

## Libra Litrou Success Story

Nestled in the picturesque foothills of the Appalachian Mountains in NW Georgia is the sleepy little town of Chatsworth. The main industry in the area is carpet manufacturing in nearby Dalton, the carpet capital of the world.

Disposable income is somewhat low in Chatsworth, plus the population in the county is fairly low. Not the best demographics for a health food store.

Sherry Wells, owner:



Sherry was having a tough time keeping her Chatsworth health food store open due to the generally low wage base in the area.



Then Sherry met June Carver Drennon.

June is a Certified Colonic Hydrotherapist and is well known in the health maintenance field as both a practitioner and a lecturer.

June had developed a foot bath array system (called Libra Litrou – Latin for Balancing Bath) and demonstrated it to Sherry.

Sherry bought one and started offering foot baths in her health food store.

The response was phenomenal.

Sherry bought three more. She's now got four Libra Litrou's operating in the same room. Sometimes she has 4 people at one time in her treatment room.

Here's a picture of the small room which is used exclusively for the four foot baths. You can see two of the four chairs.



The atmosphere is relaxed and casual with a strong sense of community. Clients take the opportunity to share information about health and wellness.

Sherry intentionally keeps the price very low at \$20 per session, which typically lasts as long as 45 minutes. This ensures repeat business.

Sherry takes her time with her customers, a few of which are men. She stays with her customers and answers any questions they may have about the foot bath or herbs.

After the session, she cleans her customers' feet with baby wipes, then massages in a tea tree oil lotion, and lastly does a short reflexology session on their feet. This is the royal treatment and keeps their customers coming back.

During the session, her customers frequently ask about herbs and vitamins for maintaining their health. The session gives Sherry time to discuss any products that her customers inquire about. She brings the bottles into the room and has her customers look them over during their session.

If there's an extreme amount of any particular color in the water, many customers will purchase appropriate cleansers for maintaining their health.

Sherry does quite a good business in cleansing herbs. She sells several brands, the most popular brand being the RenewLife series of cleanses.

If a customer has fungus under her fingernails, Sherry will frequently dip their fingertips into the footbath. The footbath seems to help the body remove fungi from both feet and hands.

Clients have said that it helped their arthritis and psoriasis. One client even said that it cleared up his poison ivy.

If a male patron is uncomfortable sitting in the room with the women, he receives his treatment in a private room. Some men are shy and prefer privacy. However the ladies generally prefer chatting.

Sherry uses a new white plastic trash can liner in each foot bath to eliminate having to clean the plastic wash tub.

Sherry cleans the array with "The Works" from the dollar store, then vinegar, then alcohol, then Clorox cleaner, then a thorough rinse. This is fast and only takes a few minutes.

The Libra Litrous pay for themselves very quickly. The \$1600 purchase price is quickly recovered in 27 days at only 3 treatments per day at Sherry's low treatment price of \$20. And that ignores the profit from the sale of ancillary products.

At \$30 per treatment, and 3 treatments per day, the Libra Litrou would pay for itself in 18 days.

At \$40 per treatment, and 3 treatments per day, the Libra Litrou would pay for itself in 14 days.

From then on, it's all profit except for the array replacement at around 150 treatments. (About \$1 per treatment).

And again, this completely ignores the increase in product sales.

"I probably wouldn't be in business if it weren't for Libra Litrou."  
– Sherry Wells

The Libra Litrou machines referred to in this article are designed and manufactured by Stillpoint Systems LLC and are heavy-duty industrial-strength continuous-duty foot bath machines.

The heavy-duty arrays are good for a minimum of 150 foot baths, which means that your consumables cost is minimized.

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**DISCLAIMER:**

This treatment has not been evaluated by the FDA and is not meant to cure, treat, or prevent disease. Do not use this instrument if you have an electric device in your body, are pregnant, or have a transplanted organ. This is an experimental therapeutic device.

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