

# The Spirit

The NOW offers a space to escape the daily pressures of life and recharge your energy and spirit through the healing benefits of massage therapy. The NOW has quickly become LA's hottest new wellness destination for locals and globe-trotting influencers alike.

The NOW is designed to serve as a sanctuary from the bustling city. Our aesthetic incorporates raw elements and natural materials to create a chic minimalist oasis. Interiors are inspired by nature. Natural wood surfaces and exposed beams are coupled with sheep skins and rawhides, cactus galleries and crystal grids. All the elements are aligned with nature and form the ultimate zen environment for optimum relaxation.

The NOW's menu was crafted with the individual in mind with fully customizable enhancements from our Deep Tissue add-on, to Calm Balm, to our wildcrafted Herbal Heat Therapy among others. Come in for a 25 minute massage after a long day or book that refreshing 80 minute deep tissue for some real you-time.

With boutiques currently open from coast to coast and steady expansion on the horizon, The NOW is looking forward to bringing our thoughtfully crafted menu with customizable enhancements, healing products and singular design aesthetic to cities all over the United States.

Restore Your Body. Reset Your Soul.



# The Menu



# THE JOURNEY

Table Massage

## THE NOW

Our signature

Swedish inspired massage

**Benefits:** Rejuvenating. Relieves stress. Reduces anxiety. Increases well being. Total relaxation.

[BOOK NOW](#)

## THE HEALER

Body, mind and spirit

Energy balancing massage

**Benefits:** Calming. Deepens self awareness. Reduces emotional stress.

[BOOK NOW](#)

## THE STRETCH

For the athlete

Sports inspired massage

**Benefits:** Stimulates lymphatic and circulatory systems. Improves range of motion. Reduces recovery time.

[BOOK NOW](#)

Pricing may vary depending on

Location



# ENHANCEMENTS

+ \$10

## DEEP TISSUE

Therapeutic technique used to concentrate on specific areas of muscle tension

**Benefits:** Reduces muscle pain. Restores mobility. Increases vitality.

[BOOK NOW](#)

## CALM BALM

Cooling peppermint mixed with warming capsicum and healing ashwagandha targets sore muscles

**Benefits:** Greater mobility. Reduces soreness. Amplifies therapeutic experience.

[BOOK NOW](#)

## HEMP CALM BALM +\$15

The elevated Calm Balm formula, including cooling peppermint and warming capsicum, amplified with soothing hemp for deeper rest & relaxation

**Benefits:** Calming. Reduces tension and stress. Restores tired muscles.

[BOOK NOW](#)

## HERBAL HEAT THERAPY

Herbal heat packs used on neck and back during treatment

**Benefits:** Increases relaxation. Decreases muscle tension. Relief from stress and anxiety.

[BOOK NOW](#)

## SCALP RENEWAL

Stimulates the scalp using organic coconut oil

**Benefits:** Hydrates the roots. Encourages circulation. Relaxes the mind.

[BOOK NOW](#)

## GUA SHA

A traditional Chinese medicine technique targeting areas with smooth rose quartz tools

**Benefits:** Promotes circulation. Soothes stiff muscles. Reduces inflammation.

[READ MORE](#)

[BOOK NOW](#)

## PRENATAL GLOW

Prenatal massage for expecting mothers 12+ weeks

**Benefits:** Eases muscle tension. Improves circulation. Reduces swelling. Promotes restful sleep.

## FRESH EYES

Soothing eye mask made with vitamins and antioxidants

**Benefits:** Hydrating and cooling. Reduces swelling. Anti-aging.

VOGUE

Forbes

Forbes

Los Angeles Times

the Strategist

W

allure

goop

THE/THIRTY

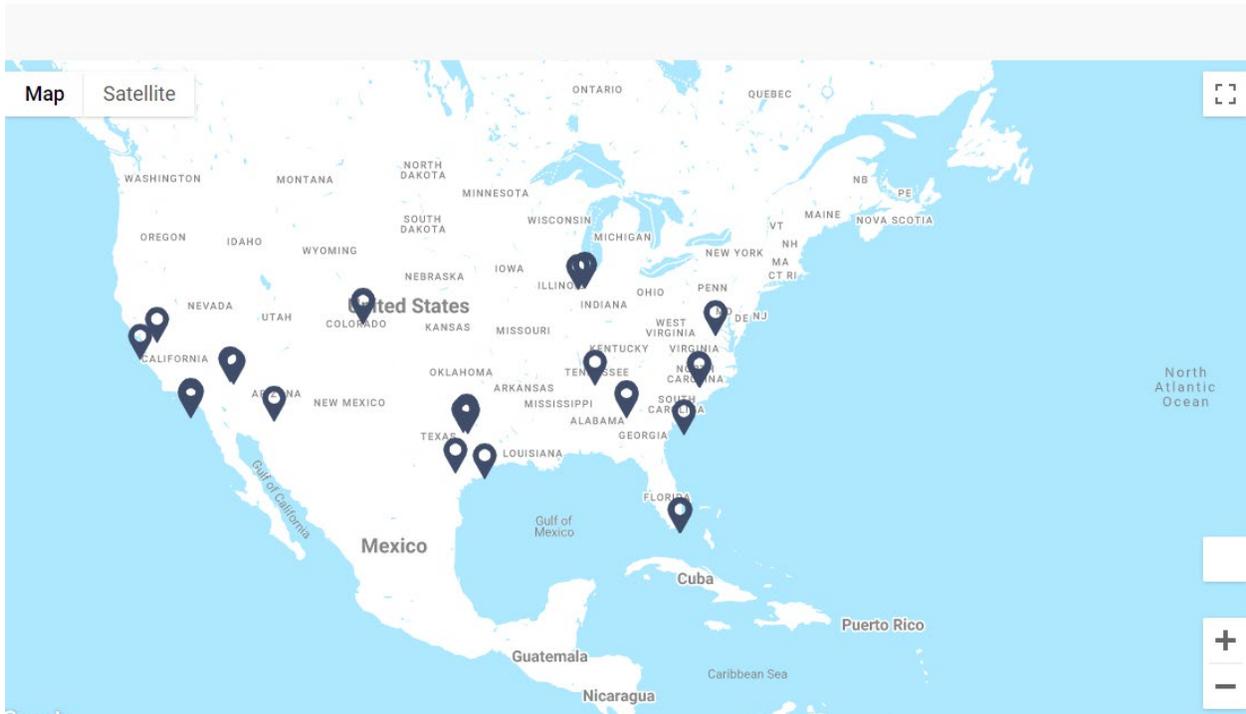
THE ZOE REPORT

People

Daily Mail .com

# FIND A BOUTIQUE NEAR YOU

Use Current Location





# GIFT CARDS

What's the next best thing to getting a massage?

Treat a friend, coworker or loved one with the gift of massage!

## CHOOSE GIFT CARD TYPE

DIGITAL

DELIVERED

## CHOOSE A BOUTIQUE

Select...



### THE NOW

- BOOK NOW
- Menu
- Gift Cards
- Memberships

### LOCATIONS

Find Your Boutique

### CULTURE

- About
- Press
- FAQ
- Terms of Service
- Privacy Policy
- Contact
- Covid-19

### FOLLOW



Join NOW

THE NOW MASSAGE © 2021



BOOK NOW MENU LOCATIONS GIFT CARDS MEMBERSHIP CULTURE CAREERS OWN A NOW SHOP NOW YOU KNOW



### Make massage part of your monthly ritual

Select from one of our packages and enjoy a 50 or 80 minute massage once or twice a month in addition to the following perks:

- Savings on monthly massages
- Roll over any unused massage credits or share with a friend
- Receive 10 percent off in-store purchases on Nourish, Scent & Room by The NOW products
- Complimentary enhancements
- Cancel or freeze any time

**It's membership made easy so you can stress less NOW**

### CHOOSE YOUR LOCATION

Select...

## BRING NEXT LEVEL SELF-CARE TO YOUR NEIGHBORHOOD NOW

The NOW, a Los Angeles based massage concept, was founded on the principle that self-care is a necessity not a luxury. Designed to serve as an oasis from today's digitally driven society, our goal is to offer high-quality, affordable massage services in an inspired setting.

The NOW has differentiated itself from key competition by connecting with the 152 million untapped Gen Z and Millennial generations and serving them affordable luxury. With a proven concept and impressive unit economics, our growing lifestyle brand is looking forward to bringing our thoughtfully-crafted menu with customizable enhancements, healing products and singular design aesthetic to cities all over the United States.

The NOW operates four locations in Los Angeles with more than 100 locations in development across the U.S. in cities including Atlanta, Austin, Chicago, Dallas, Denver, Ft. Lauderdale, Las Vegas, Nashville, Raleigh, and Scottsdale, AZ.



### BY THE NUMBERS

**\$18B**

a year industry

**190M**

Visits to massage establishments a year

**300%**

Year-over-Year Growth for The NOW \*\*

### OWN A NOW

We are looking for franchisee partners who are passionate about people and wellness, see the value in massage and self-care, and have a desire to make a positive impact in their community.

#### MINIMUM FINANCIAL REQUIREMENTS

Liquidity \$200,000

Net Worth \$750,000



## BOUTIQUE

[JEWELRY](#) [SCENT](#) [ROOM](#) [BOUTIQUE](#) [NOURISH](#) [🔍](#)



MASSAGE THERAPIST SPOTLIGHT  
Q&A: MATTHEW P.



YOUR MASSAGE FORMULA NOW:  
KNOW THE MENU & FIND YOUR GO-  
TO SERVICE



WHY THE NOW? START YOUR CAREER  
WITH MASSAGE WORK TODAY



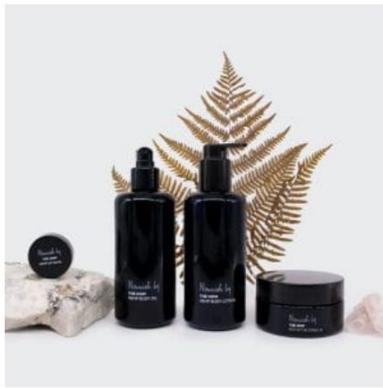
COLD WATER WELLNESS



WELLNESS NOW: JOY, FOOD & MENTAL HEALTH, REST, AND CHANGE



FOCUS & FLOW NOW



BROAD SPECTRUM HEMP 101 & THE NOURISH BY THE NOW HEMP COLLECTION



THE NOW SELF-CARE GUIDE TO CHERRY CREEK



HERBAL STRESS MANAGEMENT NOW



THE NOW SELF-CARE GUIDE TO PHOENIX & SCOTTSDALE



BODY BALANCE NOW: SIMPLE WAYS TO RESET IN JANUARY



SELF-REFLECTION TOOLS WE LOVE



THE NOW SELF-CARE GUIDE TO NASHVILLE



NAVIGATING THE HOLIDAYS



SEASONAL RECIPES



THE NOW SELF-CARE GUIDE TO ASHBURN



CALM YOUR MIND & BODY NOW



SETTING UP YOUR HOME OFFICE



NATURAL WAYS TO FIND BALANCE



WORK-FROM-HOME WELLNESS



FIND YOUR SIGNATURE SCENT



ALL ABOUT ENHANCEMENTS:  
CRYSTAL HEALING



CELEBRATE YOU THIS SEASON



HOW TO MAKE A CRYSTAL GRID



STAYING IN THE NOW



RECOVERY STARTS NOW



DIGITAL DETOX

**BOOK ONLINE?**

We've designed our online booking process to be simple and straightforward. Select the service, date, and time and follow the prompts.

**SHOP ONLINE?**

For all retail inquiries, please email us at [shop@thenowmassage.com](mailto:shop@thenowmassage.com).

**BOOK A GROUP?**

**EVENTS?**

**GRATUITY?**

Our massage therapists are important to us; we have searched high and low for top quality body-work experts. In order to keep our prices low and our customers and therapists happy, we suggest \$10 for a 25-minute, \$20 for 50-minute and \$30 for an 80-minute massage.

**RETURN POLICY?**

**BOUTIQUE PURCHASES**

We accept returns in the original condition (unused, undamaged and unopened in the original packaging) with receipt seven days within purchase. Jewelry is eligible for exchange only as each piece is made to order. Simply bring your item to any of our four boutiques and one of our Experience Guides will assist you NOW.

Credits can be applied to the purchase of any items including retail products, gift cards and massages.

**ONLINE PURCHASE**

We accept returns in the original condition which they were received- unused, undamaged and unopened in the original packaging. Jewelry is eligible for exchange only as each piece is made to order. Merchandise must be shipped within seven days of delivery and are valid for refund or exchange.

All returns must first obtain a return authorization number by e-mailing [shop@thenowmassage.com](mailto:shop@thenowmassage.com). Your return authorization number must be written clearly on the outside of your box.

Return and exchange shipping costs are customers responsibility and the original shipping charge is nonrefundable.

Credits can be applied to the purchase of any items including retail products, gift cards and massages.

# CAREERS

Click on Any Job Title For Details

**At The NOW, we believe you are the master of your own destiny.**

Be Brave. Be Authentic. Be YOU.

## ATLANTA, GA

[Massage Therapist- Full or Part Time - Atlanta, GA](#)

## BEVERLY HILLS, CA

[Construction Project Manager](#)

[HR and Recruiting Coordinator](#)

[Director of Learning and Development](#)

[General Manager](#)

[Massage Therapist- Full or Part Time - FOUR LA COUNTY LOCATIONS](#)

## BRENTWOOD, TN

[Experience Guide- \(Front Desk Receptionist\) - Brentwood, TN](#)

[General Manager - Brentwood, TN](#)

[Massage Therapist- Full or Part Time - Brentwood, TN](#)

## BURLINGAME, CA

[General Manager](#)

[Lead Massage Therapist](#)

[Massage Therapist- Full or Part Time](#)

## CHARLESTON, SC

[General Manager](#)

## CHICAGO, IL

## SOUTH LOOP, IL

[Experience Guide- \(Front Desk Receptionist\) - South Loop, IL](#)

[Massage Therapist- Full or Part Time - South Loop, IL](#)

[Experience Guide \(Front Desk Receptionist\) - Wicker Park IL](#)  
[General Manager - Wicker Park, IL](#)  
[Lead Massage Therapist - Wicker Park, IL](#)  
[Massage Therapist- Full or Part Time - Wicker Park, IL](#)

**CINCINNATI, OH**

[Experience Guide- \(Front Desk Receptionist\) - Cincinnati, OH](#)  
[General Manager - Cincinnati, OH](#)  
[Massage Therapist- Full or Part Time - Cincinnati, OH](#)

**COLORADO SPRINGS, CO**

[General Manager - Interquest, CO](#)  
[Massage Therapist- Full or Part Time - Colorado Springs, CO](#)

**DALLAS, TX**

[Experience Guide- \(Front Desk Receptionist\) - Preston Forest, TX](#)  
[Lead Massage Therapist - Preston Forest, TX](#)  
[Massage Therapist- Full or Part Time - Preston Forest, TX](#)

**DENVER, CO**

**CHERRY CREEK, CO**

[Experience Guide- \(Front Desk Receptionist\) - Cherry Creek, CO](#)  
[Experience Guide - Supervisor - Cherry Creek, CO](#)  
[Massage Therapist- Full or Part Time - Cherry Creek, CO](#)

**RINO, CO**

[Experience Guide- \(Front Desk Receptionist\) - RiNo, CO](#)  
[Massage Therapist- Full or Part Time - RiNo, CO](#)

**DUBLIN, OH**

[General Manager - Dublin, OH](#)  
[Lead Massage Therapist - Dublin, OH](#)  
[Massage Therapist- Full or Part Time - Dublin, OH](#)

**EL DORADO HILLS, CA**

[Experience Guide- \(Front Desk Receptionist\) -El Dorado Hills, CA](#)  
[Lead Massage Therapist - El Dorado Hills, CA](#)  
[Massage Therapist- Full or Part Time - El Dorado Hills, CA](#)

**EL SEGUNDO, CA**

**SOUTH BAY, CA**

**Massage Therapist- Full or Part Time - South Bay, CA**

**Experience Guide- (Front Desk Receptionist)**

**FORT LAUDERDALE, FL**

**Massage Therapist- Full or Part Time - Fort Lauderdale, FL**

**FRANKLIN, TN**

**Experience Guide- (Front Desk Receptionist) - Franklin, TN**

**Massage Therapist- Full or Part Time - Franklin, TN**

**FRISCO, TX**

**Experience Guide- (Front Desk Receptionist) - Frisco, TX**

**Massage Therapist- Full or Part Time - Frisco, TX**

**FULTON, MD**

**General Manager - Maple Lawn, MD**

**GREENWOOD VILLAGE, CO**

**Experience Guide (Front Desk Receptionist)- Greenwood Village,CO**

**General Manager - Greenwood Village, CO**

**Lead Massage Therapist - Greenwood Village, CA**

**Massage Therapist- Full or Part Time - Greenwood Village, CO**

**HENDERSON, NV**

**Experience Guide- (Front Desk Receptionist) - Henderson, NV**

**General Manager (Henderson, NV)**

**Massage Therapist- Full or Part Time - Henderson, NV**

**LAS VEGAS, NV**

**Lead Massage Therapist - Summerlin, NV**

**Massage Therapist- Full or Part Time - Summerlin, NV**

**LINCOLN PARK, IL**

Massage Therapist- Full or Part Time - Lincoln Park, IL

LOS ANGELES, CA

Experience Guide- (Front Desk Receptionist) - Silver Lake, CA

Lead Massage Therapist- Full Time - Silver Lake, CA

Massage Therapist- Full or Part Time - Silver Lake, CA

MOUNT PLEASANT, SC

Experience Guide- (Front Desk Receptionist) - Mount Pleasant, SC

Massage Therapist- Full or Part Time - Mount Pleasant, SC

NAPERVILLE, IL

Experience Guide- (Front Desk Receptionist) - Naperville, IL

Experience Guide - Supervisor - Naperville. IL

Lead Experience Guide - Naperville. IL

Lead Massage Therapist - Naperville, IL

Massage Therapist- Full or Part Time - Naperville, IL

ORLANDO, FL

General Manager - Radius, FL

PLANTATION, FL

Massage Therapist- Full or Part Time - Plantation, FL

RALEIGH, NC

Experience Guide- (Front Desk Receptionist) - Brier Creek, NC

Lead Massage Therapist - Brier Creek, NC

Massage Therapist- Full or Part Time - Brier Creek, NC

ROSWELL, GA

General Manager - Roswell, GA

Lead Massage Therapist - Roswell, GA

Massage Therapist- Full or Part Time - Roswell, GA

SANTA MONICA, CA

General Manager

Experience Guide- (Front Desk Receptionist) - Santa Monica, CA

Lead Experience Guide- - Santa Monica, CA

Massage Therapist- Full or Part Time - Santa Monica, CA

**SCOTTSDALE, AZ**

**[Experience Guide- \(Front Desk Receptionist\) -North Scottsdale,AZ](#)**

**[Massage Therapist- Full or Part Time - North Scottsdale, AZ](#)**

**SOUTHLAKE, TX**

**[Experience Guide- \(Front Desk Receptionist\) - Southlake, TX](#)**

**[Massage Therapist- Full or Part Time - Southlake, TX](#)**

**STUDIO CITY, CA**

**[Experience Guide- \(Front Desk Receptionist\) - Studio City, CA](#)**

**[Massage Therapist- Full or Part Time - Studio City, CA](#)**

**WEST HOLLYWOOD, CA**

**[Experience Guide- \(Front Desk Receptionist\) - West Hollywood, CA](#)**

**[Lead Massage Therapist- Full Time - West Hollywood, CA](#)**

**[Massage Therapist- Full or Part Time - West Hollywood, CA](#)**

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