

Longevity does not begin in a clinic. It begins in the environment a person lives in every day.

LONGEVITY SYSTEM

| OPERATING MODELS FOR LONGEVITY BUSINESSES

| HEALTH ARCHITECTURE FOR PRIVATE HOMES



I-FEEL SPA
INTERNATIONAL

WELLNESS
DESIGN & DEVICE

90% OF HEALTH HAPPENS OUTSIDE THE CLINIC

Even the most carefully designed longevity programme occupies only a few hours a week. The rest of the time, a person simply lives.

They sleep. They wake. They breathe the air of their own home. They spend their hours under artificial or natural light. They move, or they do not. They recover, or they keep accumulating stress.

And it is these daily hours that ultimately determine the result. You can build a perfect protocol inside a clinic. But if the environment outside works in the opposite direction, the effect is inevitably lost.

A MODERN LONGEVITY SYSTEM MUST CONTINUE WHERE
THE CLINIC VISIT ENDS. IN THE SPACE WHERE THE PERSON
ACTUALLY LIVES.





WE CONNECT THE TWO SIDES OF LONGEVITY

LONGEVITY BUSINESS

We turn a collection of rooms, technologies and treatments into a coherent operating system.

Audit, business model, protocols, team, repeat sales. The result is a clear product for the guest and a manageable economy for the owner.



LONGEVITY HOME

We design the private home as an environment that supports sleep, movement, recovery and a person's physiological resource every day.

And we integrate ready-made Longevity Suites into it: personal spaces for recovery and performance.



THE CLINIC CREATES THE IMPULSE.
THE ENVIRONMENT TURNS IT INTO A WAY OF LIFE.

LONGEVITY AS A BUSINESS SYSTEM

For clinics, wellness centres, medical spas, hotels, resorts and development projects. Four modules. Each one can be a standalone project or part of a full transformation of the facility.

01 AUDIT

We take an operating facility apart as a system: the product, the client journey, room utilisation, average spend, repeat sales, equipment usage and revenue per square metre.

Deliverable: a written diagnosis of the facility, the points where revenue is lost and the specific areas of growth.

02 BUSINESS MODEL

We design longevity as an economy, not as a list of treatments. We define the audience, the product matrix, programmes, memberships, courses, space utilisation, pricing, CAPEX and the payback model.

Deliverable: a model the owner, the finance director and the operating team can all work from.

03 PROTOCOLS

Instead of selling individual treatments, we build complete programmes with a clear goal, duration, sequence of interventions and price, using the technologies the facility already owns.

Deliverable: a library of reproducible longevity protocols for different guest types and objectives.

04 TRAINING

We train the team to carry the guest through the entire system: diagnostics, programme, follow-up, result control, renewal.

Deliverable: operating standards, communication scripts and a quality control system.



EQUIPMENT DOES NOT CREATE A LONGEVITY BUSINESS

You can buy the best technologies in the world and still end up with expensive rooms running at low occupancy. The problem almost always appears earlier.

The product has not been defined.

The economics have not been calculated.

The client journey has not been built.

The treatments have not been connected into a system.

The team sells individual sessions instead of a result.

THE AUDIT SHOWS WHERE THE MONEY IS LOST.

THE BUSINESS MODEL DEFINES WHAT THE FACILITY WILL EARN FROM.

THE PROTOCOLS TURN TECHNOLOGIES INTO A PRODUCT WITH A CLEAR RESULT.

THE TRAINING MAKES THE SYSTEM REPRODUCIBLE EVERY SINGLE DAY.

WE DO NOT LEAVE A CONCEPT BEHIND.

WE LEAVE A WORKING LONGEVITY OPERATION.





THE HOME CAN BECOME THE MOST POWERFUL PREVENTION SYSTEM OF ALL

Most of the factors that influence how the body recovers are present in the home every single day. Health can therefore be built into the architecture in the same way as light, climate or acoustics.



SLEEP

Bedroom architecture, lighting scenario, temperature, acoustics, air quality and the evening environment: everything that helps the body move properly from activity into recovery.



MOVEMENT

Not another home gym. We create scenarios of short daily activity that naturally become part of life and require no separate decision to go and train.

WE WORK WITH THE ARCHITECT FROM THE PLAN STAGE,
OR RETROFIT WHAT IS ALREADY BUILT.



RECOVERY

Heat. Cold. Compression. Muscle recovery. Relaxation. A full recovery scenario takes minutes and is available every day, without travelling to a clinic and without staff.



WATER | LIGHT | AIR

Water quality. Daylight. Circadian lighting scenarios. Ventilation. Humidity. Temperature. The invisible health infrastructure that works twenty-four hours a day.

LONGEVITY SUITES

PRIVATE WELLNESS. BUILT INTO THE HOME.

A complete personal health space, designed as a single system: equipment, furniture, engineering, lighting, materials and usage scenarios. One concept. One integration. No staff.



RECOVERY SUITE

A personal environment for daily recovery. Heat, cold, compression, muscle recovery and relaxation combined into a sequential home recovery protocol.

From 50 m²

FOR THE OWNER THIS IS PERSONAL HEALTH INFRASTRUCTURE USED
NOT A FEW TIMES A YEAR, BUT EVERY DAY.



MOVEMENT SUITE

Movement becomes a daily habit rather than a separate event. Short workouts, functional stimulation, mobility work and progress tracking.

From 80 m²



WATER SUITE

Water becomes a therapeutic part of the architecture. Hydrotherapy, heat and contrast scenarios designed together with the engineering systems of the house.

From 100 m²

WE DO NOT WATCH THE LONGEVITY INDUSTRY FROM THE OUTSIDE. **WE WORK INSIDE IT.**

Our own longevity centre in Moscow | 25 years in wellness, medical spa and longevity | More than 100 delivered projects in 15+ countries | from operating medical and wellness centres to private residences and new development projects.



YOUR NEXT STEP

Send us a floor plan, a concept or a short brief.
We will look at the project from three sides at once,
physiology, space and economics, and show you
what longevity product it can become.

LONGEVITY IS NOT A PROCEDURE. IT IS A SYSTEM.





NATALIA FILIPPOVA

FOUNDER | MEDICAL WELLNESS & LONGEVITY EXPERT

- | 25+ years in medical wellness, spa and longevity
- | Medical and pharmaceutical education
- | 100+ delivered projects in 15+ countries
- | Founder and owner of a medical wellness and longevity centre in Moscow
- | Founder of companies in wellness consulting, design and medical technologies in Russia and the UAE
- | Direct work with international manufacturers of medical and wellness technologies
- | Expert in longevity clinics, medical spas, wellness areas, recovery spaces and private longevity residences
- | Organiser of professional education in longevity medicine, wellness and wellness business management
- | Author of educational programmes for physicians, wellness specialists, executives and business owners
- | Full-cycle experience: concept, business model, design, technology, protocols, training, launch
- | Speaker and organiser of professional conferences and seminars



JULIA JOHANSSON

LONGEVITY GROWTH & PARTNERSHIPS EXPERT

Helps developers, investors, and hospitality groups create successful wellness and longevity destinations.

- | Strategic partnerships
- | Concept development
- | Longevity technologies
- | Operator selection
- | Investment-ready projects

DUBAI | MOSCOW | INTERNATIONAL PROJECTS

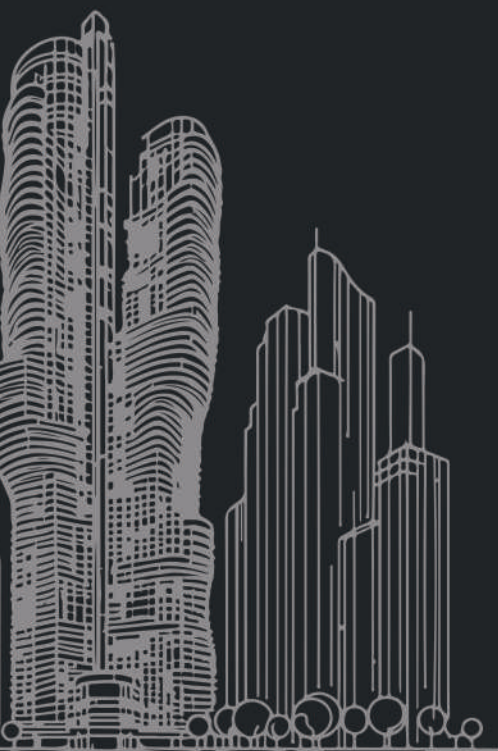
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