

Executive Summary



Shop In Spa (SIS) provides free, privately branded e-commerce web stores that offer real-time, peer-to-peer transactional capabilities between resorts, spas and salons and the manufacturers that supply them. SIS financial systems can process sales and purchase transactions, and make automatic payment disbursements in 28 countries. We eliminate the costs of carrying inventory for retailers and cut the distributor cost layer for our manufacturers by 90%. Our cloud-based software provides a suite of e-commerce systems, turnkey fulfillment services and customer-acquisition tools that yield long-term residual income for all our partners in this \$100 billion dollar market.

SIS has forged strong ties with national and international manufacturers of premier health, beauty and wellness products by providing them with a unique, and low-cost competitive advantage by dramatically cutting their distribution costs.

The Problems We Solve:

Resorts/Spas/Salons:

- Do not like to purchase or manage inventory.
- Can only carry a limited number of SKUs.
- Are reluctant to try new vendors.
- Commonly lack e-commerce and data capture capabilities, follow-up and customer feedback tools.

Manufacturers:

- Are constrained by high sales and distribution costs.
- Must usually displace an incumbent competitor.
- Must compete for market share in a saturated market.
- Struggle with product diversion into unauthorized channels.
- Have no direct brand connection to the consumer.

The reason for this is simple:

Manufacturers must maintain exclusivity in these channels. Resorts, spas and salons will frequently drop products if manufacturers offer them to mass merchants or online retailers.

“Our technology preserves the product/channel exclusivity, honors the practitioner/client relationship, while simultaneously enabling private, frictionless sales over the web.”

- Randy Marks/CEO Shop In Spa

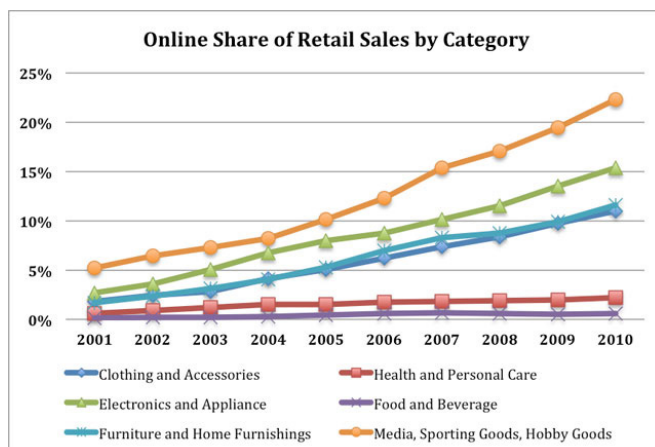
SIS uses its IP, systems and e-commerce infrastructure to enable resorts/spas/salons to:

- Display and sell top-tier brands with no inventory investment.
- Make a 25%+ profit directly into their bank accounts.
- Provide free drop shipping to their clients.
- Capture a residual income stream from customer re-orders.
- Easily acquire new customer referrals from their existing clients and receive full commissions.

RESHAPING HEALTH, BEAUTY & WELLNESS COMMERCE

SIS financial systems eliminate the inefficiencies of conventional distribution by introducing two-way transactional software that unleashes pent-up market forces and drives immediate adoption by manufacturers and retailers.

As the graph below shows, - health, beauty and wellness products have shown virtually no growth from the web since 2001.



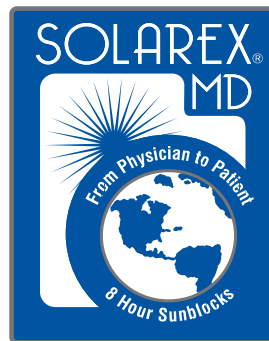
For our manufacturer partners, we offer:

- Virtual elimination of the distributor cost layer.
- New sales through resorts/spas/salons that would not otherwise stock their products.
- Capture new customers they would never otherwise acquire.
- Full wholesale payment with each order.
- Brand loyalty from practitioners.
- Greater market share.
- Elimination of diversion.

For a private demo of our platform now running in beta please contact our CEO, Randy Marks.

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“SIS offers us a clear path to an affluent customer base and a solution to our need to sell privately over the internet.”

**KORT PEARSON
CEO OXYGENETIX**



“Shop In Spa’s distribution model is genius in its simplicity. It slashes the cost of traditional distribution and gives us an extremely cost effective expansion tool.”

**EDWARD CHAN
COO/LING NEW YORK**