

contrasttheory

Investor Magazine

a modern recovery studio, built as a national brand

Sauna. Cold plunge. Structured breathwork. Repeat. ContrastTheory is a protocol-driven contrast-therapy studio engineered for daily use and built to scale across the United States.

A Fitura Brands concept

Founding U.S. territories now under review.

the concept.

Recovery has matured from a spa-day luxury into a daily practice. ContrasTheory codifies heat, cold, breath, and rest into a repeatable studio session that members can complete in under an hour.

The studio format is purpose-built: cedar-clad sauna cabins, private cold plunge booths, guided breathwork, and a calm, recovery-serious environment that invites daily use rather than occasional visits.

a protocol, not a spa.

the protocol.

Every ContrasTheory session follows a structured sequence designed to maximize contrast benefits while keeping the experience safe, social, and repeatable.

01	Heat	Sauna exposure to raise core temperature and promote circulation.
02	Cold	Cold plunge to trigger contrast response and recovery signaling.
03	Breathe	Guided breathwork to regulate the nervous system.
04	Rest	Structured rest before the next round or the end of session.

the opportunity.

ContrasTheory is awarded as a franchise territory to qualified operators who want to bring a daily-use recovery studio to their market. Founding territories are being reviewed in select U.S. metros.

Franchisees receive the full Fitura Brands operator platform: real estate advisory, studio design, equipment specifications, operator training, membership technology, and a national marketing engine.

membership, not pay-per-visit.

The membership model creates predictable revenue for the operator and predictable practice for the member. The result is a studio built around retention, not one-off visits.

the platform.

- Real estate & site selection support
- Studio design package and equipment specs
- Operator training and pre-opening launch support
- Membership, booking, and CRM technology
- National marketing fund and local launch playbook
- Multi-brand portfolio leverage with Padel//Swt and Core Precinct

next steps.

1. Download this magazine and review the concept.
2. Complete the franchise interest form at contrasttheory.com/franchising.
3. Schedule a discovery call with the Fitura Brands franchise team.
4. Receive the Franchise Disclosure Document (FDD) and begin formal review.

disclaimer.

This magazine is for informational purposes only and does not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a Franchise Disclosure Document (FDD) in compliance with applicable law. Certain states require registration before any franchise can be offered or sold in those states. Financial figures, market data, and investment ranges are representative summaries; actual figures are disclosed in the current FDD. ContrastTheory franchises will not be sold to residents of any state until the offering has been exempted from, or duly registered in and declared effective by, such state and the required FDD has been delivered to the prospective franchisee before the sale.