



## Consistent Innovation Results in Record-breaking Growth for True REST Float Spa

World Float Spa Leader Unveils Exclusive Round Float Pod

**Phoenix, Arizona (Dec. 9, 2019)** – The world leader in flotation therapy and the largest float spa brand, [True REST Float Spa](#), announces its innovative round float pod. This is the first exclusive float pod for the franchise and is available to True REST Float Spa franchisees only.

After years of float pod research, observation and modification, True REST Float Spa has perfected the float experience with its new round float pod.

**Size:** The True REST Float Spa round float pod is a true 8-foot diameter circle, allowing ample room for guests of all shapes and sizes. The float area is 7 1/2 feet by 6 feet 2 inches, longer than the original float pod to accommodate pro athletes.

**Doors:** Unlike the original True Rest Float Spa float pod, the round float pod features two doors that allow for a 6-foot opening that can be manually closed from inside the float pod. Users may keep the doors open for an open room concept.

**Composition:** The round float pod consists of a fiberglass shell that is connected to a filter skid and filled with 1,200 pounds of Epsom salts in 10 inches of water, all of which combined help create a sensory as well as gravity-free environment.

**Water Filtration:** The filter skids connected to the float pod are designed to keep the water pristine. All of the water in each float pod goes through the filter seven times following each member's float. During each turnover, the water is shocked with UV rays and ozone. Any impurity even as minuscule as one-eighth the size of human hair is captured and filtered out. Additionally, each filter can be customized to meet the standards of the county health department where the True REST Float Spa is located – enabling the fast-growing franchise to scale to demand quickly.

**Sound:** The new round float pod is outfitted with crystal clear surround audio. Guests may choose specialized music, livestream concerts, sound healing or guided meditations.

**Lighting:** True REST Float Spa's round float pod allows members to be completely in control of their environment. Light therapy options are available and are controlled from within the float pod. Members can choose their own color options, or opt for complete darkness, based on their desired float experience.



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**Temperature:** The round float pod has overhead infrared heaters that keep the air temperature calibrated to match that of the water temperature.

**Access:** True REST Float Spa added bench seating at the opening of the round float pod to allow easier access in and out of the pod.

“On the heels of True REST Float Spa’s most successful year, we will continue with our aggressive recruitment of single and multiunit franchisees in 2020,” said James Rowe, CEO of True REST Float Spa. “Our commitment to innovation is seen not only in our exclusive round float pod but also in our proven business model, franchisee support structure, commitment to building market share and engaging employees and customers for business sustainability.”

In 2019, True REST Float Spa opened five new locations and awarded 12 franchise agreements. As more and more consumers experience the benefits of flotation therapy at True REST Float Spa, the brand anticipates record-breaking franchise agreements in 2020.

The True REST Float Spa’s franchising program is developed on an established business model as well as a system of marketing, training, operations and excellent franchisee support. The company’s board of directors and leadership have several decades of franchise and/or floating experience. True REST Float Spa’s franchises have the company’s core values in common: integrity, honesty and responsibility.

Founded in 2014, True REST Float Spa is a membership-based float spa that offers top-notch flotation therapy. Each location has up to six float pods for personal appointments. True REST Float Spa also provides an oxygen bar along with an oasis room for its members.

The float therapy/float tank industry has seen tremendous growth over the last three years. True REST Float Spa is the industry’s largest float spa brand and has the largest franchise footprint with over 70 awarded locations, including 34 open locations and another 15 opening soon. True REST Float Spa has been featured in [TIME](#) and [The Wall Street Journal](#), and True REST Franchising LLC was ranked No. 7 in Entrepreneur’s 2019 Top New Franchises and No. 234 in [Entrepreneur’s 2019 Top 500](#).

For more information on True REST Float Spa franchising, visit <https://www.TrueRESTFranchising.com> or contact [Franchising@TrueREST.com](mailto:Franchising@TrueREST.com). For more information on True REST Float Spa visit [www.TrueREST.com](http://www.TrueREST.com).

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### **About True REST Float Spa**

True REST Float Spa is the world's largest float spa brand. In 2019, True REST Franchising LLC was ranked No. 7 in Entrepreneur’s Top New Franchises and No. 234 in Entrepreneur’s Top 500. With over 79 awarded locations, including 34 open locations and another 15 opening soon 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 <https://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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