



A Major New Aquatic Business Opportunity



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VP Education; Aquatics Section, APTA
AquaStretch Instructor

World Aquatic Health Conference
Indianapolis, Indiana
October 17, 2013



George Eversaul, A.P.
AquaStretch Creator



AquaStretch™ appears to be **clinically superior** to all existing Physical Therapy modalities to restore flexibility and reduce chronic pain in approximately **60% of all rehab patients.**



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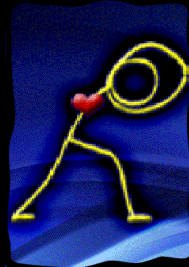


Major AquaStretch™ Business Opportunities

1. Build and operate solar powered, indoor, custom AquaStretch (A/S) pool buildings
2. Providing A/S Services: Fitness, Wellness, Health Care
 - Physical therapists (PTs) and Physical Therapy Assistants (PTAs)
 - New Markets: Wellness, Pre-surgical, Fibromyalgia
 - Massage therapists, fitness trainers, aquatic therapists
 - Spas, Health Clubs, Fitness Centers, Water Parks, Cruise Ships



Fitness



Wellness



Health Care

AquaStretch™ Research Opportunities



1. Health Cost Savings Studies

- Less office visits, Prescriptions for pain/sleep meds
- Physical medicine services, Radiology (MRI), Postpone surgeries

2. Comparative Effectiveness (i.e., PCORI)

- Low Back Pain, Fibromyalgia, Idiopathic pain, Pre-surgical

3. Sports Performance

- Faster rehab from minor injuries, less muscle soreness, restore flexibility lost from prior injuries, surgeries, or over-training
- Motivation for unfit people to start and maintain new exercise programs

4. Fascial Adhesion Theory

- Excessive calcifications in fascia may restrict motion and may cause nerve impingement pain.

Why build AquaStretch™ Pools?

Existing Pools Not Cost Effective or Designed for Professional Volume

1. Very few indoor pools available
2. Not solar powered, high cost to heat water reduces profitability
3. Buildings not designed for high humidity (>88° F) i.e. mold
4. Often single depth (3'6 or 4'), not 3'2" to 5'6" preferred
5. Often multi-use public pools with limited time availability



The **HUGE** potential demand for AquaStretch™

I NEED A NEW POOL!

My existing pool is at capacity.

No other pool available.



Plus an additional tech for safety!



Pool maxed with 2 stretchers, 2 support personnel 6 clients



The **HUGE** potential demand for AquaStretch™

I NEED A NEW POOL!



The image features a central logo for AquaStretch™, which includes a stylized blue and yellow figure inside a circle, with the text "Aquatic Rehab & Wellness Center" above and "AquaStretch™" below. The logo is set against a background of blue water ripples. Surrounding the logo are several portrait photos of staff members, each with a corresponding text box below it. A central text box contains the motto: "Healing the Body, Educating the Mind, Empowering the Spirit". At the bottom, there is a website address: www.AquaStretchPT.com.

**Healing the Body
Educating the Mind
Empowering the Spirit**

Jessica Huss PT, DPT, CCI
VP Education; Aquatics Section; APTA
AquaStretch Instructor/Master Trainer
Aquatic Rehab & Wellness Center -Business Owner

Carolyn Earley PTA
Physical Therapy Assistant
AquaStretch™ Rehab Facilitator

Doxey Eaton
Physical Therapy Tech

Brandi Durham
Certified Physical Therapy Tech
Office Manager

Kristen Brown
Certified Personal Trainer
AquaStretch™ Fitness Facilitator
Physical Therapy Assistant/Student

Jennifer Kaley PTA
Physical Therapy Assistant
AquaStretch™ Rehab Facilitator

www.AquaStretchPT.com

- 9/2010
 - Learned A/S
- 3/2011
 - >200 A/S sessions/mo
- 8/2011
 - Opened ARAWC
 - 1 PT, 1 tech
- 5/2012
 - >200 A/S sessions /mo.
- 1/2013
 - + 1 tech
- 4/2013
 - PTA
- 6/2013
 - Fitness Trainer
- 9/2013
 - 2nd PTA
- 9/2013 Pool Maxed

The **HUGE** potential demand for AquaStretch™ Wellness Programs

Aquatic Rehab & Wellness Center

50% Rehab, 50% Wellness



70% Return Wellness Clients/mo

50% returning for 3 or more visits/ mo

Manual Therapy
(MFR, SCS, Mobs)



+



+

Stretch
(Static/Dynamic)



+

Intuitive Movement & Accenting



Immediately reduces chronic
aches and pains > 60%
in 1st Session!

Creates Profound Relaxation
Reduces muscle tension
Reduces post exercise soreness

The AquaStretch™ Difference

What is AquaStretch™ ?

- Aquatic Myofascial Release
- Combination of
 - warm water
 - intuitive movement
 - stretch resistance
 - ability to stretch and maintain positions not possible on land
- Quickly resolves “calcified” fascial adhesions



What is AquaStretch™ ?

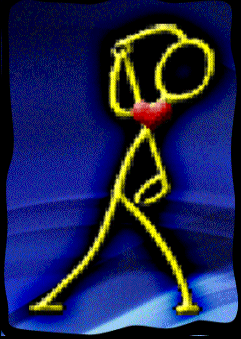
- Basic Procedure
 - Play
 - Freeze
 - Pressure
 - “Move, if you feel the need to move”; then, “Move with Me”

AquaStretch

*One Leg
Standing*

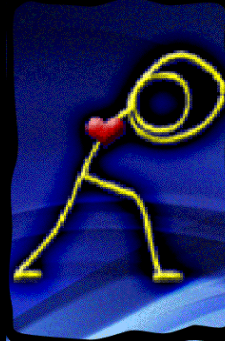


The **HUGE** potential demand for AquaStretch™



1. *Fitness*

Health Clubs &
Personal Trainers,
Athletic Trainers



2. *Wellness*

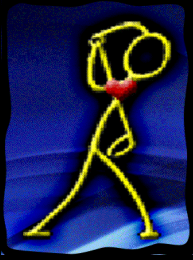
Spas & Resorts
Senior Centers
Water Parks



3. *Health Care*

Physical Therapists
Pain Management
Physicians





Fitness A/S Demand

AquaStretch™
Fitness

Fitness Clubs

- Memberships to unfit new customers with chronic pain
- Sell less muscle soreness and faster health with new exercise programs

Restore Flexibility
Increase Wellness Motivation
Decrease Muscle Soreness/Tension
Increase Training Efficiency
Help Get “Loose” before competition
Improve Sports Performance



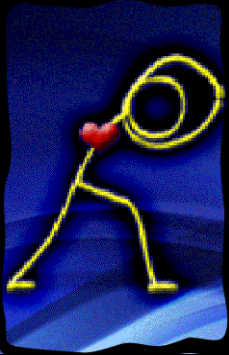
Trainers

- Faster Recovery from minor injuries
- Help Clients:
 - Drive golf balls 20-30 yards
 - Run ½ marathons 5 min faster
- Marketing advantage to sell personal training services
- ACE approved ceu



Resort/Spa A/S Demand

Resorts & Spas



*AquaStretch™
Wellness*



- Now at Spa Bellagio (Las Vegas) & Rancho La Puerta
- Massage Therapists can be trained
 - (NCB Approved)
- A/S usually more effective than massage to reduce chronic aches and pains ...and lasts 3-4x longer

Physical Therapy A/S Demand

- New Markets:
 - Wellness
 - Pre-surgical
 - Non-trauma chronic pain (i.e. fibromyalgia)
- Marketing Value of fitness & wellness P. T. services for future rehab referral
- Most existing PT pools are inadequate and expensive to operate
 - Single depth, no solar, in old buildings



*AquaStretch™
Rehab*

80% less painful!



2x more effective at restoring flexibility



“AquaStretch™ is a major breakthrough in pain management”

F. Fuller Royal M.D.

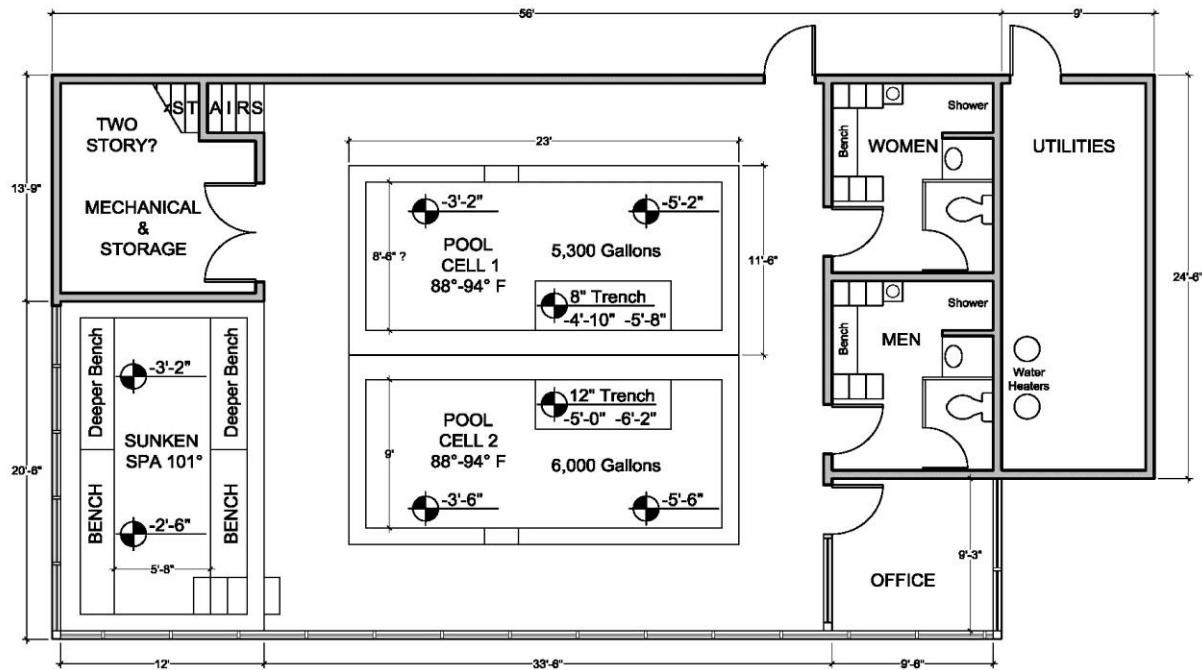
Medical Director, Nevada Clinic

“...significant arthritic conditions... not responsive to usual therapy...[A/S] able to relieve sharp burning radicular pain down my arms ...I was impressed and actually astonished that your therapy could result in this significant improvement.”
--Glenn Nudleman M.D.

Potential Floor Plans

AquaStretch Franchise Pool Building

AREA: 2139 SF



Southern Exposure
For Photovoltaic Glass

AquaStretch™ Research Opportunities

Health Cost Savings



1. Fewer Office Visits

- Primary Pain
- Prescription Renewal



4. Postpone or cancel expensive tests (i.e. MRI)

5. Postpone or cancel some surgeries & hospitalizations



2. Decreased Medication Use

- Prescription pain narcotics
- Sleep medications



3. Less Physical Medicine Services

- PT, Chiropractic, OMT



AquaStretch™ : Research Opportunities

Chronic Pain Relief Studies

Idiopathic Pain



60-80% Less Pain with
only 1-2 A/S sessions



Eliminate extreme fascial
restrictions in 4-6 sessions
(i.e., Frozen shoulder)



Maintain pain reductions
with A/S every 4-8 weeks

Lower Back Pain

Fibromyalgia

AquaStretch™ : Research Opportunities

Fitness & Sports Performance Studies

AquaStretch Fitness Benefits

- Restore flexibility lost from prior injuries/surgeries
- Decrease Muscle Soreness from intensive training
- Compress training with faster recovery
- Help “Get Loose” before competitions
- Motivate Unfit People to start and maintain exercise
- Relieve pre-existing chronic pain and reduce muscle soreness



Lori Sherlock: Assistant Professor, WVU School of Medicine

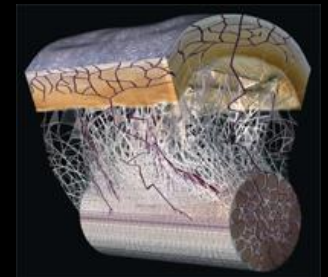
- 35 “uninjured” subjects had increases in average flexibility of all lower extremities tested, 4 statistically significant

AquaStretch™ Research Opportunities

Fascial Adhesion Theory: Why A/S Works

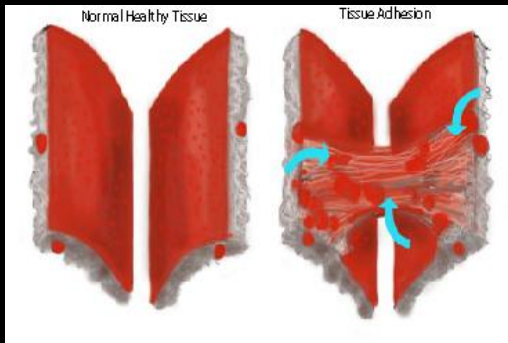
Fascial Adhesions

- Develop in normal response to Injury and skeletal overload --“Internal Band-aids”
- Following healing, fascial adhesions usually resolve with normal movement
- Movement too soon (Premature Use)
- Lack of Movement
- Excessive calcifications on protein collagen matrix
- Cycle of Adhesion Development



AquaStretch™ Research Opportunities

Fascial Adhesion Theory: Why A/S Works



1. Ultrasound or MRI: Fibromyalgia Patients

- ~100 at my practice, almost 50 at UNLV
- A/S one arm/leg, re-image both arms/legs
- Compare calcium density and correlate with patient pain changes



2. Ultrasound or MRI: IT Bands and/or injured ankles

- Pre/post A/S calcium density and goniometer tests

AquaStretch™ Summary



Need a new pool!

“AquaStretch™ may be the most important new wellness modality developed in the last 50 years.”

Jack Anstandig, M.D.

Cleveland Clinic trained neurologist

AquaStretch™ Training

Jessica@arawc.com

AquaStretch@aol.com

Need to train thousands of new A/S facilitators!!



Need to research clinical results!

Training Course Information

➤ Skill Development

- 1,2, or 3 day courses
 - Lake Havasu City, AZ
 - UNLV; Las Vegas, NV



FREE SESSION!



featuring
AquaStretch™



*AquaStretch™
Rehab*



*AquaStretch™
Wellness*

Thank You!
Questions?



*AquaStretch™
Fitness*

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