

Kobido Touch™ Starter Business Kit

Turn Natural Facelift Into a
Premium Service in Your
Salon or Practice

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Why Natural Facelift Is the Moment

Across the wellness and beauty industry, clients are searching for treatments that provide **visible results without invasive procedures**. While Botox and fillers remain common, more and more people are asking: "Is there a safer, more natural way?"

Kobido Touch™ offers the answer. Unlike standard facials, it combines **ancient Japanese tradition** with modern physiology to stimulate circulation, improve skin elasticity, and naturally lift the face. For clients, the promise is twofold: a fresher, younger appearance – and deep relaxation they cannot find in traditional beauty treatments.

This shift in client expectations has been accelerated by recent years. Post-pandemic, consumers prioritize **holistic care, stress reduction, and natural beauty**. They are less interested in quick fixes and more invested in **sustainable, long-term results** that feel authentic.

The global beauty trend is moving away from needles – and Kobido Touch™ stands perfectly at the center of this change.



Blue Ocean Opportunity in Ireland

Kobido Touch™ is still a **rare and premium service in Ireland**. While hundreds of salons offer facials or classic massages, only a handful of therapists specialize in this Japanese art. For an ambitious professional, this creates a **blue ocean market** – low competition, high demand, and space to build authority.

Irish clients are open to new wellness solutions, especially those that combine **beauty with relaxation**. With Kobido Touch™, you can position yourself as a **pioneer**, offering something exclusive that immediately sets your menu apart.

Even more important: clients are willing to pay **premium rates** for treatments they cannot get elsewhere. By integrating Kobido, you are not just adding another service – you are creating a **unique selling point** that attracts new clients and keeps them loyal.

Very few Kobido Touch™ providers in Ireland

High interest in natural facelift methods

Clients ready to pay premium rates

Client Psychology: Who Chooses Kobido?

Every successful therapist understands one truth: **clients come with different motivations**. Knowing what drives them helps you design better offers, speak their language, and build loyalty.



Beauty Seekers

These are clients who **primarily** want a **visible lifting effect**. They compare Kobido with Botox or facials – and choose it because it feels natural, safe, and elegant.

Stress Relievers

These clients carry tension in the jaw, neck, and face. They are less concerned with looks, and more interested in finding calm. For them, Kobido feels like a reset button for both body and mind.



Holistic Explorers

Often curious about wellness, tradition, and Eastern philosophy, these clients see Kobido as part of a lifestyle. They want a therapist who not only performs a technique, but also represents knowledge and balance.

Your First Kobido Touch™ Service Menu

When you complete your training, the first step is creating a simple but powerful menu. Your offer should have **two or three levels**, so that clients always have a choice – and most naturally gravitate toward the middle or premium option.



Service Menu

45 min – Kobido Touch™ Express – €65

A shorter session for new clients who want to try the treatment.

Signature Service

75 min – Kobido Touch™ Lift – €95

Your main offer. Balances visible results with deep relaxation.

120 min – Kobido Touch™ Deep Rejuvenation – €130

A luxury experience with extra time, add-ons, and full wellness value.

Three price points make it easier to sell premium packages without pressure.

How to Maximize Your Offers

Once your basic menu is ready, the next step is learning how to increase value per client. This doesn't mean pushing – it means offering experiences that feel natural and desirable.

1. Add-ons Simple extras such as a scalp massage, aromatherapy, or a nourishing mask can be offered at a small additional fee. These make sessions memorable and highly personalized.

2. Packages Create bundles of 5 or 10 sessions with a small discount. Packages encourage loyalty and guarantee you regular income while giving clients long-term results.

3. Premium Combinations Pair Kobido Touch™ with other treatments you already offer (e.g. Japanese Head Spa, relaxing body massage). This creates a luxury “ritual” that clients cannot get anywhere else.

👉 **Upselling in wellness means adding value, not pressure. Done right, it turns clients into long-term advocates.**



Pricing & ROI Mini-Calculator

One of the first questions professionals ask is: “When will my training investment pay back?” The answer is simpler than you think.

Imagine your course costs €1,600. If you charge € 95 for Signature Kobido Touch™ Lift session, you need just 17 clients to **break even**

- 2 clients per week → course pays for itself in 2 months.
- 5 clients per week → break-even in less than 1 month.

My service price: _____

My course cost: _____

Clients needed to break even: _____



ROI in wellness is faster than in most industries – because your main tool is your hands and your knowledge.

What Could You Earn?

Once your training investment is recovered, every new booking becomes income. The numbers are simple – and very motivating.

If you charge €65-95 per session, here's what happens depending on your weekly volume:

- **2 clients per week → ~€6,760 - 9,880 per year**
- **5 clients per week → ~€16,900 - 24,700 per year**
- **10 clients per week → ~€33,800 - 49,400 per year**

These examples don't include upsells, add-ons, or packages – which can raise revenue even higher.

The important part? Even with just a few clients per week, Kobido Touch™ can quickly become a strong source of income or a solid addition to your existing services.

☛ **Consistency matters more than volume.
Even a small, steady flow of clients creates
reliable income.**

What You Need to Start

Starting your Kobido Touch™ practice does not require heavy investment. With just a few essentials, you can create a professional and welcoming experience for your clients.

Checklist:

- **Massage table** – sturdy and comfortable (basic models €200).
- **Towels & blankets** – soft, high-quality fabric for comfort (€50–€100).
- **Natural oils & serums** – lightweight, nourishing, and suitable for sensitive skin (€30–€80).
- **Consent forms & hygiene kit** – professional standards and client trust (€20–€50).
- **Demo model** – friend or family member to practice on (free).
- **Booking system** – online app or manual calendar (free).

👉 **Tip: Your most powerful tool is not equipment, but your hands and knowledge.**
Start simple and build as you grow.

Your First 30 Days Plan

The moment you finish your training, the clock starts ticking. The faster you act, the sooner you'll gain confidence, attract clients, and recover your investment. Here's a simple 4-week roadmap:

- Week 1** Practice the full Kobido Touch™ routine on 2-3 models. Collect feedback and refine your technique.
- Week 2** Create your first service menu with 3 offers (Express, Signature, Premium). Decide on your official prices.
- Week 3** Make your first announcement. Post a short video on Instagram, share a story, and tell your circle: "I now offer Kobido Touch™".
- Week 4** Offer your first 5 paid sessions - even at an intro price - and collect written or video testimonials

👉 **Goal after 1 month:** your first paying clients + testimonials you can use for future promotion

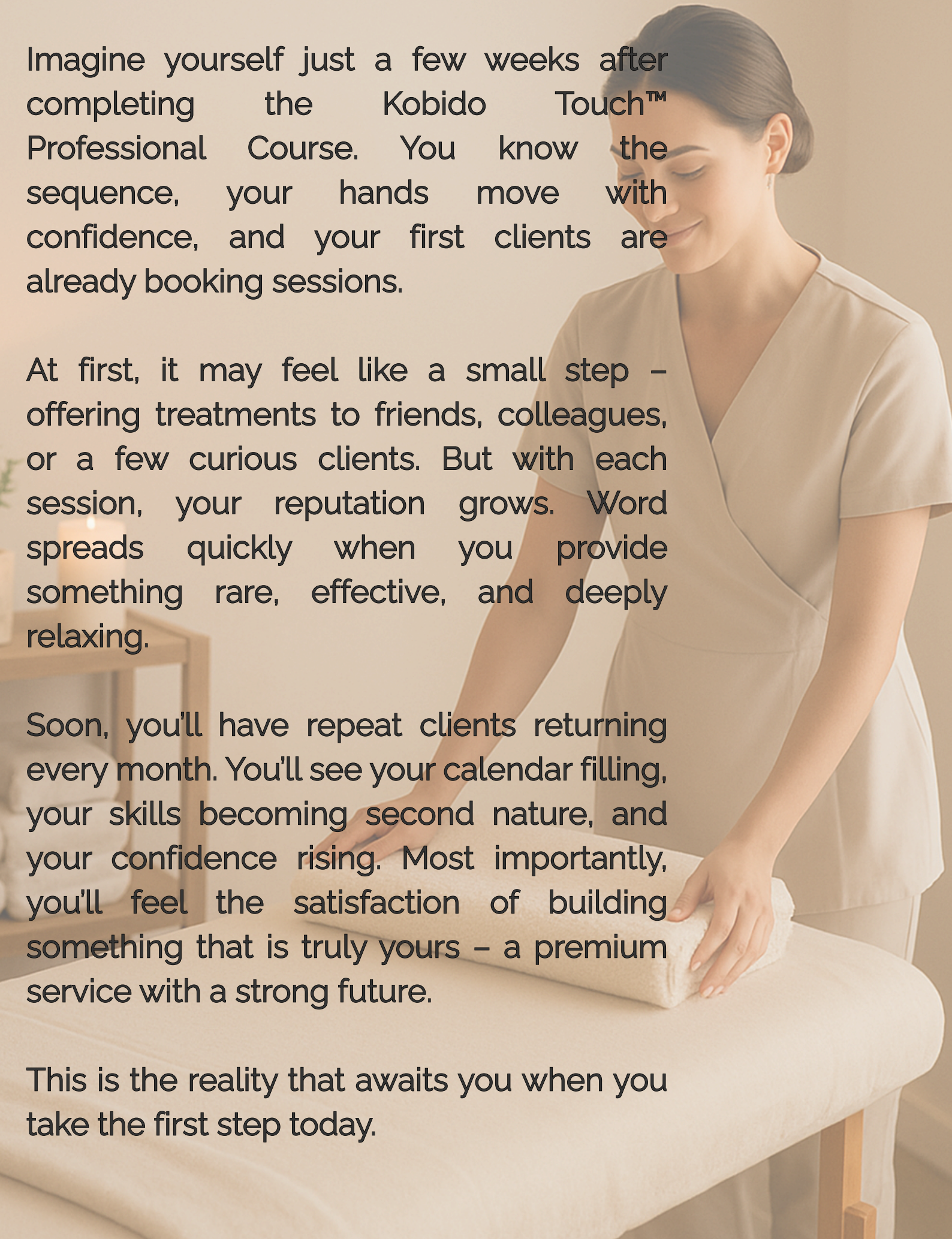
Your Journey Starts Here

Imagine yourself just a few weeks after completing the Kobido Touch™ Professional Course. You know the sequence, your hands move with confidence, and your first clients are already booking sessions.

At first, it may feel like a small step – offering treatments to friends, colleagues, or a few curious clients. But with each session, your reputation grows. Word spreads quickly when you provide something rare, effective, and deeply relaxing.

Soon, you'll have repeat clients returning every month. You'll see your calendar filling, your skills becoming second nature, and your confidence rising. Most importantly, you'll feel the satisfaction of building something that is truly yours – a premium service with a strong future.

This is the reality that awaits you when you take the first step today.



“One skill. A new career.
A meaningful life.”

You've seen the trends. You've seen the opportunity.
And you now know what's possible with Kobido Touch™.

The next step is yours. Are you ready to join the
growing circle of professionals who offer one of
the most exclusive treatments in the world?

👉 Join the Professional Kobido Touch™ Course
- reserve your spot today.

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