overcoming adversity and turning challenges into opportunities to help others. This unwavering determination and compassion drive everything we do.

What sets us apart is our commitment to creating a safe space where all of our clients feel seen, valued, and cared for. We offer services that go beyond the surface—personalized treatments that promote not only physical transformation but also emotional renewal and confidence. Every treatment and every interaction are designed to uplift and empower our clients, reminding them that they deserve care and celebration.

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CORE SERVICES

The spa provides gender-inclusive services that enhance natural beauty, promote wellness, and boost confidence.

- Laser Treatments
  - Tribella
  - Octipolar
  - Diamond Polar
  - Laser Hair Removal
- Lashes/Brows
- Skincare
- Waxing
- Sugar Waxing
- Infrared Sauna
- Post-Op Care
- Body Contouring
- Teeth Gems
- Permanent Makeup (PMU)
- Body Scrub
- Massages

RETAIL PRODUCTS

Nourish Your Skin, Shape Your Body, and Enhance Your Look.

- **Skincare**
  - Dermalogica
  - FUR
  - MW
- **Bodywear**
  - Fajas
  - Waist Trainers
  - Post-Op Care
- **Accessories**
  - Clothing
  - Lash Accessories
  - Heal Me Oil

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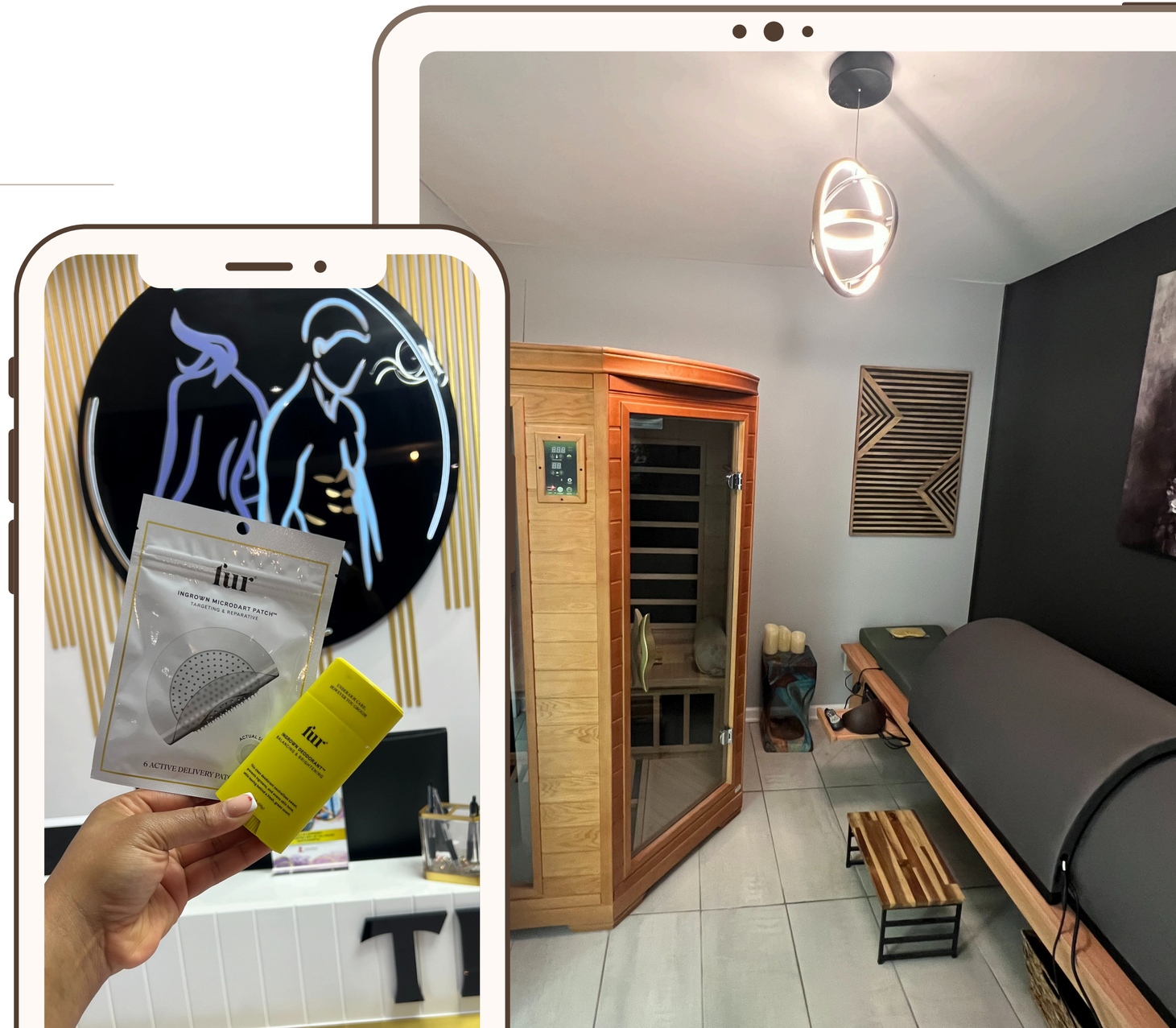
SERVICE IMPACT

- **Comprehensive Services**
  - We act as a one-stop shop for all beauty needs, offering a wide range of services at affordable rates.
- **Post-Op Services**
  - We are one of the few companies in our area providing extensive postoperative services.
- **First-Time Clients**
  - We provide a comfortable entryway for clients new to self-care and wellness services.



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THE CHALLENGE

Wellness and Accessibility Needs

Many individuals in surrounding areas lack access to high-quality, affordable wellness and aesthetic treatments, facing barriers such as socioeconomic challenges and limited local resources. These factors can make it difficult for them to prioritize self-care and experience the confidence-boosting benefits of professional treatments. As the demand for these services grows, additional funding is necessary to meet the needs of our clients and expand our offerings and support our charitable efforts.

OUR SOLUTION

Expanding Access to Wellness

- **Flexible Payment Options:** We provide flexible payment options, such as installment plans or payment plans, to make treatments more affordable and accessible to clients.
- **Educational Initiatives:** We plan to implement educational workshops and seminars on self-care, wellness, and beauty on a sliding scale or pro bono basis monthly to promote accessible health and wellness knowledge within the community.
- **Community Giveback Programs:** We have a regular community giveback programs where we donate a portion of our proceeds.
- **Community Outreach and Partnerships:** We would like to collaborate with local community organizations, social service agencies, and non-profit organizations to reach underserved populations and offer discounted services.

BREAST CANCER DIAGNOSIS + NEW INTIATIVE

On December 5, 2024, the owner of The Body Is Art Aesthetic & Wellness Spa was diagnosed with a rare form of breast cancer.

- Due to the severity of the disease, and the side effects of treatment, we anticipate that she may take a temporary leave for six months to a year. This heavily impacts our operations as most of the income came from regular clients of hers. Now, the majority of the grant funding awarded would go to operation costs and our new initiative to bring in holistic products for cancer patients.

- We would like to introduce Hale & Hush products to our patients battling cancer. When cancer patients are undergoing chemotherapy, immunotherapy and radiations, both their good and bad skin cells are impacted. This makes them more susceptible to skin conditions such as eczema, cutaneous pigmentation and photosensitivity. Some of these conditions can make their skin feel dry, itchy and can make them feel uncomfortable overall. There are some patients that encounter pressure sores, wounds and scars that cause them pain.

- Hale & Hush is a sensitive skincare brand that primarily focused on oncology cosmeceuticals and oncology esthetics. This brand of products will help us to revitalize and strengthen the skin of patients undergoing cancer treatment or dealing with any other conditions that make their skin sensitive. Having these gluten-free, sulfate-free, paraben-free, and fragrance-free or naturally scented products will help us to expand our services and products for an audience of people who are facing an incredibly difficult time and would benefit from a moment of escape and self care at our spa offering products that assist them as they fight cancer.

PROJECT SUSTAINABILITY & DISSEMINATION

1

Building Client Relationships

We focus on building personal connections with clients through exceptional services and customized wellness experiences. Regular communication via social media, newsletters, and follow-ups enhances client engagement, promotes repeat visits, and builds brand trust.

2

Innovation for Growth

We are committed to enhancing our services through advanced technology and client feedback. Upgrades to our website, online booking systems, and new treatment options will improve accessibility and effectiveness, ensuring we meet our clients' needs and provide impactful experiences.

3

Community Building and Retention

We strive to build a loyal community by celebrating client success and collaborating with local organizations, wellness professionals, and beauty advocates in Hamilton, Princeton, Robbinsville, and nearby areas. These partnerships will enhance our reach and foster lasting connections within the communities we serve.

4

Client Satisfaction

By prioritizing community engagement, expanding services, and adopting innovative methods, The Body Is Art Aesthetic & Wellness Spa aims to become a trusted leader in beauty and wellness, ensuring long-term sustainability and inspiring confidence while transforming lives.

EXPECTED OUTCOMES

1

Service Expansion

Additional funding will allow us to expand our range of offerings, introducing innovative treatments and enhancing current services like body sculpting, skincare, and wellness therapies. These expanded services will enable us to reach a broader audience, providing tailored solutions to help clients build confidence and embrace self-care.

2

Advanced Technological Solutions

We will invest in technology to improve service delivery and elevate the client's experience. This investment includes upgrading our website to provide a seamless platform for booking appointments, exploring our services, and staying connected with our spa community. Enhanced digital tools will also allow us to gather valuable feedback and continuously improve our offerings.

3

Increased Client Engagement

The improvements enabled by this funding will drive client engagement and increase revenue through expanded service options and enhanced client satisfaction. Our goal is to achieve sustainable revenue growth, allowing us to scale operations and continue investing in cutting-edge beauty and wellness solutions.

4

Continued Customer Satisfaction

By enhancing our services and integrating personalized care, we will exceed client expectations and foster lasting relationships. Clients will enjoy a more fulfilling and accessible experience, empowering them to feel confident, cared for, and supported in their wellness journey.



CONTACT

PHONE NUMBER

(609) 807-2202

EMAIL

support@thebodyisart.com

WEBSITE

www.thebodyisart.com

COMPANY ADDRESS

941 White Horse Avenue, Suite 5, Hamilton, NJ 08610