

## Dear colleague,

Welcome to the registered Method Pisara® health concept!

Our method aims at helping professionals in the beauty and health industry to support the well-being of their customers in a holistic manner, starting from the cellular level.

- Are you specialised in functional medicine? Are you a doctor, a nurse, a massagist, a cosmetologist, or a therapist of another field of expertise?
- Are you looking for ways to help your customers in a holistic manner?
- Are you interested in functional medicine and its approach to the human being?
- Do you genuinely want to help your customers with their development process, and to gain permanent results?

If the answer to at least two of the questions is yes - Method Pisara® can be the way to broaden your range of services and your set of skills.

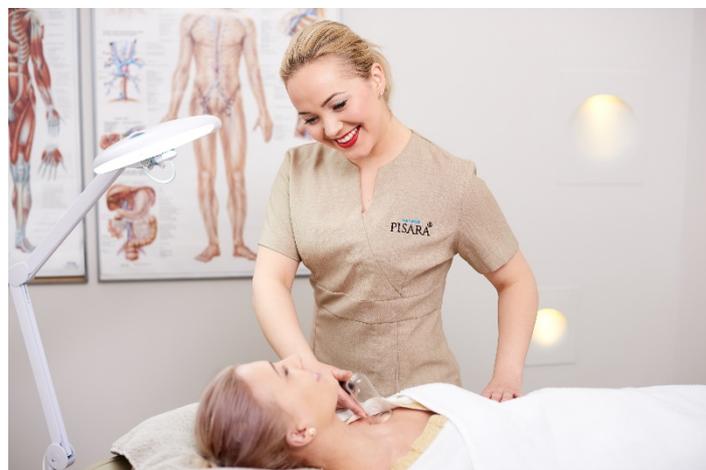
On the following pages, you will be able to get immersed in the fruits of my more than a decade-long labour. In case you have any questions (and you will), please, don't hesitate to contact us!

Be well,  
Teresa Sepponen  
Developer of the Method Pisara® health concept



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## Method Pisara® in a nutshell

The Method Pisara® service concept is based on epigenetics, a new branch of science. According to epigenetics, thoughts have an effect on the functions and health of the body. Through our treatments, we make epigenetics possible: The body changes. We are not mere theory - we are the embodiment of this new branch of science.

Method Pisara® is a globally unique service concept based on continuous development. We are ready to serve our customers, offering them results that can be measured and proved. Our founder Teresa Sepponen has developed this method based on functional medicine for over a decade, and Method Pisara® treatments have been available since 2014.

Our range of treatments include health coaching, skin therapy, cellulite therapy, lymphatic drainage massages, and fascia treatments. Instead of one-off treatments, we recommend planning a customised treatment pathway. On this pathway, we ensure that every step leads towards permanent results. In our treatments, mental wellness is always taken into consideration, not only physical wellness.

## The core values of the Method Pisara® service concept

On the whole, the Method Pisara® service concept is about respect. We respect nature by using products that are as ecological as possible, we respect the body that only understands pure foods, and we respect each other, living according to the principle of “everybody wins”.

Equality, justice and respect for our unified processes are extremely important to us. Openness, honesty, true customer orientation, and high quality lie at the centre of our core values.

### Openness and honesty

“Practice what you preach” is a goal with every franchisee and therapist operating in this concept. Operating as a therapist and franchisee in this concept requires being interested in your own health.

If you are in conflict with the things you teach, the customer will know. This means that our therapists have to be willing to make changes in their lifestyle, if need be.

## True customer orientation

As therapists, we respect the physiological entity that is the customer and prepare a customised treatment plan always based on the physiological needs and the wishes of the customer.

A Method Pisara® therapist must want to provide the customers with powerful and lasting changes. Each customer is treated as an individual, and the plan is carried out listening to the cells, right from the start. The health of the customer is thoroughly surveyed, and this means that the therapist must be motivated to recognise factors that contribute to the results of each customer.

On the first visit, each customer fills up a health information form that provides essential information on what the customer's body requires. The therapist is responsible for making and carrying out the customised plan together with the team. If needed, every therapist is assigned a senior-level therapist mentor to support the learning process.

We are always customer-oriented and proceed with the pace that the customer is ready for. We take into consideration the potential of each body on the cellular level.

## High quality

High-quality treatments are given at each clinic of our concept. The service promise is powerful, and it is required that each therapist commit to each step in the protocol: The starting survey, listening to the customer, and treatments.

We will reach lasting results by using a unified treatment protocol that applies our methods. Long experience in this field has contributed to the development of these treatments. In addition, the high-quality handprint of the therapist is an important factor concerning results: Strong equipment alone is not enough.

## Method Pisara® franchising

As a Method Pisara® franchisee, you will be authorised to use the registered Method Pisara® service package, and your clinic will be a part of our official franchise.

Running a Method Pisara® clinic and working as a therapist requires entrepreneurship, responsibility and willingness to help customers with enhanced results. The franchisee takes full responsibility on their own business.

Each franchisee is trained step by step from the basics towards advanced studies and services, and the new franchisee is personally supported throughout the learning process. The representative of the franchise is responsible for quality control and support concerning treatments and planning the treatment pathways. The franchisee is never alone, and you can lean on our support during training, when gathering experience, and in your personal change.

The benefits of acting together include unified marketing. The Method Pisara® concept takes care of marketing for you. Your clinic will have a sub page on the [methodpisara.com](http://methodpisara.com) website, and information on clinics and on the concept is published in the Method Pisara® social media channels (Facebook, Instagram, YouTube, and LinkedIn). This way the franchisee is free to concentrate on their work without worrying about marketing or communications. The franchisee gets the right to fully use the service concept that is constantly gaining popularity and awareness. The franchisee also gets the full support of the developer of the concept.

Each franchisee is responsible for marketing locally, but during the launching process of the new clinic, we would like you to publish at least two ¼ size advertisements in your local paper. Method Pisara® will provide the advertising materials.

## The practices of franchising

Being a Method Pisara® franchisee is an investment in your future. We hope to find committed franchisees and therapists who are genuinely interested in supporting the wellness of their customers in the long run.

Our approach is very consultative and practical, and open communication with our customers lies at the core of our functions.

A Method Pisara® franchisee is a professional operating in the wellness or health care industry and is interested in functional medicine and its views on health. Our therapists are required to be interested in the physiology of the body and cellular activity. A Method Pisara® therapist comprehends the union of the mind and body and is determined to make permanent improvements to the health, mind, and beauty of the customers. A Method Pisara® therapist comprehends that true changes in well-being are made by fixing the underlying reasons - not by treating mere symptoms.

## The application process

You can apply as a Method Pisara® franchisee by contacting us on our webpage or using the contact information that you can find on the last page of this guide. The potential franchisee must have suitable educational qualifications such as a degree (e.g. undergraduate or vocational upper secondary qualifications) concerning health, beauty or wellness. You will get further training through our concept. We will check your situation based on your first contact, and we will speak to each candidate on the phone.

We are also a candidate member of the Suomen Franchising-Yhdistys (Finnish Franchising Association). Additional information on this subject can be found on the website [franchising.fi](http://franchising.fi) in Finnish.

## Training

The basic training of each Method Pisara® therapist lasts for approximately a month. After this, they have the right to perform treatments as a therapist trainee. The therapist trainee is usually ready to start working after three months of training, and the skills of therapists will be constantly updated by the concept, starting from junior therapist all the way to the senior therapist level.

The therapist trainee independently performs treatments and treatment pathway planning, supported by a senior-level therapist. Usually, a beginner requires the support of a senior-level therapist on a regular basis during the first six months. When a year has passed, it is possible to work independently, but each therapist is an individual, and the senior-level therapist continues to provide support with planning the treatment pathways if needed. The training usually takes place in the Helsinki clinic.

Our training enables gaining deep understanding on the cellular activity of the body, the effects of cellular memory on physiology, and the importance of the union of the body and mind for physiology. “Everything is interconnected” becomes reality through our training.

In this concept, training levels are evaluated. Each training level has its own set of requirements and responsibilities. It is required of all therapists that they participate the advanced studies, and the Helsinki clinic is always open to therapists who require further training.

A senior-level therapist can work as a therapist in other clinics and can participate in the training of new therapists.

## Examples on Method Pisara® treatments

Method Pisara® treatments help to gain lasting results in cellulite accumulations and other aesthetic issues that are often fixed using plastic surgery. You will find specific descriptions of all treatments on our website, and we are happy to tell you more about our treatments in person.

Examples of treatment packages we have developed:

### Method Pisara® cellulite therapy

Method Pisara® cellulite therapy removes and empties cellulite and fat accumulations, firms sagging skin and connective tissues, and treats or lifts muscles.

During cellulite therapy serial treatments, we investigate what has caused the problem and aim to repair these disturbances.

### The Method Pisara® facelift

The facelift treatment series is a no-knife alternative that aims to lift and firm the face and to prevent and smooth changes on the face and neck caused by ageing, lifestyle or genetics.

### Method Pisara® muscle and fascial therapy

Method Pisara® muscle and fascial therapy packages treat tense muscles or muscles in need of stimulation and tightened muscle membranes (fascia) with electrotherapy, negative pressure therapy, and infrared therapy.

## Method Pisara® therapist testimonials

### **Elisa, Method Pisara® therapist, Helsinki:**

“My everyday life as a therapist is pre-scheduled but flexible when needed. At times, the workload is bigger, but there are also slower times. I’m able to plan my holiday early on and to include my hobbies in my workdays.

In my work, I like the versatility and the theme. I’m able to do work I’m truly interested in and help also other people to achieve the results they aim at.

To me, the most important lessons are understanding the human being as a whole, the way the union of the mind and body work, and what can be concluded by the state of the skin. I have gained very important tools for improving physiology!

I have also experienced the progress of the mind and body and got support from the concept at the training sessions. This helps me to relate to the situation of the customers on their treatment pathway. During trainings, I have also got rid of some vicious circles concerning my own body. To me, it is essential that I’m constantly developing in my job.”

### **Siru, Method Pisara® franchisee and therapist, Kotka:**

“The training refreshed our knowledge on the human physiology and the importance of the mind on bodily functions and disorders. My thoughts on many diagnoses have been clarified, and I have realised why previously given treatment has not worked for the customer’s physical issues. I have also learnt how causes of stress impact the body, the metabolism and also the appearance in the long run.

Our customers are motivated to making big changes in their body, including internal and external challenges. They are also willing to pay for the treatment, consultation and instructions. Everyone has been satisfied and grateful!

Each day is different, and each meeting with a customer is different. It is good that the range of treatments is wide; it diversifies this job immensely.”

**Erika, Method Pisara® -therapist trainee, Kotka:**

“My everyday life as a therapist is versatile, meaningful and rewarding. The best thing about my work is that I get to treat the customer as a whole, and I am able to help the customer and see the results of my work.

During my training, I have seen that when it comes to health, everything is interconnected.”

## Contact us

Thank you for your interest in the Method Pisara® concept!

Do you have questions? Contact us, so we can talk more.

## Method Pisara®

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We are also on social media:

[www.facebook.com/methodpisara/](http://www.facebook.com/methodpisara/)

[www.instagram.com/methodpisara](http://www.instagram.com/methodpisara)

[www.linkedin.com/company/method-pisara](http://www.linkedin.com/company/method-pisara)