



True REST Float Spa Opens 33rd Location in Charlotte, NC

Float Therapy Provides the East Coast an Opportunity to De-stress

CHARLOTTE, N.C. (June 28, 2019) – True REST Float Spa – the world leader in flotation therapy – is expanding and making its way to the East Coast, providing unique, relaxing benefits for the mind and body. The new store, located at 906 Pecan Ave. in Charlotte, North Carolina, will give members a sense of community by incorporating the best of the city with a personalized, hometown theme.

With franchises located all across the United States, True REST Float Spa is the largest and fastest-growing float therapy company in the world. At the newest location in North Carolina, new members can experience an all-natural approach to relaxation and alleviate their bodies from everyday stressors.

Scientific study proves float therapy is effective in relieving stress, reducing pain, improving sleep, accelerating immune function, alleviating depression and anxiety, helping with addictions, and amplifying cognitive performance creativity and many other physical and psychological issues.

Opening on June 29, the Charlotte-based location will integrate a sense of community pride by showcasing local art and giving back to those who are suffering with chronic pain, depression, PTSD and addiction. The new space hopes to build a stronger, peaceful and more connected community by contributing to each client's journey to live their best and happiest life.

Float sessions are an hour long and are void of sensory distractions – sight, sound and gravity. Sometimes referred to as sensory deprivation tanks or isolation tanks, the pod is filled with 1,000 pounds of Epsom salts and 10 inches of water, creating a 30% salt solution that allows clients to float effortlessly.

True REST Float Spa Charlotte will offer six float suites with private showers, benches and float pods. "We are thrilled to be able to offer Charlotte residents the opportunity to experience True REST Float Spa," said Director of Franchise Development Mandy Rowe. "As the trailblazer in therapeutic flotation, we offer the most advanced float technology available. It's hard to believe we are closer and closer to our one-millionth float. Our rapid growth is the result of the passion our franchisees have for the True REST brand. We are excited to expand our footprint into North Carolina and offer True REST to Charlotteans."

The member-based program was founded in 2010 with the intention of offering a holistic solution to health and wellness within a spa-like environment. With every location offering tailored services to meet customers' individual needs, every True REST Float Spa experience reaffirms for its members that floats offer an experience and benefits similar to yoga or meditation.

True REST Float Spa Charlotte is offering flexible membership programs that allow clients to float as often as they want per month, with roll over float benefits. Go to <https://www.truerest.com/locations/charlotte/> to learn more.

True REST Float Spa Charlotte will be open every day – on Monday from 4 – 10 p.m. and Tuesday through Sunday from 10 a.m. – 10 p.m. One-hour floats start at \$59 and come with complimentary use of the oxygen bar.

For more information about True REST Float Spa, please visit www.trueREST.com.

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About True REST Float Spa

True REST Float Spa is the world's largest float spa brand. With over 78 awarded locations, including 33 open locations and another 15 opening this year across the country, it is on its way to servicing 1 million floats. True REST Float Spa has created a luxury float spa experience in 10 inches of water and 1,000 pounds of Epsom salts. Members float effortlessly in their float suite. Each location is dedicated to providing pain relief, relaxation and better sleep through a 60-minute float session. True REST Float Spa offers monthly memberships programs and packages. For more information, go to www.TrueREST.com. For franchising opportunities, go to www.TrueRESTfranchising.com.

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