

Taking Aim at America's \$2.8 Trillion Doctor Bill

Business Description

Develop and market alternative health products

Management Team

Robert Burozski,
Chairman and President
Dr. David Newman, Director
James E. Burk, Advisor

Industry

Alternative Health Care

Bank

Bank of America

Law Firm

Burk & Reedy

Amount of Financing Sought

\$250,000

Current Investors

Robert Burozski

Use of Funds

Secure the North American right to franchise and market the "Harmony Relaxation Centers" and establish an in-house finance alternative for established practices. Finally we will continue to develop and market our own dental and nutritional products.

Healthy Natural Products, Inc.
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Doctors Agree: 90% of Chronic Illness Is Caused by Stress—and Preventable!



The cost of medical care continues to rise. But much of the stress-induced chronic disease driving this trend can be avoided. Americans are catching on. More than ever, they're seeking natural, alternative ways to reduce stress and improve their quality of life.

Our state-of-the-art harmonic balancing system uses neuro-technology to help people achieve deep states of relaxation safely, quickly and easily. It's a natural—and highly profitable--addition to almost any wellness practice.

If this growing market sounds like something you'd like to be involved in, ask for more information about our company and business opportunities.



Wellness Solutions. Naturally Better!

Company Overview



Background

Our mission is to develop and market products that can actually improve people's health and well-being. The company began by marketing the Hygienist Helper™ toothbrush, and has since developed plans for additional products as well as service-based revenue.

Business Strategy and Plans

Four separate divisions are planned:

- 1. Product Sales-** The company has successfully branded the Hygienist Helper™ toothbrush and recently began marketing the product on Bob Costas's "What a Great Idea!" TV program. Other products are on the way.
- 2. Relaxation Centers-** The management team is currently in negotiations to secure the rights to establish, market and franchise Harmony Relaxation Centers. The first center will be located in Florida, with additional markets targeted for franchised locations once North American rights have been secured.
- 3. Financing-** An in-house financing company is planned to finance the equipment needed to established medical and alternative health care practitioners.
- 4. Consulting-** A fourth division will offer product development and marketing consulting services.

Focus on Relaxation Centers

Overview: Harmony Relaxation Centers offer sessions during which customers can quickly, easily and safely achieve a deep, healing relaxed state using harmonic balancing system technology. The target market includes individuals and professionals

who value and participate in alternative health care practices, a large and rapidly growing market. The company's franchise strategy calls for partnering with established alternative or integrative health care health care practitioners, including chiropractors, doctors and therapists. The technology is similar to Life Vessel's, whose positioning is geared toward medical use. Life Vessel currently has several centers operating, although the technology has not received FDA approval.



Survey data shows 54% of Americans are concerned about the level of stress in their everyday lives. Two thirds of Americans say they are likely to seek help. Our state-of-the-art neuro-technology can help! Data indicates it can be more effective at reducing stress than other available options.

Some relaxation centers similar to the Harmony concept do have FDA approval and now successfully operate in California.

Outlook: Alternative medicine and therapy is a cash business (vs. standard providers who must endure the medical insurance system). The average relaxation center can generate \$160 per hour per machine for therapy. Franchisees may also increase revenue by offering the machine's holo-

graphic feature for entertainment purposes at \$50 per hour. Initial franchise financials indicate a potential \$100,000-\$500,000 annual profit per center even after franchise fees, making the center an attractive option for providers. The company can assist interested practitioners with equipment leasing through its financing division.

Focus on the Products Division

Overview: Hygienist Helper™ is a privately labeled product manufactured by Benedit that promotes healthier gums. The unique three-head design allows the brush to wrap around each tooth, cleaning the top and sides down to just below the gum line. The ease and effectiveness of this design enables complete brushing in one minute or less. Yet results are superior to longer brushing with a traditional manual, electric or even spin toothbrush.

The major competition for Hygienist Helper™ includes Crest, Colgate, Aqua Fresh and Butler. Though well established with strong lines of distributions, these brands share a common weakness. They are essentially commodity products, with both toothbrushes and toothpaste having little differentiation from competitors.

Outlook: We will leverage Hygienist Helper's new "as seen on TV" status in future marketing. We also plan to add new products now under development, including Nutra gum toothpaste, weight loss mints, mind candy fruitlets and instant green tea and honey.

Exit Strategy

The management team and investors plan on enjoying a solid revenue stream in the form of dividends. Investors seeking an exit will have the opportunity to sell shares back to the company at fair market value.



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Harmony Relaxation Centers

Boost Your Practice Revenue Easily with Therapeutic Relaxation!

If you're a wellness practitioner who wants to grow your practice revenue, working harder is probably *not* on your list of favorite options! But what if you found a complementary service that promoted wellness and added another \$100,000 to \$500,000 to your bottom line each year? Better yet, what if it didn't require you to work more hours?

Amazing New Technology Offers Practitioners a Solution

Consider adding a Harmony Relaxation Center to your business. These machines will help your patients reduce stress and improve their quality of life, while the center helps you improve your income. It's an excellent addition to an established practice.

Advances in neuro-technology have produced a new system capable of helping people achieve deep states of relaxation safely, quickly and easily. Harmony Relaxation Centers utilize a technology that combines gentle vibration and sound to create a state of mind called "sensory resonance." Sensory resonance has been shown to improve the nervous system by returning it to a state of balance. Other benefits may include reduced muscle tension, removed

stress lines and improved skin circulation. In addition to enhancing your beauty, these effects can also help you become healthier, happier and full of energy.

What It Feels Like



Imagine lying back on a comfortable recliner into a position that feels like you are floating on air. Beautiful music pulses through your body and surrounds your entire being. An incredible light show of colors, geometric forms, and dream-like visions dance inside your head, even though your eyes are closed.

Childhood memories flood your brain. Your skin feels tingly as your breath rate synchronizes to the music. When it is all over, you are not conscious of your body. It takes a few minutes for you to fully return. Suddenly, you realize that you are incredibly relaxed, and yet, extremely alert!

Harmonic balancing typically produces a deeper state of relaxation than massage alone—and enhances wellness. Sessions may be combined with other types of therapies for even more dramatic results.

Add a New Profit Center to Your Business

If you have a 10' x 12' room, you've got enough space to set up a two-unit Harmony Relaxation Center. Because

minimal staffing is needed to manage the center, you may allocate a portion of existing staff or perhaps hire part-time help as volume grows at your center. Or, if you are considering starting a wellness practice, you can start with the Harmony Relaxation Center and build your other practice around it.

Third Hottest U.S. Franchise is Based on Relaxation Business

Americans face an ever more complex and quickening lifestyle, and they're feeling stressed. But, entrepreneurs wonder, how can they capitalize on our need to relax?

One company has found a way to turn relaxation into a highly profitable business. Scottsdale, AZ based Massage Envy was recently named Inc Magazine's third hottest franchise in the U.S. With annual sales already over \$14 million, the rapidly growing company has 245 franchise locations with another 400 coming in the U.S. and Canada.

Example Financial Scenarios (For illustration purposes only. Actual results will vary.)

Scenario	Avg. Daily Hrs.	Hrly. Amt. Charged	Gross Annual Billing ¹	Less Cap. Costs ²	Less Rent ³	Less Labor ⁴	Net Profit (2 Units)
Light	4	\$75	\$156,600	\$20,000	\$2,880	\$20,000	\$113,720
Moderate	6	\$100	\$313,200	\$20,000	\$2,880	\$20,000	\$270,320
Strong	8	\$125	\$522,000	\$20,000	\$2,880	\$20,000	\$479,120

1. Based on two machines average 261 office days per year.
2. Includes 1-year share of estimated capital costs amortized over 5-year period: two machines (total \$60,000) & estimated franchise fee (\$40,000)
3. Rent estimated at 120 sf @ \$20
4. Labor estimated for part time share of existing staff to manage services



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