Red Light Method Builds On Early Franchise Success With Launch of Live Pilates Reformer Classes

Founder Allison Beardsley returns to her Club Pilates roots as the emerging wellness franchise further differentiates its all-in-one wellness model

Red Light Method



Medical Grade Red Light Treatment

RENO, NV, UNITED STATES, September 22, 2026 /EINPresswire.com/ -- Red Light Method, the rapidly growing fitness, wellness and recovery franchise founded by Club Pilates creator Allison Beardsley, announced plans to introduce live, instructor-led Pilates reformer classes in 2027 — a strategic evolution designed to build on the brand's early franchise success while further differentiating Red Light Method in the increasingly competitive wellness marketplace.

After its first two years of franchising, Red Light Method has grown to 19 open studios, with nine additional locations in presales and more than 70 in development. The company believes adding live Pilates reformer classes can provide another significant catalyst for growth by combining one of the fitness industry's most popular modalities with Red Light Method's existing recovery and wellness services.

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>
> *Allison Beardsley*

For Beardsley, the move also represents a return to familiar territory.

"This brings me back to my roots in Pilates when I started Club Pilates nearly 20 years ago," said Beardsley. "We've already seen tremendous momentum with Red Light Method, and now we have the opportunity to take what we've learned from our members and franchisees and

make the experience even better."
Beardsley founded Club Pilates before launching Red Light Method and is now drawing upon that experience as she develops a proprietary Pilates reformer certification program exclusively for Red Light Method franchisees and their teams.
The decision to move from digitally guided reformer workouts to live instruction came directly from evaluating the member experience across Red Light Method studios.
"We evaluated everything that was working and not working in our studios," Beardsley said. "Our members love their medical-grade, FDA-cleared red light therapy and their Power Plate workouts. They also love the additional modalities we provide in certain locations. Where we consistently fell short was our digitally taught Pilates reformer sessions. The feedback was that the content was great, but members wanted a live instructor. That was the genesis of this move."



Red Light Method Modalities 2

Building on a Fast-Growing Franchise

Red Light Method was created around a simple concept: bring fitness, recovery and wellness services together under one roof and make them accessible through a single membership.
The brand's signature experience begins with a 25-minute medical-grade, FDA-cleared red light therapy session designed to support cellular health, followed by a Power Plate workout. Depending on the location, members may also have access to Pilates reformer workouts, pulsed electromagnetic field therapy (PEMF), exercise with oxygen therapy (EWOT) and infrared sauna. The introduction of live Pilates reformer classes will expand that model by adding an instructor-led fitness and community component to the technology-driven wellness experience.
"If you look at the health and wellness industry, it is currently very fragmented," said Red Light Method CEO Eric Tepper. "You either own a fitness business or a recovery business, and in today's economy it is a tough challenge to ask members to spend on both. Red Light Method was built to bridge that gap."
Tepper added, "Live Pilates takes that concept another step forward. A member can come to one location for medical-grade red light therapy, low-impact exercise, live Pilates and, depending on the studio, additional recovery and wellness services. We believe that combination makes Red Light Method increasingly difficult to compare to any single-category fitness or recovery

concept.”

Leveraging Allison Beardsley’s Pilates Roots

The growth of Pilates over the past two decades is something Beardsley has experienced firsthand.

Having created Club Pilates nearly 20 years ago, Beardsley is now bringing that experience into a fundamentally different business model — one that integrates Pilates with red light therapy, recovery technology and additional wellness modalities rather than positioning Pilates as a stand-alone offering.

As part of the initiative, Beardsley has begun developing an internal proprietary Pilates reformer certification program specifically for Red Light Method franchisees and studio teams.

The company expects the program to create benefits beyond the member workout itself. Live instruction can help studios create a stronger sense of community, provide team members with opportunities to develop additional skills and potentially take on expanded roles, and broaden the demographic of consumers attracted to the Red Light Method experience.

“We will be able to give members a better experience in the studio with more of a community feel,” Beardsley said. “Our franchisees will provide more value to their members, we believe it can help drive even stronger retention, and it gives team members a pathway to develop new skills and take on bigger roles. This is a win for everyone.”

Creating a New Value Proposition in Wellness

Red Light Method believes the addition of live Pilates will further distinguish its membership model.

Services similar to those available within Red Light Method can frequently cost $150 to $250 per individual treatment when purchased separately elsewhere. Red Light Method was intentionally designed to make multiple modalities more accessible by allowing members to utilize services several times per week for approximately a couple hundred dollars per month.

With live Pilates reformer classes added to the model, participating studios can potentially offer members access to medical-grade red light therapy, Power Plate workouts and live Pilates, along with services such as PEMF, EWOT and infrared sauna where available.

The result is a membership designed for consumers who increasingly view fitness, recovery and longevity as interconnected rather than separate categories.

“This new live Pilates program will give our members more of what they are asking for in one location,” Tepper said. “At the same time, it creates another potential revenue and retention driver for our franchisees. That combination — better member experience and stronger studio economics — is exactly where we want to continue investing.”

The Next Evolution of Red Light Method

Red Light Method provides franchisees with support across site selection, lease negotiation, construction, sales training, local marketing, membership presale and ongoing studio

operations.
The addition of live Pilates is intended to build upon that infrastructure rather than change the company's core positioning. Red light therapy remains central to the Red Light Method experience, while Pilates, Power Plate and other modalities give consumers additional reasons to visit frequently and remain engaged with their membership.
For Beardsley, the opportunity is particularly compelling because it combines lessons from her past with the momentum of the brand she is building today.
"In our first year of franchise development at Red Light Method, we were growing at three times the speed of Club Pilates when I started it," Beardsley said. "Now we get to combine that momentum with everything I learned building a Pilates brand. With live Pilates, I believe we're adding jet fuel to an already successful expansion."

About Red Light Method

Red Light Method is an emerging fitness, wellness and recovery franchise founded by Allison Beardsley, creator of Club Pilates. The concept combines medical-grade red light therapy with low-impact fitness and complementary wellness modalities in a membership-based studio environment.
Red Light Method is designed to bridge the traditional divide between fitness and recovery by providing consumers with access to multiple services within one location while creating a scalable, differentiated business model for franchise owners.

Join The Red Light Revolution

Red Light Method currently has territories available across the United States. Franchising inquiries should contact franchise@redlightmethod for information.

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