

Case Study - Serenity To You

Serenity To You was looking to introduce their company into the market place but needed an identity. Formula11 designed the brand concept including the logo, marketing materials and business stationery.

Formula11 developed the concept of using 'me time' as a way of communicating the benefits of a 15 minute seated chair massage. The original flyers feature comforting messages to the front with more clinical information revealed on the reverse of the leaflet. The business cards also carry the same calming theme. Banners, display boards and postcards were also designed and produced by Formula11.



Where would you allow yourself to be for 15 minutes?

You deserve a little bit of **me time**. Where will you allow your **imagination** to take you? **Treat** yourself to a 15 minute shoulder, neck and back **massage**, unwind and allow us to bring.....

Serenity To You

Serenity To You

Who we are

Serenity To You is based in Barnet. We are a team of dedicated ITEC qualified massage therapists specialising in Holistic Massage, Aromatherapy, Reflexology, Reiki and Indian Head Massage. Serenity To You therapists are fully and comprehensively insured and are members of the CThA professional body.

What we do

Serenity To You provides a 15 minute chair massage to ease tense and aching shoulder, neck and back muscles. We aim to release built up tension leaving you feeling calm, refreshed and invigorated. Your treatment is performed using a fully supportive massage chair; you are fully clothed and we don't have a need for oils. Each massage can be tailored to your specific needs and in no time at all you'll be *on that mountain, by that river, in that meadow.....*



Where we work

Serenity To You brings professional therapeutic treatment straight to your door, whether that be your workplace, community group, theatre group, social group or even your very own spa party. Please refer to our website for further details, special offers and forthcoming events. To book your treatment please contact us as detailed below.

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Serenity To You

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Serenity To You

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NEW

Serenity To You brings you
Pregnancy Massage

THE BENEFITS OF MASSAGE IN PREGNANCY

- Reduces emotional stress
- Improves circulation
- Helps prevent fluid retention
- Eases aching muscles
- Helps reduce stretch marks
- Relieves tiredness and fatigue
- Helps avoid varicose veins

Helping you to relax and enjoy some pamper time before your baby arrives

All treatments are performed by qualified and experienced massage therapists and are available after the 1st trimester. Visit us at our peaceful therapy rooms at LA Fitness, New Barnet. (Home visits are also available upon request) Reflexology treatments are also offered after the 1st trimester.

Serenity To You

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Serenity To You required a marketing leaflet to introduce their new Pregnancy Massage service. Formula11 designed a simple flyer to explain the benefits of pre-natal massage. The campaign was a huge success with an excellent take up on the new offering.