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HAND & STONE TO OPEN NEW CITRUS PARK SPA WITH LARGEST FRANCHISE OPERATOR

-Premier Wellness Destination Expands Florida Footprint with 82nd Location, Offering Exclusive Pre-Opening Benefits-

CITRUS PARK, FL. (July 19, 2024) — [Hand & Stone Massage and Facial Spa](#), the nation's leading luxury massage and facial spa franchise, announced today the upcoming opening of its newest franchised spa in Citrus Park. Located at 12865 Citrus Plaza Drive, the new spa is owned and operated by Hand & Stone's largest franchisee, Eric Danver, who continues to build his portfolio with the leading luxury massage and facial franchise with nearly 60 locations under his ownership. The Citrus Park spa marks the brand's 82nd location in the Sunshine State, a market with a growing demand for high-quality wellness services. To show their dedication to fostering a culture of wellbeing in the Tampa Bay area, Danver and the Citrus Park spa are offering exclusive benefits with a special pre-opening offer of a free massage or facial, \$0 enrollment fee and free upgrades for life with enrollment in Hand & Stone's Lifestyle membership.

"We are thrilled to bring the Hand & Stone experience to Citrus Park," said Eric Danver, owner of Hand & Stone Citrus Park. "Our commitment is to provide top-tier massage and facial services to Tampa locals, helping them relax, rejuvenate and take care of their wellbeing. We look forward to becoming an integral part of West Central Florida and enhancing the health and wellness of our neighbors."

The newest Hand & Stone in Citrus Park brings high-quality professional massage services, including Swedish, Himalayan Salt, Sports, Deep Tissue, Oncology and Prenatal massages to the Greater Tampa community. Guests can also visit the new spa to enjoy Hand & Stone's signature hot stone massage and best-in-class facial and hair removal treatments tailored to each individual's needs or skin concerns, with a wide-range of services available for women, men and teens.

Like all Hand & Stone spas nationwide, the new Citrus Park location offers advanced skincare and spa services that incorporate new technologies at the forefront of the wellness market to enhance each guest's overall experience. These advanced services include Decompression Therapy massage, Diamond Glow facial, NuFACE microcurrent facial, Percussive Therapy massage and LED Phototherapy facial, as well as innovations such as CBD oil enhancements and partnerships with award-winning skincare lines Dermalogica® ClarityRX and IMAGE (CBD offerings vary by market).

All Hand & Stone services are performed by experienced licensed estheticians and licensed Massage Therapists. The brand's commitment to guest experience has translated to an unparalleled level of expertise at each location, supported by best-in-class training and ongoing education resources. At Hand &

Stone Citrus Park, members will have access to a team of wellness experts who specialize in providing exceptional skincare and massage treatments, ensuring a tranquil, relaxing, and comfortable environment.

The Citrus Park Hand & Stone spa is open Monday – Friday 9:00 a.m. to 10:00 p.m., Saturdays 9:00 a.m. to 8:00 p.m. and Sundays 9:00 a.m. to 6:00 p.m. For more information about Hand & Stone's massage and facial services or to schedule an appointment, call 813-592-0010 or visit handandstonecitruspark.com

ABOUT HAND & STONE MASSAGE AND FACIAL SPA

Hand & Stone is a more than 600-unit massage and facial spa franchise with a mission to deliver premium spa services to the middle market in a professional, affordable, and convenient manner. Launched in 2004, Hand & Stone now has locations across 36 states and Canada. Each spa features best-in-class massage and skincare treatment. Available for women, men and teens, a wide range of services are tailored to each individual's needs or skin concerns. Hand & Stone facial treatments are performed by licensed estheticians, using top-of-the-line products backed by science including Dermalogica, IMAGE Skincare and ClarityRx Clinical Skin Care. The fastest-growing spa franchise in the country, Hand & Stone has been named No. 1 in the spa category by Entrepreneur Magazine in 2023, 2021 and 2020 and was ranked No. 8 on Forbes' Best Franchises to Buy list in the high investment category. For more information, visit www.handandstonefranchise.com.

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