

KARLA LEÓN

f i s i o e s t é t i c a

A first draft: the niche, the brand, the menu and the prices.
Everything here is a proposal — Karla decides.

Not retirees. Not tourists.

This is an active residential municipality with above-average income for the region. The age pyramid bulges in the middle — the textbook shape of a place people commute from.

	FIGURE	WHAT FOLLOWS FROM IT
El Rosario, inhabitants	17.958	the municipality Tabaiba and Radazul belong to
Aged 15 to 64	72 %	a working population, not a retirement coast
Over 65	14 %	below the Canary average — the islands have 126 over-65s per 100 young people
Born abroad	14 %	mostly Venezuela (841), Germany far behind (279)
Born on another part of the island	67 %	people move here on purpose — they chose this place
Average net income, 2023	17.109 €	against 13–14.000 € for Spain as a whole

The most important decision of all, made first.

Working women,
35 to 60, who live here
because they chose to.

She has money for the region, little time, and a body that comes from a desk and a commute — not from an injury. She does not need rehabilitation. She needs her face, her figure and an hour without a telephone.

That is exactly where Karla wants to go: **less strength, more skill**. The niche and her own wish point the same way, which almost never happens.

Two groups sit beside it and are welcome, but they are not the centre: members of the sports club in Radazul with real complaints, and the Venezuelan community, which is the largest foreign group by far.

Derived from the figures on the previous slide and from the conversation. The conclusion is mine, not measured.

The most valuable
sentence comes last
in the conversation.

Seventeen years with
Natura Bissé. And she
taught the brand.

Karla has worked with Natura Bissé for seventeen years and trained teams for the brand — in hotels and spas on Tenerife, Gran Canaria and Fuerteventura, for staff working in several languages.

Natura Bissé was founded in Barcelona in 1979 and has been named **Best Spa Brand in the World five times** at the World Spa Awards — the only brand ever to do so.

In the conversation this passes by between two lists. **It is the sentence her prices stand on.**

She says one thing and lists another.

WHAT SHE WANTS

- “I want to work less with my body”
- The profitable work, not the exhausting work
- No injuries, no heavy rehabilitation
- Relaxation and meditation — through a team

WHAT SHE LISTS

- Sports massage, therapeutic massage
- Sensitive massage with oils and stones
- Foot reflexology
- Wood therapy, vacuum, circulation massage
- — all of it done by hand

This is not a criticism. It is the usual split: people list what they can do, not what they want to do.
The brand has to make the decision the conversation left open.

Not the cheapest
physiotherapist.
The only one with
this background.

Hotel-cabin quality —
in Tabaiba.

Tenerife has many physiotherapists and many beauty studios. What it barely has is someone who holds both in one pair of hands **and** has spent seventeen years inside a brand that hotels buy for their spas.

From that follows the order: **face and body treatments first, physiotherapy as the foundation beside them.** Not the other way round. It is precisely the direction she wants to go herself.

Derived from the conversation. Her background is documented; the statement about the competition is not.

Her name belongs at the front.

RECOMMENDATION

KARLA LEÓN

fisioestética

The name carries, the discipline explains.
Whoever sells later sells an established
brand — not a word.

FISIOESTÉTICA

karla león

Explains first what it is. Safer, but
interchangeable — anyone may use the
term.

CENTRO KARLA LEÓN

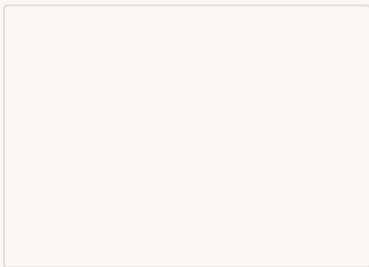
terapias · estética

Sounds like more than one person. It fits
once a team really stands behind it.

Karla's worry was that her own name would make a later sale harder. The opposite is true: a brand with a face is worth more than one without. The name simply transfers with the sale — that is a clause in a contract, not an obstacle.

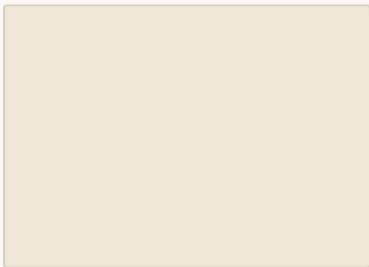
From her own room.

Karla named them herself: gold, beige, white, green, wood — and the elegant dark turquoise of her sofa. These are the values behind those words.



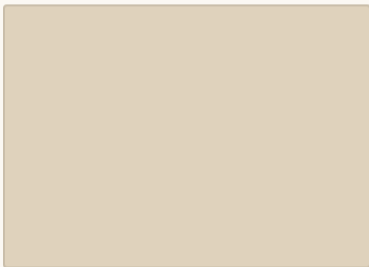
Crema
#FBF8F3

Ground



Beige
#EFE6D8

Surfaces



Arena
#DFD2BC

Rules



Oro
#A8834A

Accent



Turquesa
#1F4E4A

Contrast



Madera
#9C7247

Warmth



Tinta
#14120F

Text

Crema or Beige as the ground, Tinta for text, Oro only as an accent, Turquesa only as a contrast surface. Gold is never body text: on a light ground it drops below readable contrast, and Karla's clients are not twenty years old.

KARLA LEÓN

f i s i o e s t é t i c a

Deep facial cleansing with hyaluronic acid · Wood therapy ·
Sports massage

Round, quiet,
widely spaced.

Karla asked for “very round, like Natura Bissé”. Montserrat does that: geometric, circular letterforms, and when it is widely spaced it reads calm rather than loud.

One typeface, three sizes. The name in wide capitals, headings at normal spacing, body text large enough for eyes that are no longer perfect.

Montserrat is free to license, in print as well. Right for the start; once the brand stands, a bought typeface is worth discussing.

Everything on one page, so nothing drifts.

TYPE SCALE

Marca	96 px	+0.16 em
UPPERCASE		
Título	50 px	+0.01 em
Aa		
Subtítulo	34 px	+0.42 em
minúsculas		
Texto	22 px	0
Aa		
Detalle	15 px	+0.20 em
MAYÚSCULAS		

COLOUR USE

Crema · Beige	→
fondo	
Tinta	→
texto	
Oro	→
acento, nunca texto corrido	
Turquesa	→
superficie, precios	
Madera	→
detalles, fotografía	

SPACING

Margen	8 %
de la anchura	
Entre bloques	3 ×
la altura de línea	
Regla	1 px
Arena, nunca más gruesa	
Radios	0
esquinas rectas	

The rule that holds it all together: **one typeface, one accent colour, much empty space.** Luxury in this field is not made by adding — it is made by leaving out.

8,600 people.
She needs sixty of them
a month.

WHAT SPEAKS FOR IT

- Radazul 4,954 · Tabaiba 3,671 — residential, not hotels
- Whoever comes once lives nearby and comes back
- Santa Cruz is twelve kilometres away
- Radazul Sport Center is in the village
- In Tabaiba there is almost nothing. Karla: “people don't know I'm there”

Hence the order of the advertising: **first the village itself — flyer, sports club, pharmacy, hairdresser — then Google Maps for the people from the city.** Together they cover her sixty appointments.

WHAT SPEAKS AGAINST IT

- Almost no passing trade, almost no beaches
- 8,600 inhabitants are used up quickly
- Without Google Maps nobody finds her from outside
- Someone driving from Santa Cruz needs a reason

What she offers for the body.

THERAPY

Sports massage	55 €
50 min	
Targeted therapeutic massage	55 €
50 min	
Foot reflexology	50 €
45 min	

RELAXATION

Sensitive massage, oils and essences	65 €
60 min	
Hot stones	70 €
60 min	
Back and neck, short	38 €
30 min	

FIGURE AND CIRCULATION

Wood therapy for cellulite	70 €
60 min	
Vacuum, muscles or cellulite	60 €
45 min	
Circulation and firming massage	60 €
50 min	
Tired legs, with mint	40 €
30 min	

All prices are proposals. Where they come from is on the slide after next.

And what she offers for the face.

FACIAL		DERMAPEN		WAXING	
Deep hygienic cleansing	70 €	Face, hyaluronic or vitamin cocktail	120 €	Underarms or bikini	15 €
60 min		60 min		15 min	
Deep cleansing with active treatment	90 €	Hair loss, scalp	110 €	Half leg	20 €
75 min		45 min		20 min	
Hyaluronic acid, vitamins or glycolic acid	85 €	Course of three sessions	320 €	Full leg	32 €
60 min		3 x		35 min	
Firming and wrinkle treatment	85 €			Back, men	28 €
60 min				25 min	

Not on the menu, because Karla ruled them out: permanent make-up, anything that goes into the skin other than the Dermapen, and injury treatment.

Not guessed. Derived.

The distance downwards is deliberate.
Whoever charges 21 € needs four clients where Karla needs one — and wears out exactly the body she wants to spare. Her sixty appointments a month only add up at the upper prices.

WHAT THE MARKET CHARGES	PRICE	SOURCE
Physiotherapy, single session in Santa Cruz	45 €	clinic rates, 45–50 min
Physiotherapy via booking platforms	{'en': 'from 21 €', 'es': 'desde 21 €'}	platform price — not our benchmark
Physiotherapy at home	50 €	clinic rates Santa Cruz
Wood therapy, one session	75 €	clinic price Tenerife
Our proposal, massage	55–70 €	above the clinic rate, below the studio
Our proposal, facial	70–120 €	carried by Natura Bissé and seventeen years

Market prices checked 11 September 2026: [santacruzfisioterapia.com](#), [saludonnet.com](#), [operarme.es](#), [quantumlabclinic.com](#).
Spot checks, not a full survey.

The flyer first. It costs twenty euros.

01	02	03	04
FIRST	THEN	IN PARALLEL	AFTERWARDS
Name, colours, mark	Flyer with the menu	Google Maps	Website with booking
– Settle on one version, not three – Enough for flyer, card and sign	– Brand on the front, treatments and prices on the back – A QR code, so we can measure what works – 500 to 1,000 copies, about 20 €	– Business profile with photographs and hours – The single most important tool for a local business – Collect reviews from day one	– Menu, hours, location, background, photographs – Self-service slots inside a fixed window – One link that answers every question

The order follows the money: the flyer brings appointments fastest, Google Maps brings the people from the city, the website takes the telephone calls off her hands. **All three need the same menu and the same mark** — which is why step one comes first.

Seven things, then we can print.

Approve or change the prices

My proposals are on the three previous slides. She knows her costs; I do not.

The opening hours

A fixed window that can be booked. The conversation mentioned 9 to 13.

Photographs of the room and of her

The most important thing on the whole website. People book a room they have seen.

Her background, in five lines

Qualifications, years, where she taught. In her words, not mine.

Which treatments really go on the menu

I have included everything she named. That is probably too much for one flyer.

The exact address

For the flyer, Google Maps and the legal notice. Without it none of the three steps work.

May Natura Bissé be named?

Brands have rules for this. If yes, it is her strongest argument and belongs at the front.

A draft. Not a result.

Everything measured here is dated and sourced: population, age structure, income, market prices. Everything else is derived from the conversation and marked as a proposal.

What I do not know: her costs, her rent, how many regular clients she has today, and whether Natura Bissé may be named. Those four decide more than any colour on page eight.