



## Individual Franchise Owners Are Small-business Owners

*Flotation Franchise Encourages Small Business Saturday Support of Independent Locations*

**PHOENIX (Nov. 25, 2019)** – As an opportunity to highlight and support small businesses, [Small Business Saturday](#) was created in 2010 as a way to recognize and encourage holiday shoppers to visit local brick-and-mortar stores after Black Friday. Individual franchisees aren't often recognized as smaller businesses due to their corporate name and affiliation. Although franchised locations are the backbone of a brand's widely-recognized name, they run independently and on the leadership of the individual franchise owner. [True REST Float Spa](#) – the world leader in flotation therapy and the largest spa brand – has 34 locations nationwide, each owned and operated by a member of the local community. Each of the small business owners operating a True REST Float Spa is encouraging their local community members to stop by to support their local, all-natural alternative solution to health and wellness on Shop Small Business Saturday, Nov. 30.

Supporting small businesses is important to community efforts in keeping living areas thriving and functioning in society. While larger corporations offer incentives and financial sources, businesses run by mom-and-pop merchants provide incredible economic value to the city in which they reside. True REST Float Spa started as a single location and grew into a franchise through its established and successful business model. Expanding not only meant the brand grew, but also allowed for individuals looking to achieve the American dream of owning their own business the opportunity to open their own spa, backed by the support and proven processes of an established brand.

"True REST Float Spa franchisees own their locations, not the brand," said James Rowe, CEO of True REST Franchising, LLC. "They put their heart and soul into their business. While the corporate brand does offer support that many independent small-business owners don't have, franchise owners are small-business owners who create jobs and contribute to a community's economy just the same."

Additionally, quite a few of the True REST Float Spa locations are owned and run by U.S. veterans. Rowe noted, "True REST Float Spa values the sacrifices that the men and women who serve our country have made for our freedom. We feel that it is our responsibility to help them become business owners. We offer a 10% discount on the initial franchisee fee to all U.S. veterans."

Flotation therapy uses the ability to float to treat underlying issues of mental and physical stress of the body. Offering a sensory and gravity-free environment, flotation therapy restricts external sources of distraction to provide an extreme form of rest and relaxation. With hourlong sessions, members float in 1,000 pounds of Epsom salts and 180 gallons of water, creating a specialized salt solution that enables



James Rowe, CEO of True REST Franchising and Wilmington, NC True REST Float Spa Franchise Owners Josh and Janelle Slack

effortless floating. The weightless sensation and water set to body temperature relaxes the muscles in the body, relieving inflammation of the joints and easing chronic pain in areas like the neck and back, while the salt acts as an exfoliant by drawing out toxins and lactic acids to reduce stress.

This holiday season, True REST Float Spa is offering a [buy one, get one holiday offer on all gift cards](#) from Nov. 29-Dec. 25. Gift cards may be purchased online or at any True REST Float Spa location for any amount. A 60-minute flotation therapy session is \$79. With each float, customers receive a private room with its own changing area and shower. A True REST Float Spa gift card makes a thoughtful gift for everyone. Scientific studies prove float therapy is effective in relieving stress, reducing pain, improving sleep, accelerating immune function, alleviating depression and anxiety, helping with addictions, amplifying cognitive performance creativity, and many other physical and psychological issues.

Supporting small businesses is integral to the likelihood of success for brands like True REST. For more information about True REST Float Spa and how to support them during Small Business Saturday, visit <https://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 79 awarded locations, including 34 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](http://www.TrueREST.com) or visit Facebook: <https://www.facebook.com/TrueREST/>, Twitter: <https://twitter.com/truerest> or Instagram: <https://www.instagram.com/truerest/>. For franchising opportunities, go to <https://www.TrueRESTfranchising.com>.

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