



## **The World Halotherapy Association (WHA) Launches!**

*A physician backed, independent association to ensure a global standard of excellence in the Halotherapy industry. The WHA will assist in the appropriate practice of Halotherapy to effect the utmost safety and highest standards in the application of the treatment. Our goal is to train, educate and support Halopreneuers in a deeper understanding of the disease state, help ensure equipment performs properly and aid in the successful execution of business operations.*

**Charlevoix, MI – September 6th, 2018** – The WHA is an independent organization, intended to assist in the safe and appropriate practice of Halotherapy. Our Board of directors are independent of any “for-profit” business. The WHA’s leadership is made up of Halotherapy Experts, National Thought Leaders, International Spa Consultants, Disease State Experts, Physicians, Clinical and Research Scientist and Holistic Communities.

Dr. Cindy Hollenbeck, Scientist and President of the WHA stated, “as the Halotherapy industry continues to expand across the globe, there is a need to support facilities and folks in the business or planning to get into the business. Our primary goal is to encourage a global standard of excellence in the Halotherapy industry. Owners/Operators should have a working knowledge of the disease states in which Halotherapy treats and equipment should perform as intended. Consumers will have a high degree of confidence that they are in good hands and getting what they pay for in a WHA Certified Facility”.

“This is exactly what the industry needs! I’m getting ready to launch this week and I know with the insight and support of the WHA, all the training and access to other successful owners, I will hit the ground running” -Maryann Corcoran, Corcova Salt Spa

- Complete Business Plan and Marketing Do’s and Don’ts
- Access to site evaluation to determine humidity, salinity concentration & particle size (laboratory calibrated aerosol measuring instrument) and quality of output, disease state background training to obtain “WHA Certified Facility” seal
- Halotherapy Treatment Guidelines and Protocols-frequency, duration, maintenance, and preventative
- Customizable collateral, marketing links, monthly Webinars and Podcast
- Ongoing support, training, education, “Ask the Expert”, Best Practices
- Networking opportunities, “Featured Facilities” and much more!

**Free Registration into the May, 2019 World Halotherapy Association Symposium!**

StayTuned!

For more information please email Dr Cindy Hollenbeck at  
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