

# Next Generation Wellness: Red Light Method Brings Cutting Edge Recovery and Fitness to the Masses

*Red Light Method emerges as a powerful new player—fusing science-backed recovery with modern fitness modalities to deliver life-enhancing results at scale.*

RENO, NV, UNITED STATES, April 14, 2025 /EINPresswire.com/ -- As the wellness market surges and consumers increasingly seek holistic health solutions, [Red Light Method](#) emerges as a powerful new player—fusing science-backed recovery with modern fitness modalities to deliver life-enhancing results at scale.



In an industry often dominated by fleeting trends and “it” workouts, Red Light Method is carving out a long-term niche with its unique studio concept. The brand combines FDA-cleared, medical-grade red light therapy with Power Plate vibration technology workouts and video-guided Pilates Reformer sessions—all available under one membership.

Backed by science, red light therapy has gained increasing credibility. In a recent [CNET article](#), cardiologist Dr. Joel Kahn emphasized its cellular-level benefits: “Red light targets the mitochondria, better known as the ‘powerhouses’ of cells, and it boosts adenosine triphosphate production, fueling cellular repair and optimal function.”

Among the most widely reported benefits:

- Skin rejuvenation and wound healing
- Pain relief and muscle recovery
- Improved circulation and heart health
- Mood and energy enhancement
- Sleep support and hair growth
- Detoxification and body sculpting

“The same way I made Pilates accessible through Club Pilates, I wanted to bring red light therapy to the masses,” said Allison Beardsley, founder of Red Light Method. “We’ve created a membership model that offers four to five red light therapy sessions a week—plus fitness training—for roughly the cost of a single traditional red light treatment.”

To bolster its clinical credibility, Red Light Method recently appointed Dr. Phillip Charles Zinni, DO, HMD, FAOASM, as Medical Director. A client-turned-advocate, Dr. Zinni’s expertise further validates the safety and efficacy of this growing modality.



Red Light Method Modalities

"Red Light therapy offers several benefits for skin health and overall well-being. Red light therapy as performed at Red Light Method is a non-invasive treatment that uses low-wavelength red light to penetrate the skin at a cellular level, stimulating cellular activity, boosting circulation, and enhancing the production of collagen and elastin, which are key components for maintaining firm, youthful skin. Additionally, I've seen red light therapy activate, heal, and regenerate damaged muscle tissue, which can enhance sports performance, recovery, and increase muscle mass gained after training. Emerging research suggests that red light therapy may have positive effects on mental health, potentially reducing symptoms of depression and anxiety by effecting serotonin production. Finally, red light therapy shows benefits of detoxing the body and reducing oxidative stress and inflammation. Red Light Method is a part of my healing regiment and recommendations for my patients (guests)." - Dr. Phillip Charles Zinni

The brand’s growth is nothing short of impressive:

- 3 studios open
- 6 studios launching by late summer
- 50+ locations in development

“We’re growing at more than triple the rate Club Pilates did,” said Beardsley. “With a strong pre-sales strategy our studios are busy from day one, and we’ve intentionally built a franchise model that is both affordable and simple to operate. Every day the members tell me this is the fountain of youth, and they are so thankful for our services and our loving teams.”

Unlike traditional franchisors, Red Light Method's parent company does not profit from selling studio products and equipment —prioritizing franchisee and member wellness above all.

Beardsley said, "One of the core values we instilled from the beginning is loving our neighbor as we love our selves. That means doing what's best for our members and our franchisees. If our members are seeing the benefits of our treatments and our franchisees are thriving, that's all we want."

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Join the Red Light Revolution

[Franchise opportunities](#) are now available nationwide.

□ For more information, contact: [franchise@redlightmethod.com](mailto:franchise@redlightmethod.com)

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