



New Pricing and Subscription Strategy

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New Pricing and Subscription Strategy

Life-time purchase

3 months including,
after that subscription



Healy Gold

Price: 417€ / 250 PV

- Gold Cycle
- Bioenergetic Support
- *HealAdvisor Search module

3 Life-time programs
No bundle



Healy Holistic Health

Price: 837€ / 500 PV

- Fitness
- Bioenergetic Harmonie 1
- Bioenergetic Harmonie 2

- Gold Cycle
- Bioenergetic Support
- Mental Balance
- Meridians 1+2
- *HealAdvisor Search module

5 Life-time programs
3 bundle programs



Healy Aura

Price: 1,257€ / 750 PV

- Fitness
- Bioenergetic Harmonie 1
- Bioenergetic Harmonie 2
- Local Stimulation
- Sleep

- Gold Cycle
- Bioenergetic Support
- Mental Balance
- Meridians 1+2
- Aura
- *HealAdvisor Search module

6 Life-time programs
5 bundle programs



Healy Resonance

Price: 1,670€ / 1000 PV

- Fitness
- Bioenergetic Harmonie 1
- Bioenergetic Harmonie 2
- Local Stimulation
- Sleep
- Chakras
- Bioenergetic Revitalisation
- Learning

- Gold Cycle
- Bioenergetic Support
- Mental Balance
- Meridians 1+2
- Aura
- Resonance
- *HealAdvisor Search module

7 Life-time programs
8 bundle programs



Healy Professional

Price: 4,169€ / 2500 PV

- Beauty
- Job
- Learning
- Bioenergetic Defense
- Skin
- Digital Nutrition
- Gold Cycle
- Bioenergetic Support
- Meridians 1+2
- Aura
- Resonance
- Mental Balance
- Bioenergetic Harmonie 1
- Bioenergetic Harmonie 2
- Local Stimulation
- Sleep
- Chakras
- Bioenergetic Revitalisation
- Fitness
- *HealAdvisor Search module

20 Life-time programs
No bundle

New Pricing and Subscription Strategy



Healy Holistic Health

40 % discount
40 € / 25 PV

- Fitness
- Bioenergetic Harmonie 1
- Bioenergetic Harmonie 2



Healy Aura

40 % discount
65 € / 40 PV

- Fitness
- Bioenergetic Harmonie 1
- Bioenergetic Harmonie 2
- Local Stimulation
- Sleep



Healy Resonance

40 % discount
100 € / 63 PV

- Fitness
- Bioenergetic Harmonie 1
- Bioenergetic Harmonie 2
- Local Stimulation
- Sleep
- Chakras
- Bioenergetic Revitalisation
- Learning

New Pricing and Subscription Strategy

Number of Programs groups / Modules	Discount on each
1 program group / module	0 %
2 program groups / modules	10 %
3 program groups / modules	15 %
4 and more program groups / modules	20 %



UPGRADE TO

Age Group	Percentage
18-24	35%
25-34	30%
35-44	25%
45-54	10%

Overview of all bookable program groups and modules

					Gold 250PV	HH 500PV	Aura 750PV	Resonance 1000PV	Professional 2500PV
Name	Type	PV	Price monthly booked		417 €	837 €	1,257 €	1,670 €	4,169 €
1	Wellness	Program group	6	10 €					OP
2	Beauty	Program group	10	17 €					OP
	Chakras	Program group	10					S	OP
	Fitness	Program group	10			S	S	S	OP
	Job	Program group	10						OP
	Learning	Program group	10						OP
	Mental Balance	Program group	10			OP	OP	OP	OP
	Bioenergetic Defense (former: Protection Programs)	Program group	10						OP
	Skin	Program group	10						OP
	Sleep	Program group	10				S	S	OP
	Healy Watch Connector Module	HWA Modul + HA Program group	10						
3	HealAdvisor Animal Module	HAA Modul + HA Program group	15	25 €					
	Deep Cycle	Program group	15						
	Bioenergetic Harmony 1	Program group	15			S	S	S	OP
	Bioenergetic Harmony 2	Program group	15			S	S	S	OP
	Therapists Programs	Program group	15						
	Bioenergetic Vitalisation (former: Revitalization)	HAA Modul + HA Program group	15					S	OP
	Local Stimulation	Program group	15				S	S	OP
4	Aura	HAAA Modul	30	50 €			OP	OP	OP
	Personal Coach	HAAA Modul	30						
	Digital Nutrition	HAA Modul + HA Program group	30						OP
	Meridians 1+2	Program group	30			OP	OP	OP	OP
	Resonance	HAAA Modul	30					OP	OP