**Overview and Creative Positioning Document**

O2 Fit Lab

*Oxygen Squared*

**Overview**

Beginning in April 2018, Newport Hyperbaric (doing business as O2 Fit Lab) is joining forces with Polar Cryotherapy to open phase one (proof of concept) of an innovative, cutting-edge Therapeutic Health, Anti-Aging, Athletic Performance and Recovery, and Meditative Life Lab in Newport Beach/Costa Mesa area. Phase two will be build out of much larger Branded Lab (approx. 10,000 square feet), with Anchor Tenants including ourselves, Anti-Aging Physician, and other sub-leases to practitioners offering related therapies for health and wellness.

The goal of this combined effort is to cross pollinate, bundle, and expose patients / consumers to innovative new therapies used individually or as adjunctive therapies.

* Create an upscale “Branded” healing environment from beginning to end
* Provide convenience of multiple therapies in one location
* Teach the patient / consumer to participate in pre-treatment meditation and positive visualization for better outcomes
* Provide top-level Spa like concierge service
* Implement cross marketing of various therapies to increase usage
* Provide cost-savings of one facility, infrastructure and reception

Polar’s primary customer base is Cryotherapy. They also offer (name) Light Therapy and Bemer PEMF Magnetic Pulse Therapy invented by NASA, but currently, these therapies are under-utilized. Newport Hyperbaric Lab is now bringing in Hyperbaric Oxygen Therapy under one roof to offer a broad range of technological therapies at a patient/consumer friendly price. It’s also to test a new upscale approach of concierge service, branded, spa-like healing environment that would include pre-treatment positive visualization and education.

How does Hyperbaric Oxygen Therapy (HBOT) work? The life-giving / healing properties of Oxygen (O2) combined with hyperbaric atmospheric pressure provide powerful healing benefits for numerous serious illness or conditions, improved athletic performance and recovery, faster recovery from injuries and surgery, as well as mental and physical anti-aging benefits.

Inflammation from injury causes cells to suffer from a lack of oxygen (hypoxia). Hyperbaric Oxygen Therapy saturates the body with oxygen, an essential element in healing. It maximizes the body ability to transfer Oxygen not only into the body’s red blood cells, and also forces oxygen into solution so all liquid in the body including plasma and the lymph system thus increasing the rate of healing while feeding the body’s cells in their ongoing reproduction. It also boosts the abilities of the immune system by accelerating the creation of new white blood cells, the sentinel of the bloodstream.

Hyperbaric Oxygen Therapy is a proven, reliable medical treatment recognized by the American Medical Association (AMA). It’s has been used in the Deep-Sea Diving Industry for over 100 years and medically for over (300) years. While its use is much more widespread and medically accepted internationally, it’s popularity and acceptance continue to grow as World-Class Athletes, Celebrities, Doctors, Medical Support Groups and the public become more aware and accessible to its use.

Benefits of Hyperbaric Therapy Treatment:

* Delivers up to 25 times the oxygen directly to tissues
* Supports growth of new blood vessels
* Stimulates production of stem cells
* Speeds Healing and Recovery
* Stimulates collagen production to speed up the wound healing
* Promotes regeneration of injured tissues
* Stimulates brain & nerve cell recovery from injury (hypoxic penumbra)
* Reduces swelling and inflammation
* Helps the body to clear toxins
* Increases the body’s ability to fight infection
* Boosts immune system
* Reduces fatigue from chronic hypoxia

**FDA Approved Treatments**

While the FDA’s goal is to protect the consumer, the Agency and Insurance industry have imposed a large commercial and financial barrier to the use of Hyperbaric Oxygen Therapy in innovative treatments. While the US only has 14 approved treatments, the International Medical Association has over 150 approved treatments. In Europe, the MS Society owns and operates Hyperbaric Oxygen Therapy for MS patients in need.

Because of the FDA, Insurance companies only covers a few FDA approved therapies. Hospitals and larger Hyperbaric Treatment facilities bill $1500 per treatment. Medicare currently pays $850 per treatment. Current FDA approved treatments include:

* Non-Healing Wounds
* Burns
* Complications of Radiation Therapy/Radiation Tissue Damage
* Necrotizing Soft Tissue Infections
* Arterial Insufficiencies
* Carbon Monoxide and Smoke Inhalation
* Diabetic Ulcers
* Acute Mountain Sickness
* Skin Grafts and Flaps
* Air or Gas Embolism
* Crush Injury
* Bone Infection
* Decompression Sickness (The Bends)
* Retinal Artery Occlusions

Newport Hyperbaric Lab is focusing entirely on providing cost-effective non-insurance covered “Off Label” treatments. Long-standing Medical studies find significant success in treating the following

* Traumatic Brain Injury (concussion)
* Stroke
* Dementia / Alzheimer’s Disease
* Migraine Headaches
* Cardiac Problems
* Lyme Disease
* Autism
* Cerebral Palsy
* Cancer (as adjunctive therapy)
* Fibromyalgia
* Chron’s and Colitis
* Parkinson’s Disease

Many Plastic and General Surgeons now understand the benefits and have begun to refer patients for pre- and post- Hyperbaric Oxygen Therapy for

* Improved Surgical outcomes
* Rapid healing and recovery
* Less scaring
* Less chance of infection

Anti-Aging Doctors, Naturopath Physicians routinely believe in the benefits of Hyperbaric Oxygen Therapy to help with

* Improved cognitive abilities
* Increased blood flow and improved health
* Enhanced energy and youthful looking skin
* Decrease inflammation process

Athletes utilize Hyperbaric Oxygen Therapy to help:

* Attain peak training for competition
* Fast recovery from competition
* Build strength
* Recover from injuries

**Key Influencer Use**

Superstar Athletes and Tech Giants alike swear by its positive benefits and have Hyperbaric Chambers installed in their homes. They include the likes of Kobe Bryant, Lebron James and Elon Musk. Their use demonstrates to the consumer that Hyperbaric Oxygen Therapy is cutting-edge and beneficial.

**Proven Results**

Combined with physical rehabilitation, Hyperbaric Oxygen Therapy is the best treatment for those having suffered a stroke. When the body and brain are infused with massive amounts of oxygen during hyperbaric treatment, damaged cells known as “idling neurons” literally wake up. It also stimulates growth of new blood vessels and the increase in circulating stem cells, provides tremendous benefits for our patients.

Stroke patients once given little hope are mobile and active again. Individuals scheduled for limb amputation due to gangrenous diabetic ulcers have canceled surgeries and are walking around on their own two feet. Patients with Parkinson’s disease and Autism make dramatic strides. And people with serious burns, head or spinal cord trauma, and other injuries—as well as those who have had plastic surgery or other interventions—heal much more rapidly and get back on the road to normal function much earlier than anticipated.

Studies find Hyperbaric Therapy is one of the only effective treatments for Traumatic Brain Injury and Concussion leading many current and retired NFL players to be the therapy’s leading proponents. Many pro athletes living in the area already utilize the treatments and swear by its use.

The beauty of hyperbaric oxygen therapy is that it works synergistically with the other innovative therapies and nutritional supplements. It can enhance outcomes when used as conjunctive treatment with IV Therapy, Atmospheric Cell Therapy (CVAC), Cryotherapy, Light Therapy and Magnetic Pulse Therapy invented by NASA for use in space by Astronauts

**Cost Effective Price Point**

Newport Hyperbaric will be charging rates from $200 an hour down to $125 an hour based upon the size of packages purchased. The average price paid by patients / customers will be $150 an hour. This is one tenth the cost billed by Hospitals to Insurance making this very accessible and reasonable.

**Newport Hyperbaric Lab Opportunities and Points of Differentiation**

*Amazing Talent* - Newport Hyperbaric Lab has a secret (or not so secret) weapon to provide the very best service in the Industry - Mark Westaway. Mark is the foremost Expert on Hyperbaric Oxygen Therapy in the Western United States. He has 40 plus years of experience in using Hyperbaric Chambers in Diving and for Medical Use. He’s taught Hyperbaric Chamber Operations in the College of Oceaneering. He has served thousands of patients over his career including hundreds of famous Pro Athletes and Celebrities. This last year he treated the Superbowl winning Quarterback, he’s installed a Hyperbaric Chamber in Elon Musk’s house, and currently treats several World Champion Athletes. Facilities and Individuals from across the USA contact Mark for his advice and guidance. He is a certified operator and Inspector for the operation of Hyperbaric Chambers. He’s installed and helped build over a dozen Hyperbaric Oxygen Therapy facilities. Mark is currently also an owner and operator of the Mission Viejo branch of Hyperbaric Oxygen Institute and also runs his related business Cornerstone Hyperbarics.

*Relationship with High-Profile Patients* -

(insert info from current Mark’s patients such as current and retired NFL players, World Champion Ultra Marathoner, Champion UFC Fighters, Others, etc.)

Wealthy and Body Conscious Market -There are very few locations with the upscale wealthy demographics of the Orange County, California Coast. Newport Beach is known as one of the wealthiest communities in the Nation. Newport Beach, Costa Mesa and Huntington Beach are currently without a current Hyperbaric Therapy Facility near them. As an example, consumers in the area think nothing of spending $150 for IV Therapy to rehydrate or $150 for an hour massage.

Newport Beach has some of the most Plastic Surgeons per capita in the United States. The area offers dozens of top level upscale Spas. Spending disposable dollars on looking and feeling healthy is a must in the body aware and fitness-oriented California beach culture.

*Closure of Whitaker Wellness Institute –* After 40 years, renowned Naturopath Physician, Dr. Whitaker is closing his practice in Newport Beach on March 30, 2018. His practice included as many as a (number) Hyperbaric Chambers for treatment leaving a major void in the market. Many of his existing patients now are being referred to Mark Westaway with many living in or near Newport Beach area.

*Immense Anti-Aging Demand* - As Baby Boomers continue to age, they will spend significant resources to be healthy, stay healthy or recover their heath to live the most active life as they age. Anti-Aging is projected to become one of the top entrepreneurial business opportunities in the future. Since the beginning of time, everyone wants to find the “Fountain of Youth”

*Concierge Approach* - Customer referrals, word of mouth, and internet reviews are of great importance to our business approach. Much like a World Class Spa, we want to instill a “concierge” welcome and environment to make our patients / customers feel welcome and appreciated. The greeting, some refreshments in an innovative environment will set the table for treatments. We believe this approach will enhance their treatments, provide us with a loyal and thriving business model.

Pre-Treatment Positive Visualization and Education – As expressed the term “Meditative Live Lab,” we will ask our customers and patients to collaborate in their treatment via pre-treatment education about how the therapy works, and positive visualization how it could help them. Combined with a healing environment, we hope to have everyone help in the effort to provide the very best outcomes.

**Names / URL’s Owned**

O2FitLab.com

NewportO2Lab.com NewportBeachHyperbaric.com  
NewportBeachO2lab.com  
HyperbaricO2Lab.com

**Potential Long-Term Name**

TheNewportLab.com

BlueZoneLab.com

**Placement of Medical Studies (Referral Sites):**

HyperbaricOxygenHealth.com

O2Treatment.com

**Creative Design Direction**

Being on the West Coast and with influence from the California Beach Lifestyle, O2 Fit Lab will draw on these visuals to both develop its look and feel and to decorate its facility

* Focus look and feel to be clean and crisp, simple yet powerful
  + Less is more
* Explore creative use of Element Symbols (Oxygen = O2)
* Incorporate a bit of Zen, and Meditation to project a spiritually healthy environment, welcoming, healing and serine backdrop in the creative
* Very Subtilty utilize the heritage of Hyperbaric Chambers use in Deep Sea Diving and the Ocean within graphics
* If possible, develop new Branding / way to say HBOT, which is very clinical
* Project Cutting-Edge, Top Performance, Innovative and Healthy Life (Body and Mind)
* Incorporate use and testimonials by Key Influencers, World Champion Athletes and Celebrities
* Website and Creative branding to reinforce the Lab’s branded healing environment, positive thinking and visualization for better outcomes
* Emphasize Mark Westaway as the premier Expert in this industry on the Western USA.
* We are incorporated as Newport Hyperbaric, but will use O2FitLab.com as our URL
  + Please include possible design of T-Shirt or Hat with “Get O2 Fit”
  + Include Tagline: *Oxygen Squared*
* The project would include the following:
  + Create a simple logo for use on all branding, website, social media, merchandise and within the facility
  + Provide design background theme used as template for website
  + Provide example of branding / graphics within facility
  + Provide example of logo / tagline on polo shirt, Lab Coat by our team

**Key Words to Inspire Creative**

Oxygen

Heath

Therapy

Anti-Aging

Longevity

Vitality

Energy

Balance

Nourish

Wellness

Holistic

Bio-Hack

Detox

Sustainability

Therapy

Boost

Recovery

Rejuvenation

Support

Heal

Revive

Life

Rebuild

Mend

Soothe

Treat

Fitness

Perform

Remedy

Repair

Renew

Restore

Recharge

Service

Experience

Concierge

Spa

Club

Lab

Relaxing

Enjoy

Pamper

Meditate

Zen

**SEO Search Terms**

Stoke

Tbi, traumatic brain injury

Concussion

Brain Trauma

Brain health

Cognitive ability

Neuro cognitive improvement

Dementia

Migraine

Alzheimer’s Disease

Parkinson’s Disease

Chronic traumatic encephalapathy

Inflammation

Collagen

Fibroblast

E.D. erectile dysfunction

enhancement

Wound heal

Radio necrosis

Osteo radionecrosis

Osteo myelitis

Fibromyalgia

Lyme Disease

Crohn's and colitis

Autism

Amputation prevention

Limb salvage

Heart health

Cerebral palsy

Anoxia

Hypoxia

Ischemia

Raynauds

Neuropathy

Infertility

Sperm fracture

Reproductive clinic

Poisonous bites

Infection

Fissures

Abscess

Microderm abrasion

Face peels

Cosmetic surgery

Plastic surgery

Recovery from surgery

Surgical recovery

Undiagnosed Pain

Athletic performance Strength gain

Athletic recovery

Muscle recovery

Muscle gain

Athletic recovery

Athletic Injury

Macular degeneration

Anti-aging

Longevity

Skin glow

Youthful skin

Rejuvenation

Integrated medicine

Sleep apnea

Circulation

Pressure chambers

Oxygen health

Hyperbaric

Hbot

Healing

Health

Naturopathic

Holistic

Video Explaining Hyperbaric Therapy:

<https://www.youtube.com/watch?time_continue=441&v=wcSQQCzi1yg>

Competitor Website of Larger Phase Two Lab Concept: <http://bulletprooflabs.com/>

Video’s on Traumatic Brain Trauma:

<https://www.youtube.com/watch?v=7k9kxYTHlps>

<https://www.youtube.com/watch?v=hoqL-RbNKI0>

Dr. Oz Video on Alzheimer’s Disease

<https://www.youtube.com/watch?v=EgRW1NY1GMQ>

Hyperbaric Therapy Facility Websites in Southern California:

Whitaker Wellness, Newport Beach (just closed) <http://whitakerwellness.com/therapies/hyperbaric-oxygen-therapy/>

Advanced Hyperbarics, Stanton: <http://www.advancedhyperbarics.com/>

Hyperbaric Oxygen Institute, Irvine and Mission Viejo

<http://www.hyperbaricoxygeninstitute.com/>

Advanced Hyperbarics, Stanton: <http://www.advancedhyperbarics.com/>

Hyperbaric Oxygen Institute, Irvine and Mission Viejo

<http://www.hyperbaricoxygeninstitute.com/>

Outside California: <http://www.hbot.com/>