

CREATING VALUE WITH HEALTH

STUDIO BORBON

MILANO



- With Studio Borbon X we create “Health & Wellness” solutions for luxury 5 stars Hospitality destinations.
- Our job is to design advanced high efficiency clinics.
- Multidisciplinary yet simple structures that integrate hospitality. with advanced beauty treatments and medical wellness offers.
- High patients satisfaction ensured with non-invasive, cost-effective technologies.





## STUDIO BORBON® —WHO WE ARE

Studio Borbon® is an Advanced Centre for Regenerative Aesthetic Medicine & Surgery, founded and directed by Dr Giulio Borbon it s based in the heart of Milan. Dr Borbon's researches, together with his team, lead to the use of natural and minimally invasive systems. The Studio offers advanced Aesthetic Medicine and Surgery services, Regenerative Medicine and IVEE®, the first intravenous solutions service in Europe. The Studio vision and technique are forefront in the new cultural and scientific approach to beauty and wellness





## STUDIO BORBON® —OUR APPROACH

### **Aesthetic Regenerative Medicine**

Not only injections, but a medicine based on wellbeing and a vital approach to life. Every procedure includes the regenerative medicine principles and the natural effect goal

### **Aging Management**

No fake promises (rejuvenation, antiaging ), but actual management of the aging process (well aging).

### **Taylor Made Approach**

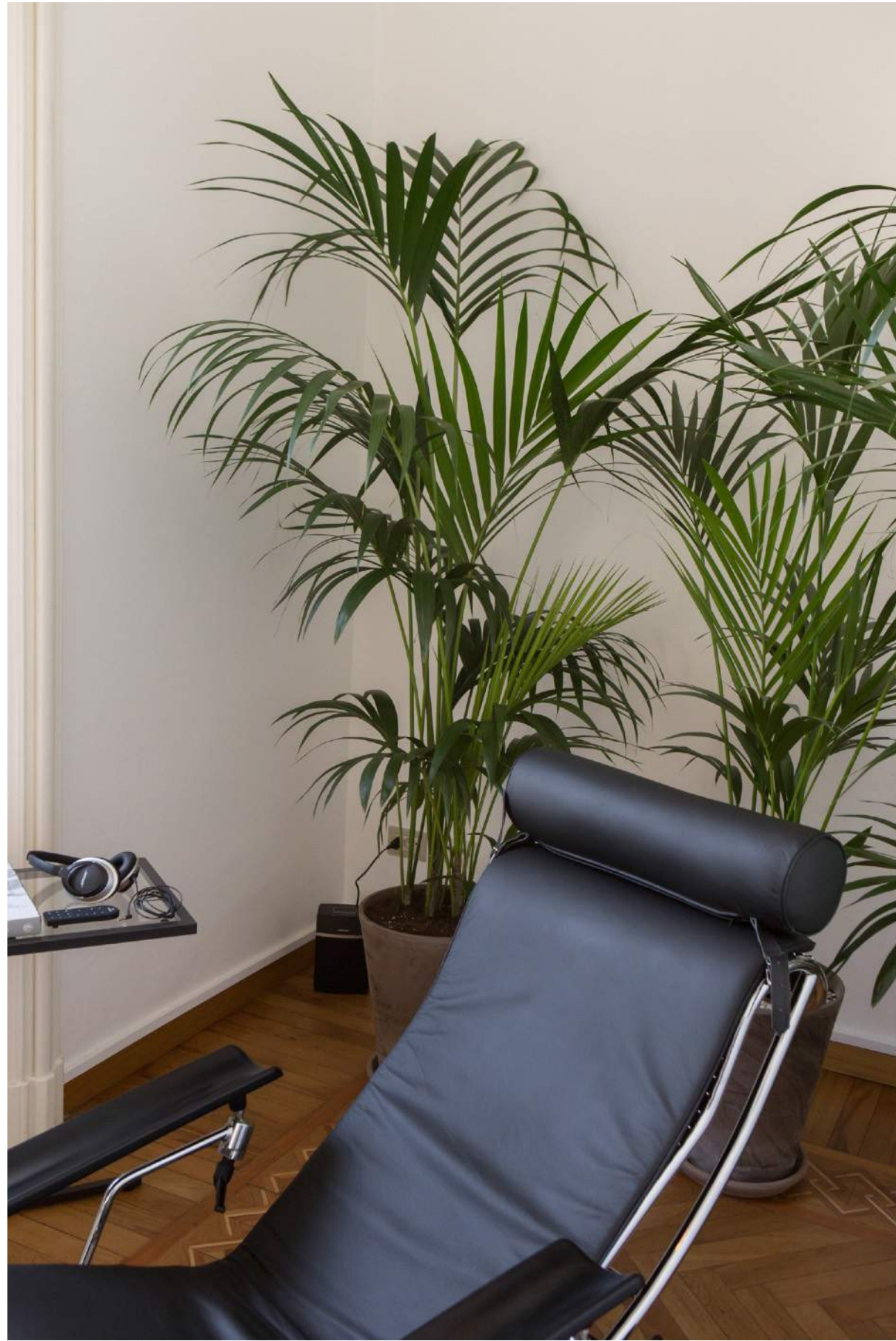
Made-to-measure treatments for the harmonisation of the distinctive features.  
No serial results but only beauty and 360 health.

### **Research**

Part of our effort is dedicated to a cross over research on new techniques, technologies and trend forecasting

### **Attention To Details**

On everything we do from the injection techniques to interior design.  
Not only medical treatments but a complete experiential approach



# STUDIO BORBON® —OUR KNOWLEDGE

## Studio Borbon's Protocols

We are experts in aesthetic and regenerative medicine, dermatology and advanced beauty. Our protocols provide a safe and correct evaluation of the patient and guarantee the ideal outcome. We train new staff locally according to our guidelines to ensure the replicability of our remarkable results.

## Multidisciplinary Aging Managment

The patient is lead by a multidisciplinary team through a journey into healing and conscious wellness. Not a single treatment but a guided experience

## Technology

safe, not invasive, cost effective, high patient satisfaction rate, up to date

## Specific Problem Solving

when setting up a clinic we benefit from the expertise of outstanding professionals in medical, legal and design practice. Our team knows how to do it.

STUDIO BORBON® X  
—PROPOSAL

HOW OUR MODEL IMPROVES THE STRUCTURE'S  
KEY PERFORMANCE INDICATORS (KPI).

- It's a reason to go > *low season optimisation // made to measure events.*
- Occupancy rate > *improvement by recruiting all year long.*
- Average length of stay > *increase in relation to length of therapies.*
- Spending per customer > *increase by addition of the services: rooms, treatments, retreats and spa.*



- Social media amplification > *customers improved social media visibility.*
- Positioning > *our medical credibility enhances the relevance of the structure.*
- Cultural Hub > *the X clinic can help the structure become a cultural hub.*
- A place for a complete sense of recovering.
- Maximised revenues for an overall increase of profitability.

STUDIO BORBON® X  
CREATES A REASON

*1. TO GO*

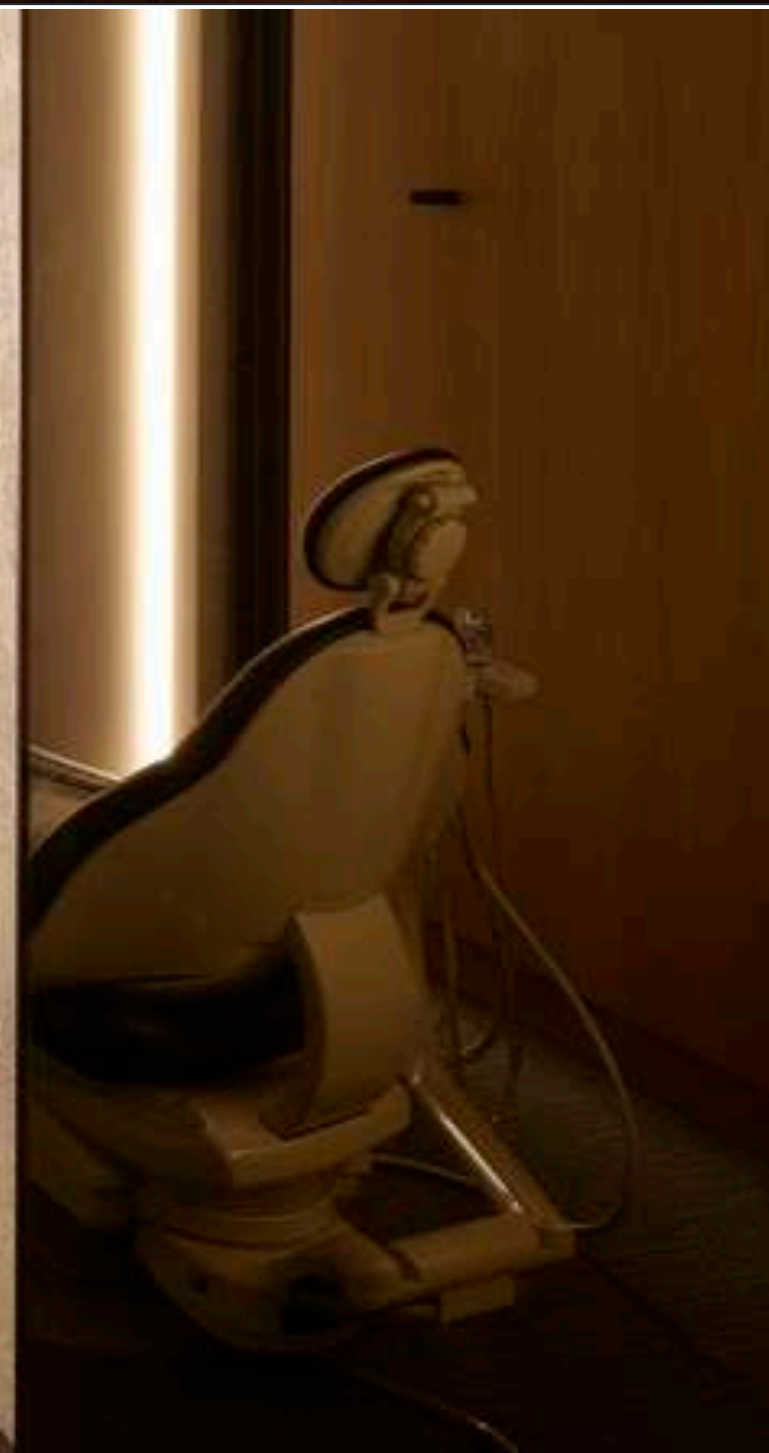
*2. TO STAY*

*3. TO TALK ABOUT IT*

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STUDIO BORBON® X CLINIC  
IS A REASON WHY

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“As a traveller I’m often in search for an healthy escape. In my daily life many patients and friends ask me if I know a place where to recover energy and be treated with the technologies of a clinic but with the services of a 5 stars resort. I always have a hard time finding a good answer. I know excellent clinics and amazing hotels, almost no structure combines the two concepts.

My idea is to create a place where I would go myself to heal and recharge.”

—*Dr Giulio Borbon*

STUDIO BORBON® X  
—METHOD

HOW WE MOVE FORWARD  
—PHASE 1 X

Analysis of the present structure

Architectural and technical data acquisition

Authorisation evaluation

Definition of needs and goals

Customer/competitors study

HOW WE MOVE FORWARD  
—PHASE 2 X

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Definition of services and technology to offer

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Proposition of range of services and therapies

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- Architectural advisory on upgrade, extension or new structure

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Authorisation management

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HOW WE MOVE FORWARD  
—PHASE 3 X

Production supervision and follow up

Support to staff recruitment

Team building

Definition of marketing strategy

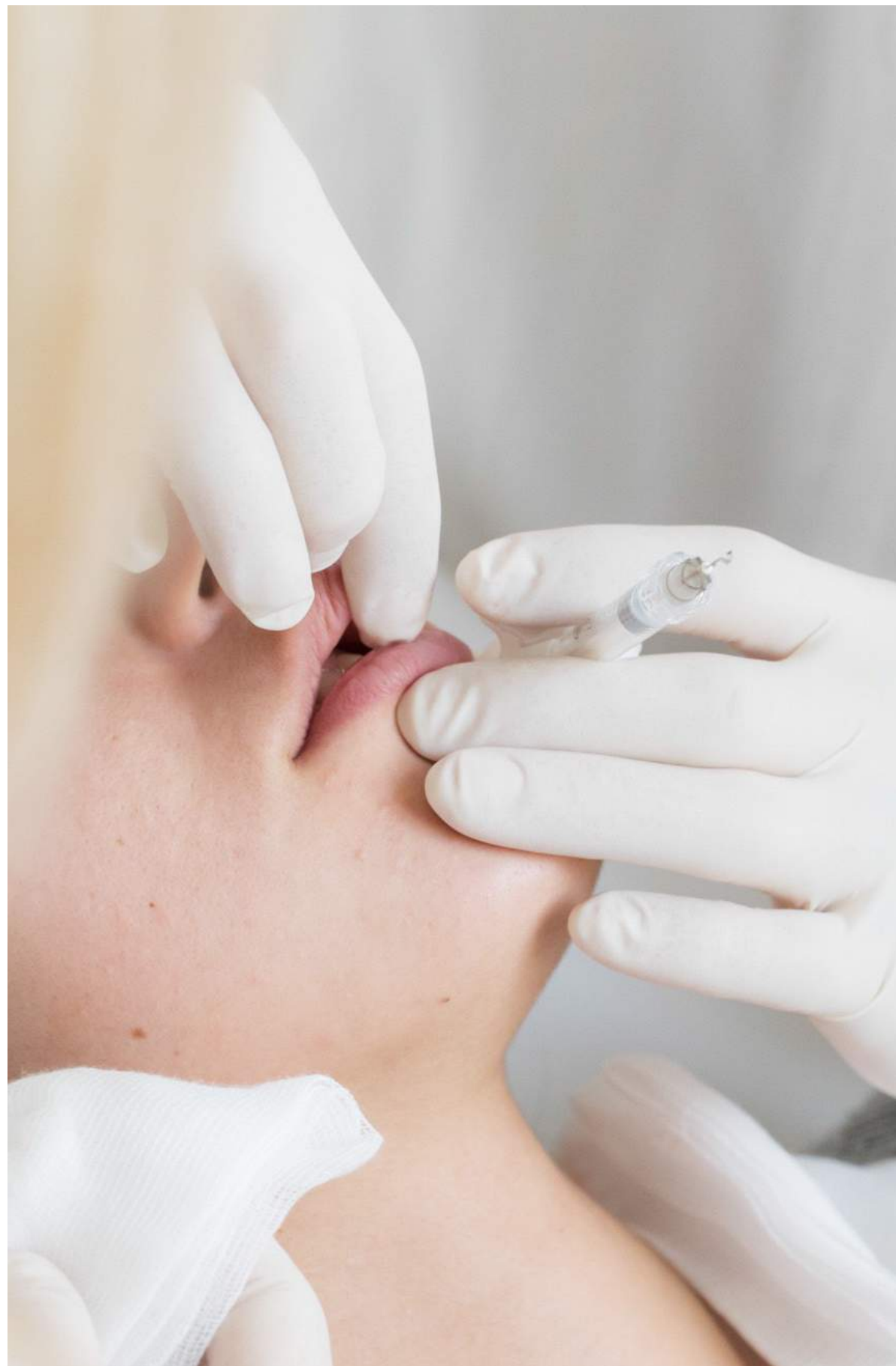
HOW WE MOVE FORWARD  
—PHASE 4 X

Team training

Clinic launch

Special events

STUDIO BORBON® X  
—PARTNERSHIP



## STUDIO BORBON@ X WILL PROVIDE A FULL SERVICE PROJECT INCLUDING:

- Studio Borbon® X will provide a full service project including:
- Licensing of the brands Studio Borbon® and IVEE®;
  - Medical advice for the start-up phase of the project;
  - Technical support in designing the spaces and interiors;
  - Advice and forecast on products and therapies;
  - Access to Studio Borbon® and IVEE®'s protocols for each type of treatment;
  - Set up of of the technology;
  - Legal advice on medical treatments;
  - Authorisation and local legal counselling;
  - Assistance in relation to recruitment (profile definition for the various positions);
  - Training (mentoring and guided continuos external and internal training);
  - Advice on the definition of the services to be offered and their pricing;
  - Ongoing advice and supervision of the activities.
  - Constant update on techniques and technologies
  - Medical marketing and specific social media strategy

For any further details, please contact:

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