

Introducing
CERAGEM
MASTER S4



CERAGEM S4

TRAINING GUIDE

COLOR VARIANTS



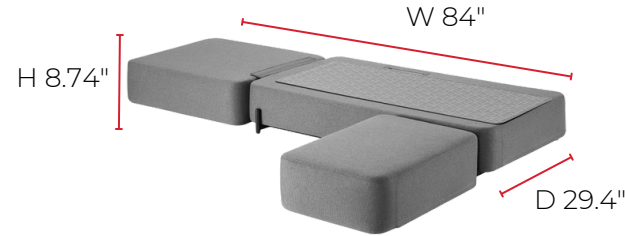
Brown



Beige



Charcoal Gray

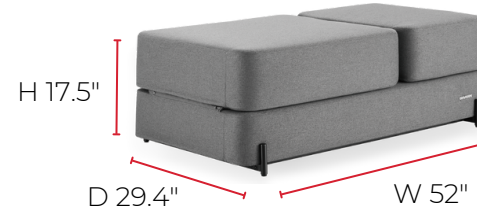


Consumption Power: 320 VA

Working Voltage: 100-127V-, 50/60 Hz

Unit Weight: 90.4 lbs +/- 6.6 **w/ Box:** 121 lbs

Tolerance Weight: 298lbs



DIMENSIONS

LOUNGER (open)

width	84"
height	8.74"
depth	29.4"

LOUNGER (closed)

width	52"
height	17.5"
depth	29.4"

BOX

width	55"
height	22"
depth	32"

INCLUDED ATTACHMENTS



Abdominal Thermal Projector

PRICE

MSRP: \$5,999 **White Glove:** \$200

RETURN POLICY

- return within 14 days of delivery date
- 20% restocking fee

KEY POINTS

PATENT

- Auto Spinal Scan
- Easy transfolding massage lounger
- Thermal & vibrating abdominal projector

PATENT

- 3rd generation CeraCore engine
- 12 pre-programmed massage modes
 - 7 automatic + 5 Manual

WARRANTY POLICY

- Year 1-2: Parts & Labor
- Year 3: Parts Only
- Years 4-10: CeraCore Engine parts

SAFETY PRECAUTIONS



Who Should Not Use



- Pregnant individuals (especially in first trimester)
- People with implanted electronic medical devices (e.g., pacemakers)
- Those with recent surgeries, fractures, or open wounds
- Individuals with severe heart disease, schizophrenia, or uncontrolled epilepsy
- People with severe osteoporosis, thrombosis, or acute spinal conditions
- Children or persons with reduced physical, sensory, or cognitive ability (unless supervised)



General Usage Cautions



- Always use over clothing- direct skin contact may cause burns
- Never sleep on the device or allow children to play or climb on it
- Do not fold or store while warm or in use
- Avoid use on areas with poor sensation or impaired circulation
- Stop use immediately if the user feels pain, dizziness, or abnormal warmth



Device-Specific Warnings



- The abdominal projector must not touch bare skin or be placed on sensitive areas (neck, ribs, eyes)
- Ensure the folding mat is fully open before use to avoid structural damage
- Always allow the device to cool completely before folding and storing
- Never force the movement of the spinal projector- contact the service if stuck



Environment & Power Use



- Indoor use only, on a flat, stable, dry surface
- Keep away from moisture, heat sources, or flammable materials
- Do not overload power outlets or touch cords with wet hands
- Unplug the device if not in use for extended periods



Fabric & Surface Care



- Fabric is water-repellent, not waterproof- wipe spills immediately
- Avoid harsh cleaners- use dry cloth only
- Do not place blankets, towels, or flammable items over heated surfaces

MASTER S4 Health Benefits

Circulation & Relaxation

- Improves local blood circulation through heat
- Muscle relaxation in the back & abdomen
- Overall stress reduction & sense of physical relief

Pain & Fatigue Management

- Temporarily relieves minor muscle & joint pain
- Eases lower back fatigue from long periods of sitting or standing
- Aids in post-activity recovery

Spinal Care & Postural Support

- Promotes spinal alignment
- Helps relieve back stiffness & tension
- Supports healthy posture

Daily Use Wellness

- Soothing warmth to the abdomen
- Encourages relaxation before bed for better sleep routine
- Daily use for general wellness maintenance



FURNITURE-FIRST DESIGN

Blends seamlessly into visible spaces like bedrooms, studies, and living rooms with its harmonious furniture design



BROWN



Wellness disguised as furniture,
comfort designed for you



APPEALS TO A NEW
GENERATION

A fabric sofa-style that
resonates with the
tastes and lifestyle of
customers in their 20s &
30s

CHARCOAL GRAY



COLOR HARMONY BY DESIGN

Color options
thoughtfully integrated
with Ceragem's overall
product design



BEIGE


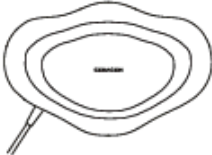






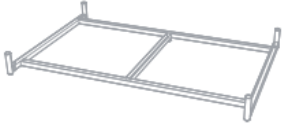



SPACE-SAVING, STYLE FORWARD

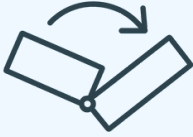



Folding design that
minimizes footprint &
maximizes visual appeal

CERAGEM S4

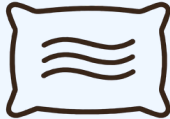

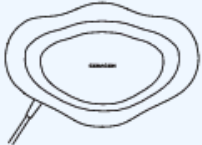

WHATS INCLUDED

 <p>Main Body Mat</p>	 <p>Abdominal Projector</p>
 <p>Remote Control</p>	 <p>Separation Mat (large mat)</p>
 <p>Separation Mat (small cushion)</p>	 <p>Outer Cloth</p>
 <p>User Manual</p>	 <p>Power Cord</p>
 <p>Frame</p>	 <p>Abdominal Projector Cover</p>

S4 CHARACTERISTICS

 <p>Transfold Folding Design</p>	<p>Compact, easy-to-store layout for small spaces</p>
<p>12</p> <p>12 Core Massage Modes</p>	<p>Streamlined for everyday wellness, including Stretch Mode from V7</p> <p>More intuitive mode names applied</p>
 <p>Body Sensing System</p>	<p>Automatically adjusts for optimal spinal targeting</p> <p>Auto scanning</p>
 <p>Built-In Bluetooth Speaker</p>	<p>Pairs with smart devices for personal audio</p>
 <p>100% Fabric Sofa-Type Frame</p>	<p>100% fabric construction with sofa-inspired aesthetic</p> <p>Modern, soft-touch finish available in 3 neutral tones</p>

S4 CHARACTERISTICS

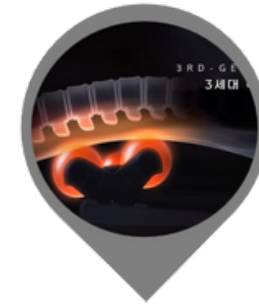
 <p>High-Density Comfort Foam</p>	<p>Offers the seated feel of a luxury sofa</p>
 <p>Lightweight & Portable</p>	<p>Easy to reposition or store 115lbs</p>
<p>3rd gen</p> <p>3rd Generation CeraCore Engine</p>	<p>Delivers vertical and horizontal spinal traction</p>
 <p>Thermal + Vibration Abdominal Projector</p>	<p>Supports muscle relaxation & comfort</p>
 <p>Health-terior</p>	<p>Designed for interior harmony- Perfect for bedrooms, living rooms & small spaces</p>

CERAGEM S4

THERMAL MASSAGE ROLLERS

Massage rollers are made of **Ceratonic**, a special material created by Ceragem, made with **jade, yellow clay, maekbanseok** (mineral stone used in traditional Korean wellness), etc. These materials are beneficial to the body.

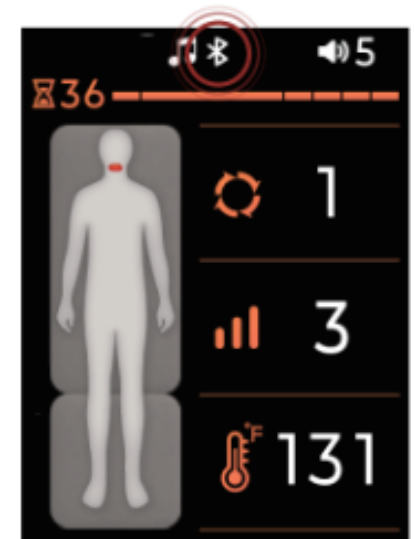
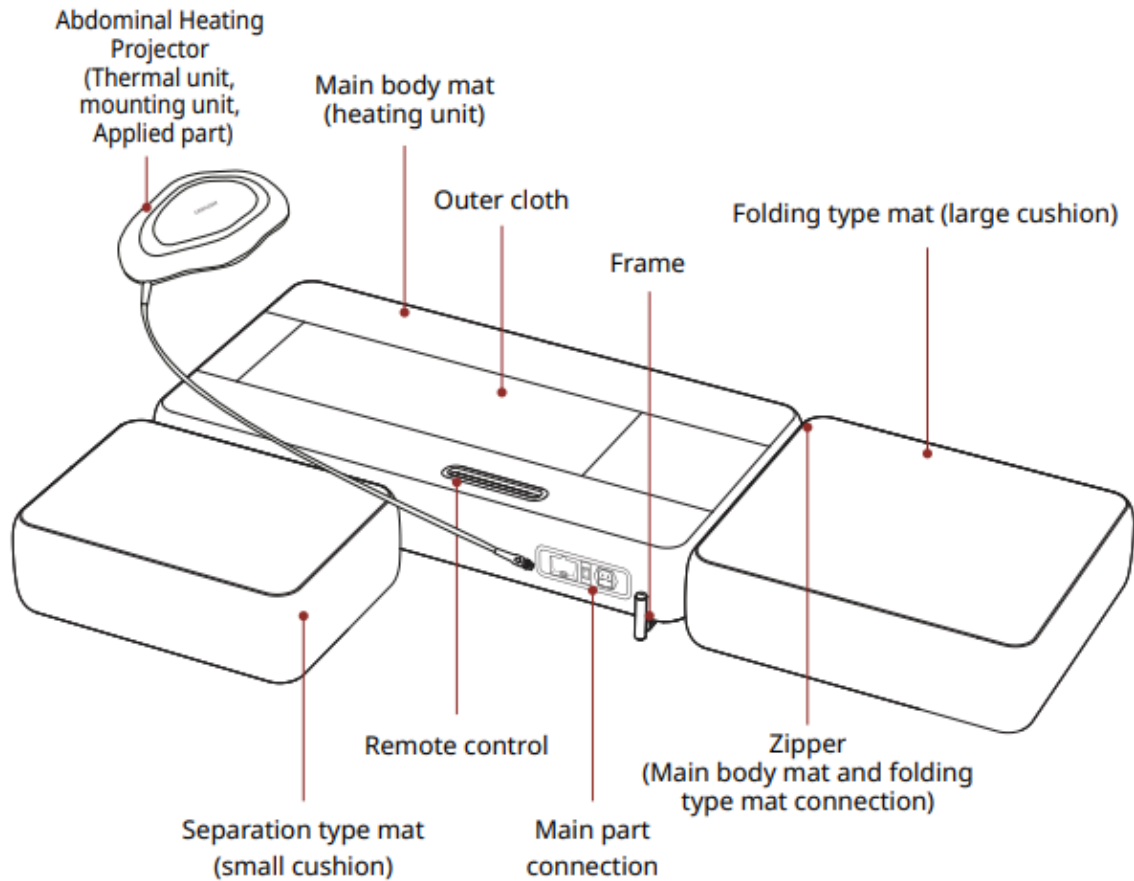
Ceracore Engine 3rd Generation



3RD GENERATION

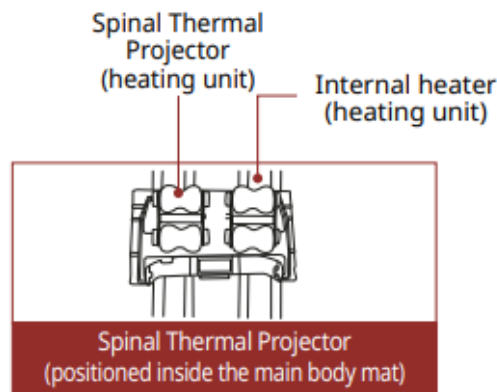
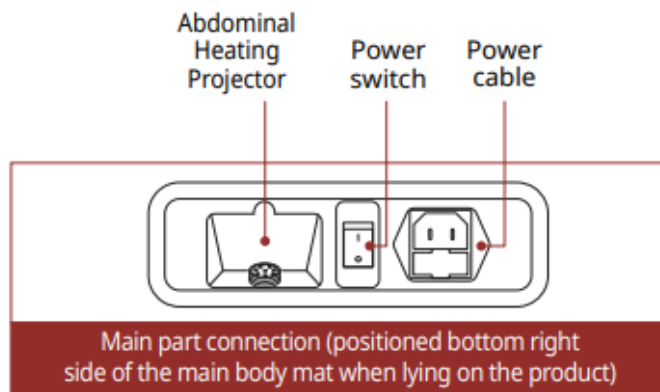
- V3, V4, V5 & S4
- Scans user's spine
- Measures the curvature
- Spinal thermal ceramic heads massage vertically & horizontally

S4 CONTROLLER + CONNECTOR

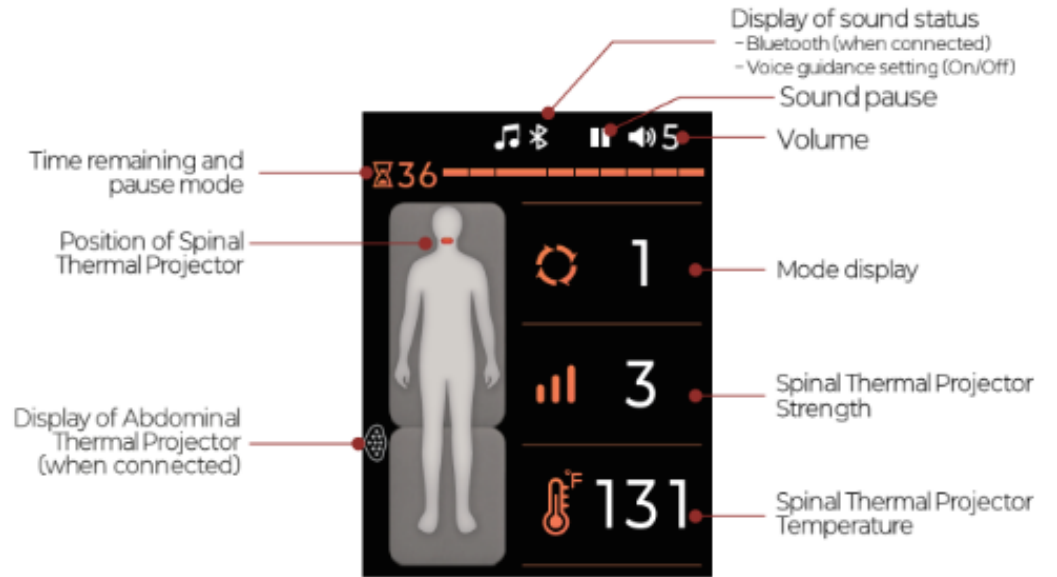
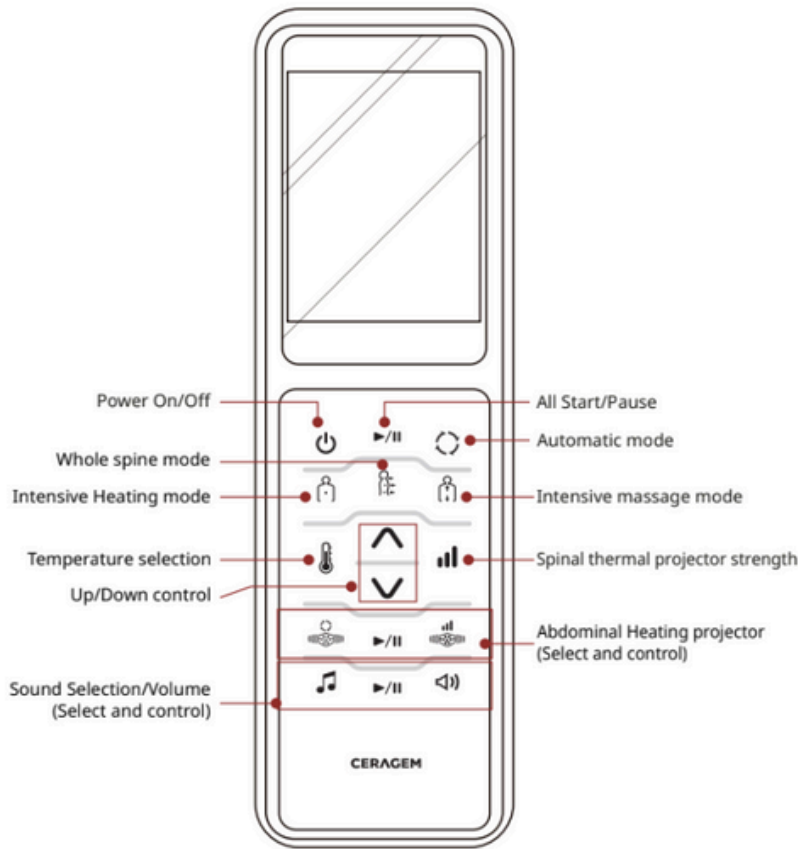


Find & select Master S4-XX from Bluetooth device search list.

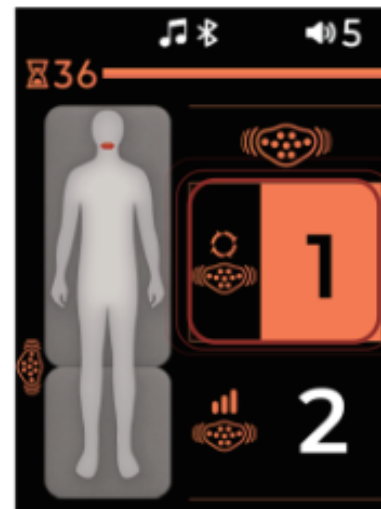
When the connection is made, a Bluetooth icon will appear at the top of the screen



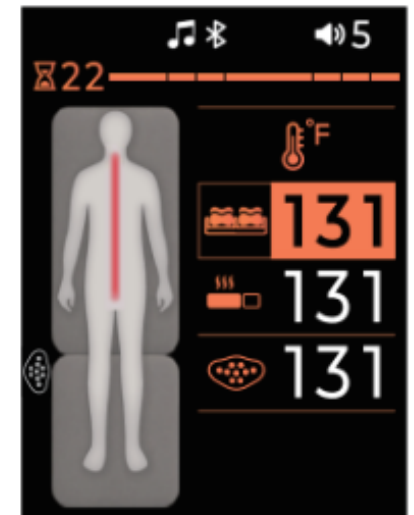
S4 REMOTE CONTROL



ABDOMINAL PROJECTOR SETTING



TEMPERATURE SETTING SCREEN



S4 MASSAGE MODES

7 Automatic + 5 Manual

STANDARD MODES

Mode 1 (Standard)	heat + massage neck, back, waist & pelvis (muscle pain relief)	36m 30s
Mode 2 (Relax)	light & gentle massage back, waist, and pelvis	18 mins
Mode 3 (Special)	#1 w/ intensified heat + massage (pain relief)	75 mins

INTENSIVE MODE FOR EACH PART

Mode 4 (Neck/Shoulders)	focuses on neck + upper back; interactive; limited temperature & intensity	36m 30s
Mode 5 (Lower back)	heat + massage on upper back; pelvis & neck massage	36m 30s

DAILY ROUTINE MODE

Mode 6 (Morning \ Stretch)	Loosens stiff neck, back & waist from overnight tension	36m 30s
Mode 7 (Evening)	Releases daily neck & back muscle tension	36m 30s

SELECTABLE MODES

Whole Spine	massage for the entire spine or a specific vertebra	90 mins
Intensive Heating	provides heat to selected spinal area	60 mins
Intensive Heating (Master)	advanced focused heating mode with more control	60 mins
Intensive Massage	massage for a selected spinal area	60 mins
Intensive Massage (Master)	advanced version of focused massage mode.	60 mins

Master Series Comparison Chart



Product

S4

**Sofa-Type
Medical Device**

V4

**Standard Medical
Device**

V7

**Premium Medical
Device**

Heating Area

**Massage Rollers |
Abdomen**

**Rollers | Top Mat |
Bottom Mat | Abdomen**

**Rollers | Top Mat |
Bottom Mat | Abdomen**

Feature

**Furniture design with
fabric material | Visually
intuitive mode labels**

**Stronger massage
intensity than V7**

**Lifestyle Modes | Air
massage | Visually
intuitive mode labels**

Price

\$5,999

\$4,399

\$7,999

CeraCore Engine Generation

3rd

3rd

4th

Attachments

**Thermal & Vibrating
Abdominal**

**Thermal Proj. &
Vibrating Abdominal**

**Thermal Abdominal
+ Air Cell**

FDA Class

Class 1

Class 2

Class 2

Modes

7 Auto + 5 Custom

12 Auto + 5 Custom

15 Auto + 5 Custom

Color Variants

Gray | Beige | Brown

Charcoal | White

Black | White | Brown

CERAGEM S4

Customer Fit Guide

S4



V4



<p>Prioritizes home interior design Wants a product that looks like furniture</p>	<p>Looking for lower price point</p>
<p>Lives in a compact home/ apartment Office use</p>	<p>Needs strong massage intensity</p>
<p>Seeks simplicity in use</p>	<p>Wants full-body heating (both leg & body frame) Wants vibrating + heating abdominal projector</p>
<p>Sensitive about clutter or visible equipment</p>	<p>For elderly parents Function over form mindset</p>
<p>30's - 40's age group</p>	

COMMUNICATION GUIDE

The 5-Step Sales Journey

1. Warm welcome & engagement



First impressions matter!

2. Discovering customer needs



Understand your customer's preference

3. Presenting the M6 With value



Why the S4 is the ultimate solution

4. Handling objections



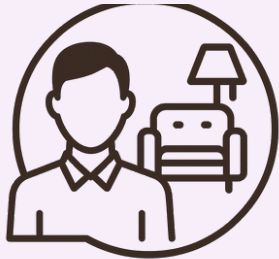
Overcome hesitations with confidence

5. Closing the sale



Sealing the deal with confidence

Design-Conscious Urban Dwellers



CUSTOMER SNAPSHOT

- **Age:** 25–45
- **Living Situation:** Apartments, condos, lofts
- **Lifestyle:** Aesthetic-driven, space-conscious, social media-savvy
- **Mindset:** Wellness matters—but so does the look of their space
- **Purchase Triggers:**
 - Space efficiency
 - Seamless interior blending
 - Premium design with wellness benefits



KEY CONCERNS

- Clutter or aesthetic disruption in small, curated living spaces
- Hesitation toward devices that “look medical” or industrial
- Limited space for permanent setups or furniture-sized equipment
- Desire for products that align with modern/minimalist interior design
- Distrust of “gimmicky” wellness products or overly complex tech
- Prior negative experiences with bulky massage chairs
- Concern that wellness tools will be noisy, unsightly, or rarely used

Design-Conscious Urban Dwellers



COMMUNICATION STRATEGY

Approach: Inspire confidence through elegant simplicity. Prioritize lifestyle harmony over technical features

- Lead with design, not function
- Affirm their taste & vision
- Demonstrate minimalization
- Minimize cognitive load
- Normalize premium self-care
- Position it as a design-forward wellness investment



1. WARM WELCOME

Approach: Greet with confidence, style, and warmth. Mention design & comfort, not technology.

Tone Tips:

- Friendly, aspirational, not overly salesy
- Let the product speak visually before going into details

Try Saying:

- Welcome! You've got great taste- everything in here is designed to feel as good as it looks.
- This isn't your typical massage bed; it's something that belongs in your space.
- This is wellness disguised as furniture!

Design-Conscious Urban Dwellers



2. DISCOVERING NEEDS

Goal:

Identify pain points around space, style, and daily stress

Key Questions to Ask:

- Do you like to keep your space minimal or multifunctional?
- Have you ever considered adding a wellness product to your home, but worried it might look bulky?
- Where do you usually go to relax or recharge- home or outside
- Do you deal with back tension from work or posture?



WHAT TO LISTEN FOR

- I don't like clutter
- It has to match my apartment
- I don't have space for a massage chair
- Everything I buy has to fit a certain vibe

Design-Conscious Urban Dwellers

PRESENTING WITH VALUE



NEED	Feature To Highlight	Language To Use
I want something sleek	Slim, neutral-toned design	"It disappears visually. It doesn't scream machine."
I have a small space	Foldable, portable, low-profile	"Folds down like a yoga mat- just slide it away."
I don't want anything moisy	Quiet operation	"Designed for open floor plans- no motor hums."
I like clean lines and modern	Furniture-inspired aesthetic	"Think: Muji meets wellness tech"

Design-Conscious Urban Dwellers

HANDLING OBJECTIONS WITH CARE



Objection	How To Respond
"I don't have room for this."	"Totally fair! Can I show you how it folds flat & slides under a bed?"
"Massage chairs are ugly."	"That's exactly why this one doesn't look like a chair. It's more like design-forward wellness."
"I don't want something medical."	"It's FDA registered, but we designed it to look like lifestyle, not healthcare."
"Is it strong enough for me?"	"It's gentle on the outside but girm where it counts- spine & posture focused."

Design-Conscious Urban Dwellers



Closing The Sale With Confidence

- “This is the wellness product you won’t want to hide- and you don’t have to.”
- “It’s built for city living- simple to use, stunning to look at, easy to store.”
- Let’s get it delivered so you can start enjoying your space in a while new way.”

Small Space Minimalist



CUSTOMER SNAPSHOT

- **Age:** 25–45
- **Living Situation:** Studios, micro-apartments, shared housing, minimalist homes
- **Lifestyle:** Urban, organized, intentional with purchases
- **Mindset:** “Everything I own has to earn its space.”
- **Purchase Triggers:**
 - Sees the product folded & stored easily
 - Realizes it can be used without disrupting the flow of their home
 - Understands it solved multiple needs



KEY CONCERNS

- Limited floor space or multi-purpose room layouts
- Hesitation to invest in bulky, single-function wellness equipment
- Clutter sensitive- everything must have a place or fold away
- Concern that “wellness” devices ruin minimalist visual harmony
- Prior experience with hard-to-store or hard-to-clean items
- Preference for subtle, silent, and low-effort technology

Small Space Minimalist



COMMUNICATION STRATEGY

Approach: Focus on space respect, seamless integration, and functional minimalism

- Lead with its foldability
- Show, don't tell
- Highlight multipurpose usability
- Align with their visual priorities
- Stress low-effort maintenance
- Position it as a tool for reclaiming their space- not cluttering it



1. WARM WELCOME

Approach: Greet calmly and attentively. Match their energy with respectful curiosity. Invite them to imagine how wellness can enhance their space, not overtake it.

Tone Tips:

- Keep it light, clean & intentional, like their lifestyle
- Emphasize simplicity, calm & ease
- Let the product speak visually. Keep it folded at first to create curiosity

Try Saying:

- I think you'll really appreciate how this respects your space- it's wellness that disappears when you're done.
- This was designed with small spaces in mind. It folds flat & slides always in seconds
- Are you someone who likes things to stay organized & clean, even with products you use every day?

Design-Conscious Urban Dwellers



DISCOVERING NEEDS

Goal:

Uncover how their space, storage habits, and design preferences influence their wellness purchases while reinforcing their values of simplicity and smart living.

Key Questions to Ask:

- Do you have limited space where everything has to serve a purpose?
- Do you ever hesitate to buy something even if it's helpful because it'll clutter your home?
- Would it be helpful to have something that can fold away when you're done using it?
- What do you currently use when your back feels tight, on your body needs to reset?



WHAT TO LISTEN FOR

- I can't stand having bulky stuff out.
- I live in a studio / small apartment.
- I don't want something permanent taking up space.
- It has to look nice or I won't use it.
- I use my living room for everything- it needs to stay open.

Small Space Minimalist

PRESENTING WITH VALUE



NEED	Feature To Highlight	Language To Use
Limited space	Foldable, low height	"This slides under your bed or behind a dresser"
Clean aesthetic	Neutral, matte-design	"You won't feel like you're adding clutter- its' almost invisible."
Zero setup	Auto-start, one-touch remote	"It's intuitive, no learning curve- it's press & relax"
Multi-purpose use	Warm mat, relaxation station	"People even use it for meditation or wind-down stretches."

Small Space Minimalist

HANDLING OBJECTIONS WITH CARE



Objection	How To Respond
"I don't really have room for this."	"Most customers feel the same—until they see it folded. It actually takes up less space than a yoga mat."
"I don't want something permanent."	"Exactly—this folds flat and slides away. You're not committing any floor space to it when you're not using it."
"I'm worried it'll look out of place."	"It's designed with a soft profile and neutral palette—think of it more like a lifestyle mat than a machine."
"I already have too much stuff."	"This replaces several separate tools—heating pads, massage cushions, rollers—in one clean, multifunctional device."

Small Space Minimalist



Closing The Sale With Confidence

- “This lets you stay committed to wellness without compromising your space.”
- “It’s the kind of product you’ll actually use because you won’t dread pulling it out.”
- Let’s get you set up for delivery so it blends right in, without taking anything away from your space.”

Busy Professionals With Back Fatigue



CUSTOMER SNAPSHOT

- **Age:** 30-50
- **Living Situation:** Urban apartments or condos, townhomes, or small single-family homes, or often renters or young homeowners in dense metro areas
- **Lifestyle:** Long sitting hours, fast-paced routines, limited time for recovery
- **Mindset:** "I'm exhausted, but I don't have time to deal with complicated solutions."
- **Purchase Triggers:**
 - Sees that the S4 works "out of the box"
 - Realizes they can use it daily without effort
 - Believes it can improve productivity, energy, or sleep quality



KEY CONCERNS

- Chronic back or neck tensions from long hours at a desk or in meetings
- Mental burnout- feeling drained & overwhelmed with no energy to "figure out" new wellness tools
- Limited free time- hesitant to commit to routines that take too long or require setup
- Skepticism toward wellness devices that look gimmicky or hard to use
- Need for quick results—they want relief that works fast without a learning curve
- Shared spaces or small apartments—they don't want permanent clutter
- Don't want another thing to manage- already juggling work, home, & health

Busy Professionals With Back Fatigue



COMMUNICATION STRATEGY

Approach: Prioritize efficiency, simplicity, & instant value. Focus on showing, not telling, how the S4 fits into their demanding life without adding mental clutter

- Lead with time-saving relief
- Frame it as a productivity support
- Highlight the ease of use
- Acknowledge their fatigue
- Demonstrate during conversation
- Position it as a wellness shortcut



1. WARM WELCOME

Approach: Welcome them with respect for their pace. Keep it efficient, clear, and outcome-oriented. Assume they're here for relief, not a long explanation- show that you "get" their stress.

Tone Tips:

- Professional, confident, & calm
- Avoid jargon or lengthy intros- focus on immediate comfort
- Show them this isn't another complicated gadget- it's a quick solution

Try Saying:

- You've probably been sitting a lot today- this is the perfect way to unwind in under 20 minutes.
- A lot of professionals love this because it works without adding more complexity to your routine.
- Let me show you something that fits right into your day- like a shortcut to feeling better

Busy Professionals With Back Fatigue



DISCOVERING NEEDS

Goal:

Quickly uncover how their daily routine causes tension, fatigue, or mental overload. Show empathy without slowing them down.

Key Questions to Ask:

- Do you ever feel stiff or tired after long days at your desk or in meetings?
- What do you usually do when your back or neck feels tight?
- Would something you could use while still half-focused or multitasking help your routine?
- How much time do you realistically have to relax each day?



WHAT TO LISTEN FOR

- My back hurts from sitting
- I barely have time to rest
- Massage chairs are too bulky or complicated
- I've tried things before, but I don't stick with them
- I need something easy, not something I have to think about
- I want something I'll actually use, not something I'll forget about in a week.

Busy Professionals With Back Fatigue

PRESENTING WITH VALUE



NEED	Feature To Highlight	Language To Use
Back & neck stiffness	3D thermal spine projector	“Gently works your spine while you relax—like hitting reset after a long workday.”
No time for complex setup	Auto start + remote control	“You don’t need to think—just press one button and it starts.””
Need for daily recovery	Massage modes + quick relief	“Pick a short mode that fits your day—even 15 minutes helps.”
Visual/space minimalism	Foldable, neutral design	“Folds flat and doesn’t add clutter—easy to store or leave out.”
Wanting to feel productive & relaxed	Consistent home-use habit	“This isn’t a splurge—it’s part of staying sharp, relaxed, and healthy.”

Busy Professionals With Back Fatigue

HANDLING OBJECTIONS WITH CARE



Objection	How To Respond
<p>“I don’t have time to set something up.”</p>	<p>“That’s exactly why this works—it’s ready in seconds. You just lie down and press start.”</p>
<p>“I’ve tried other gadgets and didn’t stick with them.”</p>	<p>“Most of our customers say the same—until they realize this takes zero effort and feels amazing right away.”</p>
<p>“Is it really strong enough for real relief?”</p>	<p>“Yes, it uses heated rollers that move along your spine—targeting deep tension from sitting all day.”</p>
<p>“Massage chairs/ beds are too big for my place.”</p>	<p>“This one folds flat, stores easily, and doesn’t take over your room. It’s built for real-life spaces.”</p>
<p>“I’m not sure it’s worth the money.”</p>	<p>“Totally fair. But for less than the cost of a few pro massages, you’re getting something you can use daily—at home, on your schedule.”</p>

Busy Professionals With Back Fatigue



Closing The Sale With Confidence

- “This is probably the only thing in your day that doesn’t ask anything from you—and gives something back.”
- “You won’t have to block time for wellness anymore. This fits into the 20 minutes you already have.”
- “The people who love this most are the ones who don’t have time for anything else.”
- “You’re going to wonder how you ever worked from home without it.”

Single Wellness Seekers



CUSTOMER SNAPSHOT

- **Age:** 30s-40s
- **Living Situation:** Alone in apartments, condos, or shared homes
- **Lifestyle:** Career-focused, health-conscious, values independence
- **Mindset:** "I want to take care of myself- but on my own terms."
- **Purchase Triggers:**
 - Realizes this tool offers both functional & emotional comfort
 - Likes the idea of solo recovery (no assistance required)
 - See the S4 as a way to reclaim a small part of their day just for them



KEY CONCERNS

- Lack of time or mental energy to leave home for wellness
- Want complete independence- no desire to rely on others for setup or use
- Prior experiences with bulky, noisy, or unattractive wellness products
- Need for emotional reset after overstimulation or long workdays
- Skepticism around buying something that feels "too clinical" or "cold"
- Hesitation to commit to a product they might not consistently use
- Desire for self-care that feels calming, easy, and intentional

Single Wellness Seekers



COMMUNICATION STRATEGY

Approach: Focus on independence, emotional restoration, and the ease of making wellness part of their own lifestyle. This is about control, peace, and personal comfort, not complexity

- Lead with independence and ease
- Appeal to emotional self-care
- Emphasize zero friction
- Affirm their taste and values
- Position it as a lifestyle companion
- Speak to their autonomy



1. WARM WELCOME

Approach: Welcome them in a relaxed, reassuring way. Create a moment of calm- this persona may be overstimulated or carrying emotional fatigue. Position the space as a retreat, not a showroom.

Tone Tips:

- Respectful, calm, and emotionally aware
- Use words like reset, relax, and recharge
- Avoid over-selling- let the product feel like a quiet solution, not a pitch.

Try Saying:

- “I’m glad you stopped by. This space is meant to help you breathe and reset.”
- “If you’re someone who’s on the go a lot—this might be exactly what you didn’t know you needed.”
- “This is a wellness tool that’s made for people who want something beautiful, easy, and private.”

Single Wellness Seekers



DISCOVERING NEEDS

Goal:

Understand how they care for themselves—and what keeps them from doing it more often. Listen for emotional fatigue, solo routines, or unmet self-care needs.

Key Questions to Ask:

- What do you usually do to wind down after a stressful day?
- Do you ever wish you had something easy to use at home when you're feeling tense or low energy?
- Do you live alone or prefer solo routines?
- Have you ever bought something for wellness that ended up being too complicated or bulky to enjoy?



WHAT TO LISTEN FOR

- I don't have the energy to go out after work.
- I want something that helps me feeling grounded or calm.
- I've bought things before that I didn't end up using.
- I love taking care of myself but only if its simple and consistent.
- I want something just for me- not shared, not public, just mine.

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PRESENTING WITH VALUE



NEED	Feature To Highlight	Language To Use
Solo use- no need for assistance	One-touch auto start	"You don't need help setting it up. Just lie down & it begins."
Calm, minimalist vibe	Low-profile design + quiet motor	"It feels like part of your home, not a machine."
Quick emotional reset	3D Spine projector	"Let the warmth & stretch help you unwind after a long day."
Fear of unused products	Foldable, easy access	"This isn't something you'll put away & forget- it's easy to love, easy
Need for mental space & quiet time	Gentle programs + adjustable heat	"Pick a quiet mode and just breathe- it gives back what the day took out."

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HANDLING OBJECTIONS WITH CARE



Objection	How To Respond
<p>"I live alone- I don't want something hard to manage."</p>	<p>"You're exactly who this is for. One button, one motion. Everything is designed to be solo-friendly."</p>
<p>"I've bought wellness stuff before & never used it."</p>	<p>"that's a common concern. But this is different because it doesn't ask much from you. You'll find yourself using it because it's effortless."</p>
<p>"I don't want something that looks like medical equipment."</p>	<p>"It was designed to look like part of your home- minimal, neutral, and quietly beautiful."</p>
<p>"is it actually relaxing or just another gadget?"</p>	<p>"It's not a gadget. It's a wellness tool that people build rituals around. Simple, steady, & deeply soothing."</p>
<p>"what if I don't use it every day?"</p>	<p>"That's okay. It's there when you need it & when you do, it's always ready with zero prep or fuss."</p>

Single Wellness Seekers



Closing The Sale With Confidence

- “This becomes your reset zone- something you’ll look forward to using.”
- “You’re not buying something for your space- you’re buying something for you.”
- Let’s get you set up so you can start using it as soon as you get home- it’s that easy.”
- “It sounds like this really fits your lifestyle. Would you like help getting it delivered & ready to go?”
- “If you’re ready, we can set everything up now- it’ll be your new favorite part of the day.”