

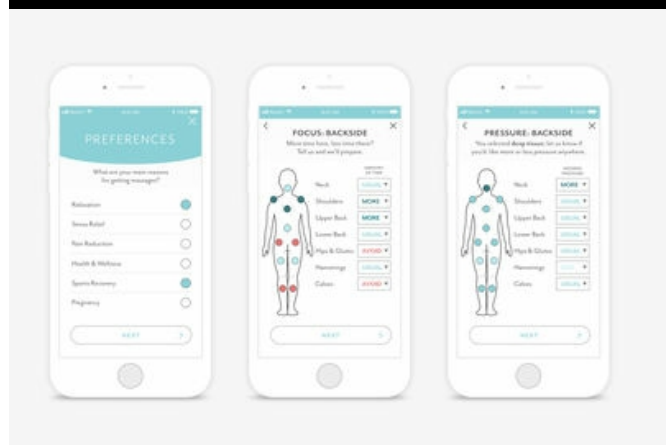
SQUEEZE REPACKAGES THE MASSAGE EXPERIENCE

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Squeeze Massage, California



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Los Angeles – The nascent massage chain aims to make treatments more accessible, personalised and convenient.

Launched by the founders of **Drybar**, new brand **Squeeze** offers flexible monthly memberships and pay-as-you-go pricing for massages, supported by an app-based booking and payment platform. Treatments start at £30 (\$39, €35) for a 20-minute drop in treatment or £61 (\$79, €70) for a monthly massage membership, while extras such as deep tissue, aromatherapy or heat treatment are available for no additional charge.

Customers can book, pay, tip and rate their therapist online or via the Squeeze app, which allows guests to personalise every aspect of their experience, such as preferred pressure and massage products, and areas to focus on or avoid. Prior to treatment, customers can also adjust the temperature, music, and lighting to their liking via an in-room iPad, with preferences then saved to customers' profiles.

Driven by a similar quest for convenience and affordability, wellness start-up **WTHN** has recently launched acupuncture services in a salon setting.