

# ST. LOUIS BUSINESS JOURNAL

Friday, June 20, 2008

## Shoptalk

St. Louis Business Journal - by [Greg Edwards](#)

### Tan but not resting

Todd Beckman is using the blueprint he used for **The Tan Co.** in his new venture, **MassageLuxe**, which launched in April with a store in Rock Hill and already has 22 Missouri locations in development. He expects to have 10 open by the end of the year. Beckman said he was motivated by a mediocre massage he received last year. The initial investment for a franchise is \$181,000 to \$422,250, not including real estate. The Tan Co., with revenue of more than \$30 million in 2007, has more than 70 locations in 12 states.