



PROPER
CLUB

Santa Monica Proper Membership Program

SANTA MONICA
PROPER
CLUB

We merge Proper's signature style with high-performance fitness, restorative wellness, state-of-the-art amenities, exclusive hotel benefits, and a unique community experience.





FITNESS

**ACCESS TO THE FOLLOWING
COMPLIMENTARY EXPERIENCES:**

Daily use of our state-of-the-art fitness facilities

6+ fitness and wellness classes each week from HIIT to yoga

1 private training session

Monthly classes at each of the following neighboring studios: Barry's, BodyROK Pilates and Sweat Yoga

WELLNESS

**ACCESS TO THE FOLLOWING
COMPLIMENTARY EXPERIENCES:**

Daily use of Members Wellness Lounge & Terrace featuring private showers, cold plunges, and a dry sauna

2 private 30-minute Recovery Room sessions per month

2 25-minute Ammortal Chamber sessions per month

Homemade Ayurvedic welcome lunch at Surya Spa

EVENTS & COMMUNITY

**ACCESS TO THE FOLLOWING
COMPLIMENTARY EXPERIENCES:**

First access to our Proper Presents Series

Monthly Proper Breakfast Clubs

Quarterly Proper Supper Clubs

Quarterly music events and cultural programs

Bi-monthly talks from renowned wellness industry leaders and longevity experts

Monthly Sunset Tennis Club matches

Monthly outdoor group excursions from hikes to paddleboard

PREFERRED PRICING

**DISCOUNTS AND DEALS
THROUGHOUT THE PROPERTY:**

15% discount on food & beverage

15% discount on all Surya Spa products and treatments

20% discount on all Next Health products and treatments

Up to 15% discount on rooms at all Proper Hospitality Hotels with complimentary upgrades upon availability

Special same-day room rate if booked after 4pm

Up to 50% off room rental for private events

25% discount on poolside alcoves (during pool access hours)

HOTEL BENEFITS

**ALL THE WAYS TO FEEL LIKE
YOU'RE ON HOLIDAY, EVERYDAY:**

Complimentary valet parking

Welcome package, including a Kelly Wearstler Discovery Set

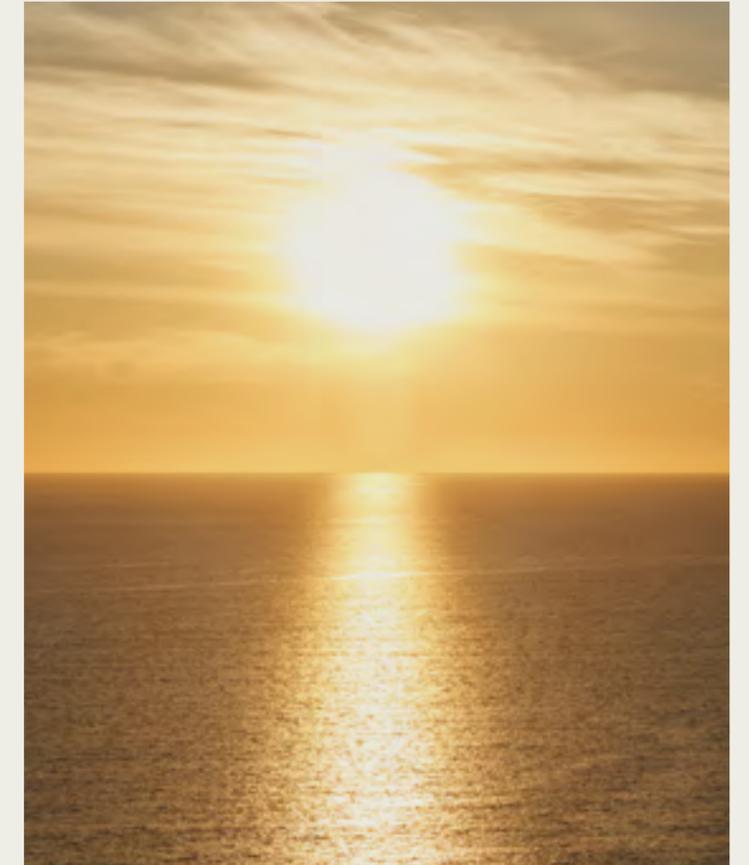
Work space access throughout Canela Lounge, Palma and Calabra

4 complimentary Sunday night stays per year, including a Monday morning breakfast credit

Pool access on Monday to Thursday from June through September & daily access from October through May

Personalized concierge service

Private member portal to book all Proper Club experiences



PROPER CLUB

Signature membership offering unlimited fitness access, wellness amenities, lifestyle events, and hotel perks focused on luxury living and community engagement.

FOUNDERS PRICING

INITIATION FEE: \$2,500
ANNUAL DUES: \$5,000

**PROPER CLUB
+ SURYA SPA**

Experience personalized Ayurvedic consultations, custom beauty and wellness products, as well as transformative therapies—including a 4-hour Panchakarma Detox Experience.

FOUNDERS PRICING

INITIATION FEE: \$2,500
ANNUAL DUES: \$5,000
SURYA SPA ADD-ON: \$2,500

**PROPER CLUB
+ PERFORMANCE**

Optimize your routine with comprehensive health testing, IV therapy and additional personal training and Recovery Room sessions.

FOUNDERS PRICING

INITIATION FEE: \$2,500
ANNUAL DUES: \$5,000
PERFORMANCE ADD-ON: \$2,500

**PROPER CLUB
+ HOLISTIC**

Combine all elements of Surya Spa and Performance add-ons to create an exceptional East meets West wellness journey.

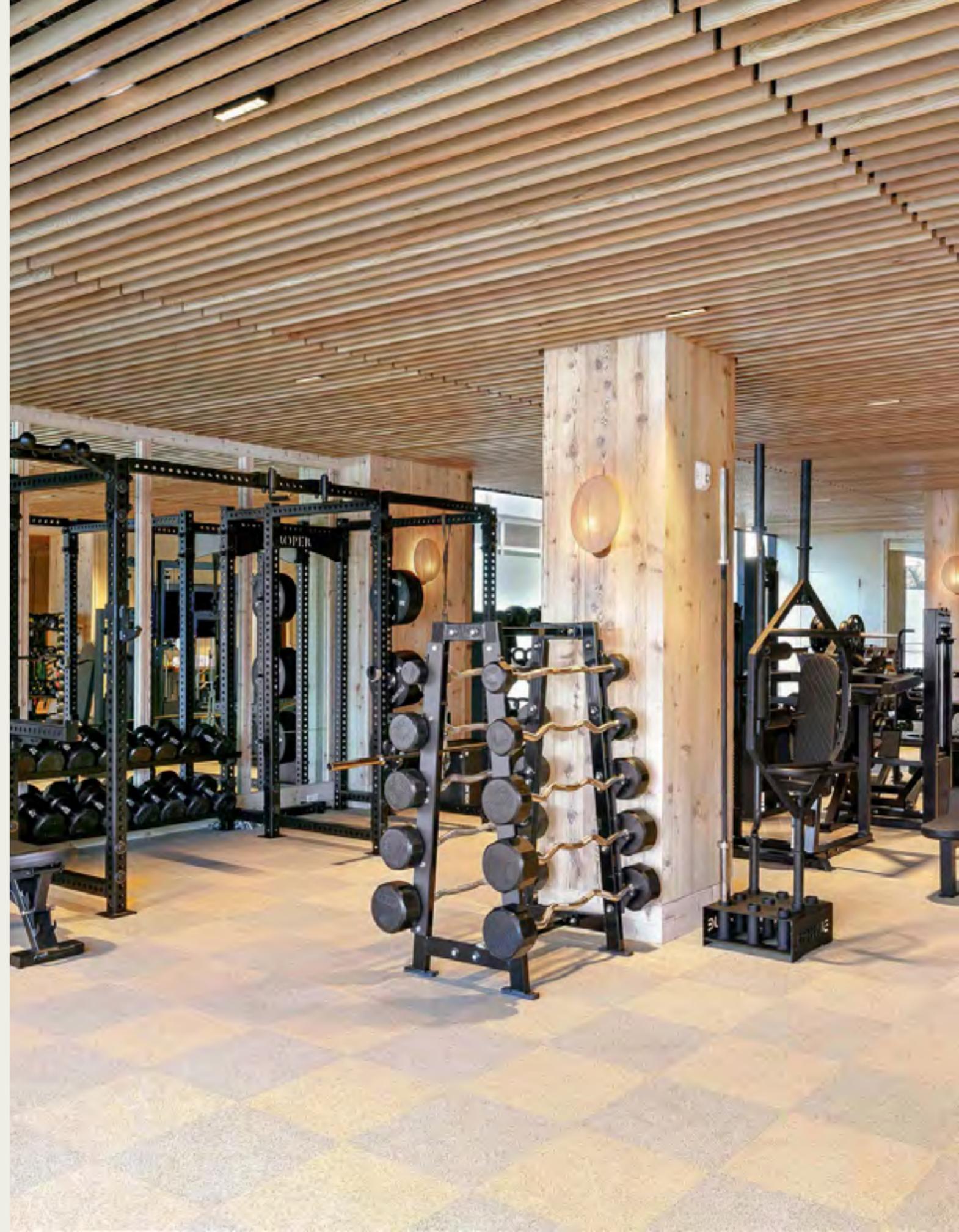
FOUNDERS PRICING

INITIATION FEE: \$2,500
ANNUAL DUES: \$5,000
HOLISTIC ADD-ON: \$4,500

FITNESS CENTER

Our newly expanded, 2,500-square-foot fitness center is spacious and thoughtfully designed to elevate your health and wellness journey.

Open 24 hours, our fitness center is equipped with state-of-the-art strength, cardio, and functional equipment for an unparalleled experience.





FITNESS EQUIPMENT INCLUDES

STRENGTH EQUIPMENT

Dumbbells
Fixed Barbell Rack and Barbells
Kettlebells
Medicine Balls
Smith Machine
Adjustable Bench
Chest Press & Shoulder Press
Low Row Pulley & Lat Pulldown
Leg Press, Dual Leg Curl/Extension
Squat Max MD
Grip Plates and Bumper
Plates
Custom Half Rack Rig

RECOVERY + MOBILITY

2 Pilates Reformers

CARDIO EQUIPMENT

5 Woodway Treadmills
Watt Pro Trainer Bike
4 Pelotons
Technogym Elliptical
Technogym Stair Climber
Echo Bike
Concept II Rower

FUNCTIONAL TRAINING

Functional Trainer
Wall Mounted Rope
Trainer
Tank M1 Sled
Concept II Ski Erg
Bosu Balls





MEMBERS WELLNESS LOUNGE & TERRACE

Exclusive access to Members Wellness lounge & Terrace — This 2,300-square-foot lounge is designed for relaxation, rejuvenation and post-workout recovery.

The space features private showers stocked with Aesop skin, hair and body products as well as refreshments and other essentials.

AMENITIES INCLUDE

2 Cold Plunges at 42° & 50° F

Dry Sauna

Storage for personal items

RECOVERY ROOM

Discover complete relaxation and rejuvenation in our new Recovery Suite, with practices that work in synergy to relax muscles, increase circulation, and promote overall health. Step into our dry sauna and invigorating cold plunge to experience the revitalizing benefits of contrast therapy; recharge with our Joovv full-body red light therapy wall; and complete your wellness reset with Theraboos compression therapy.

AMENITIES INCLUDE

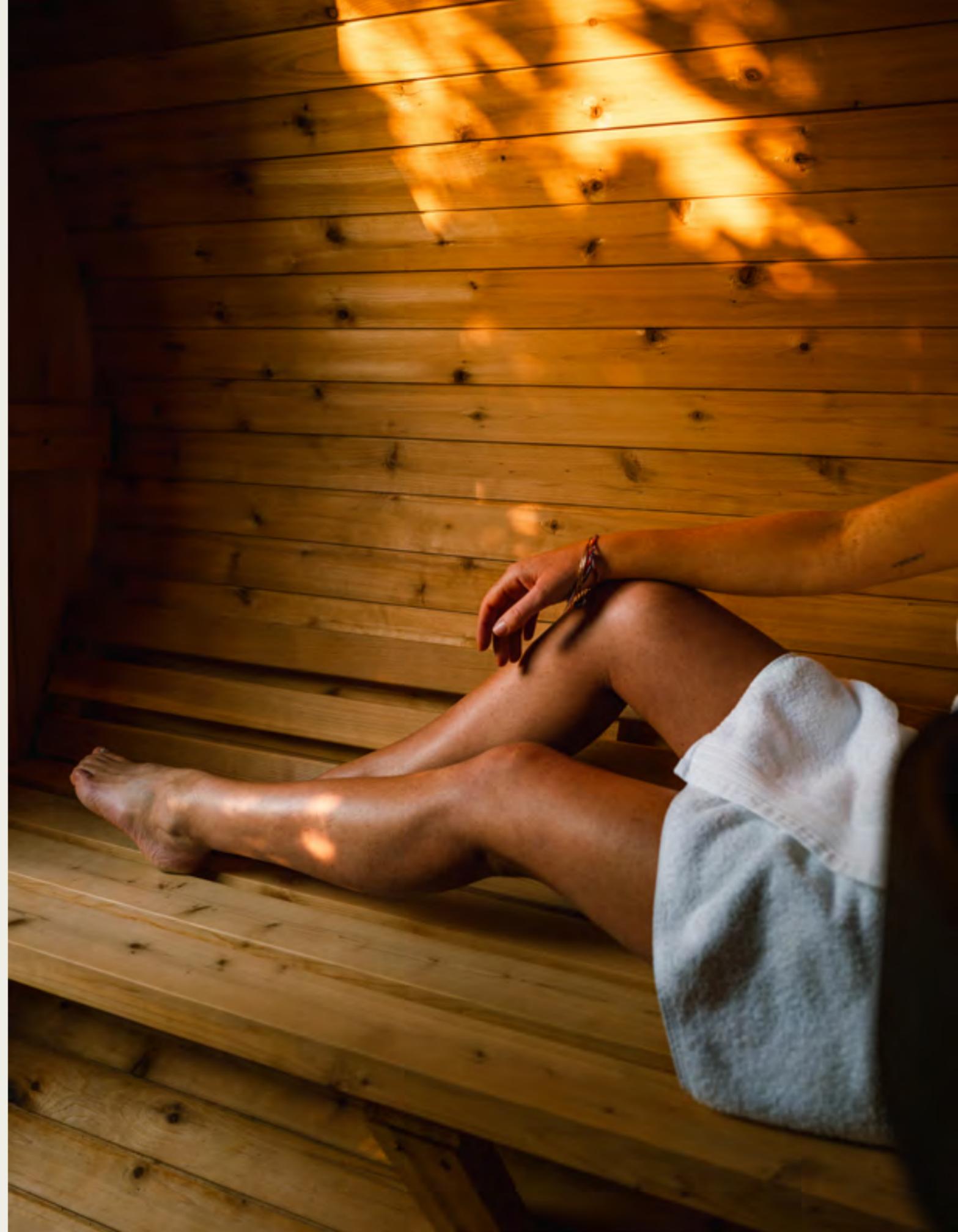
Ammortal Chamber

Cold Plunge

Dry Sauna

Joovv Red Light Therapy

Therabody Compression Boots



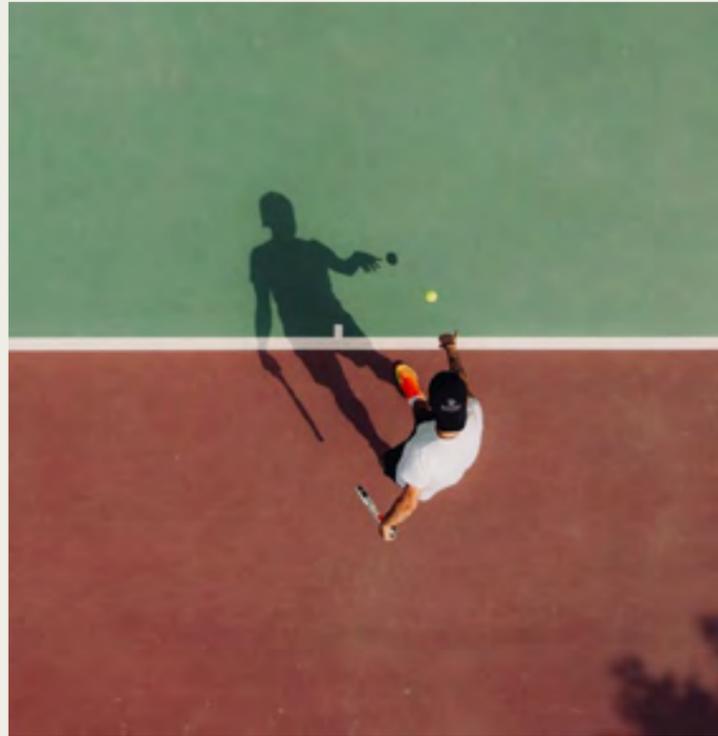


AMMORTAL CHAMBER

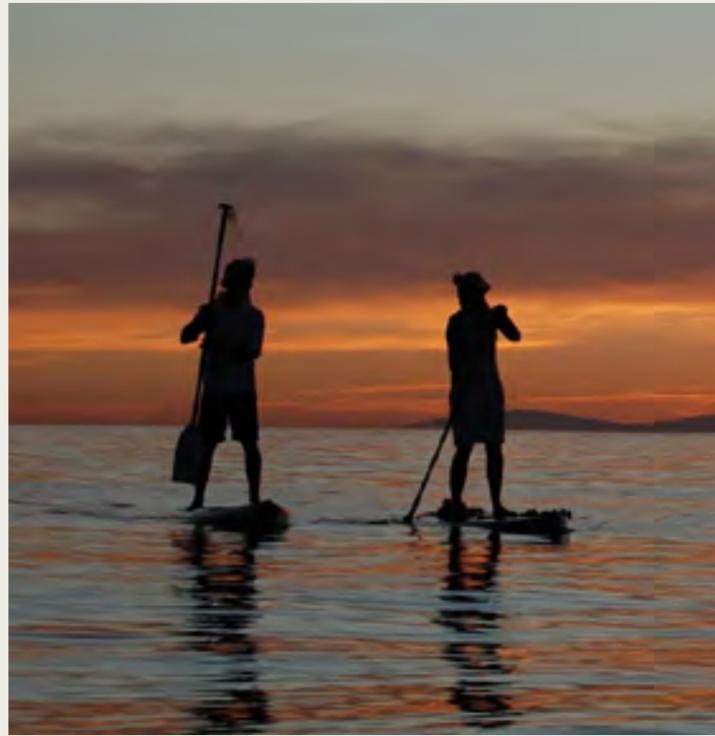
Unlike other products, the Ammortal Chamber quickly calms your nervous system, shifting you out of fight-or-flight mode so your body can fully absorb the various modalities and stimulate recovery. The synergy of these modalities creates an enjoyable, restorative experience that is greater than the sum of its parts. Whether you're looking to recover from daily stresses or aiming to enhance your long-term wellness, the Ammortal Chamber is the fastest way to reset, recharge, and rejuvenate your body, mind, and spirit—helping you look, feel, and perform better.

MEMBERS-ONLY EVENTS AND PROGRAMMING

SANTA MONICA PROPER CLUB



TENNIS TOURNAMENT



SUNSET PADDLE



RUN CLUB



MEMBER DINNER



LULLABY SOUND BATH



LONGEVITY PANEL



AYURVEDIC COOKING CLASS

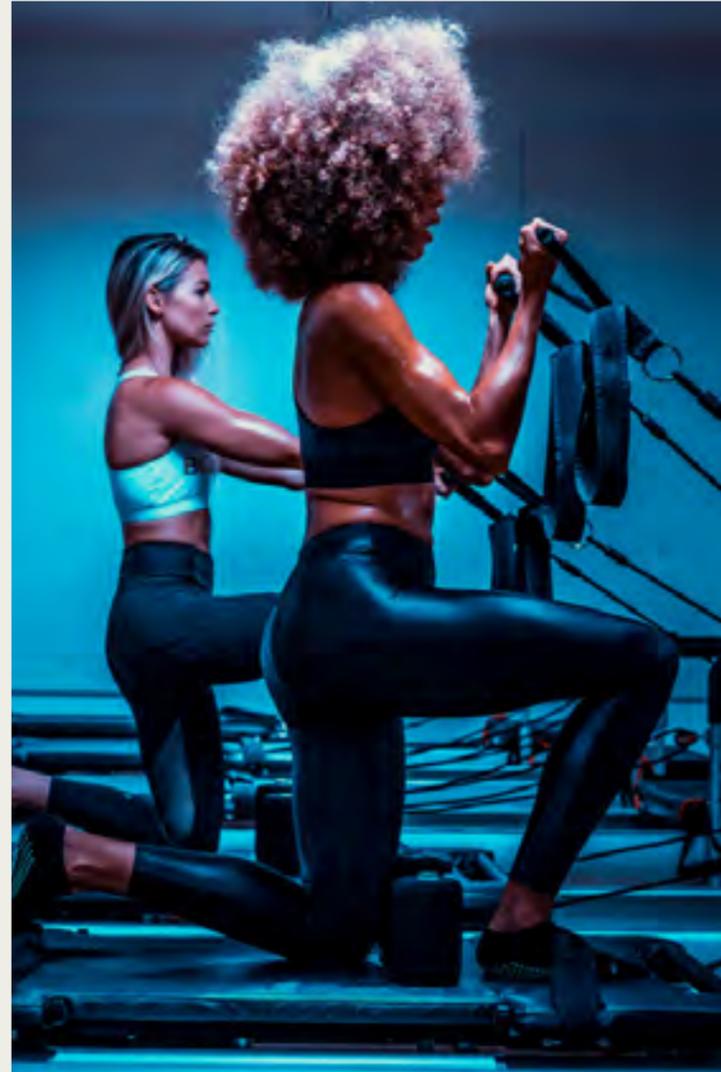


MEMBER BRUNCH

CLUB PERKS

SANTA MONICA PROPER CLUB

BODYROK



2 classes per month

SWEAT YOGA



1 class per month

BARRY'S



1 class per month

SUNSET TENNIS CLUB



1 Clinic with professional instructor or strength training per month

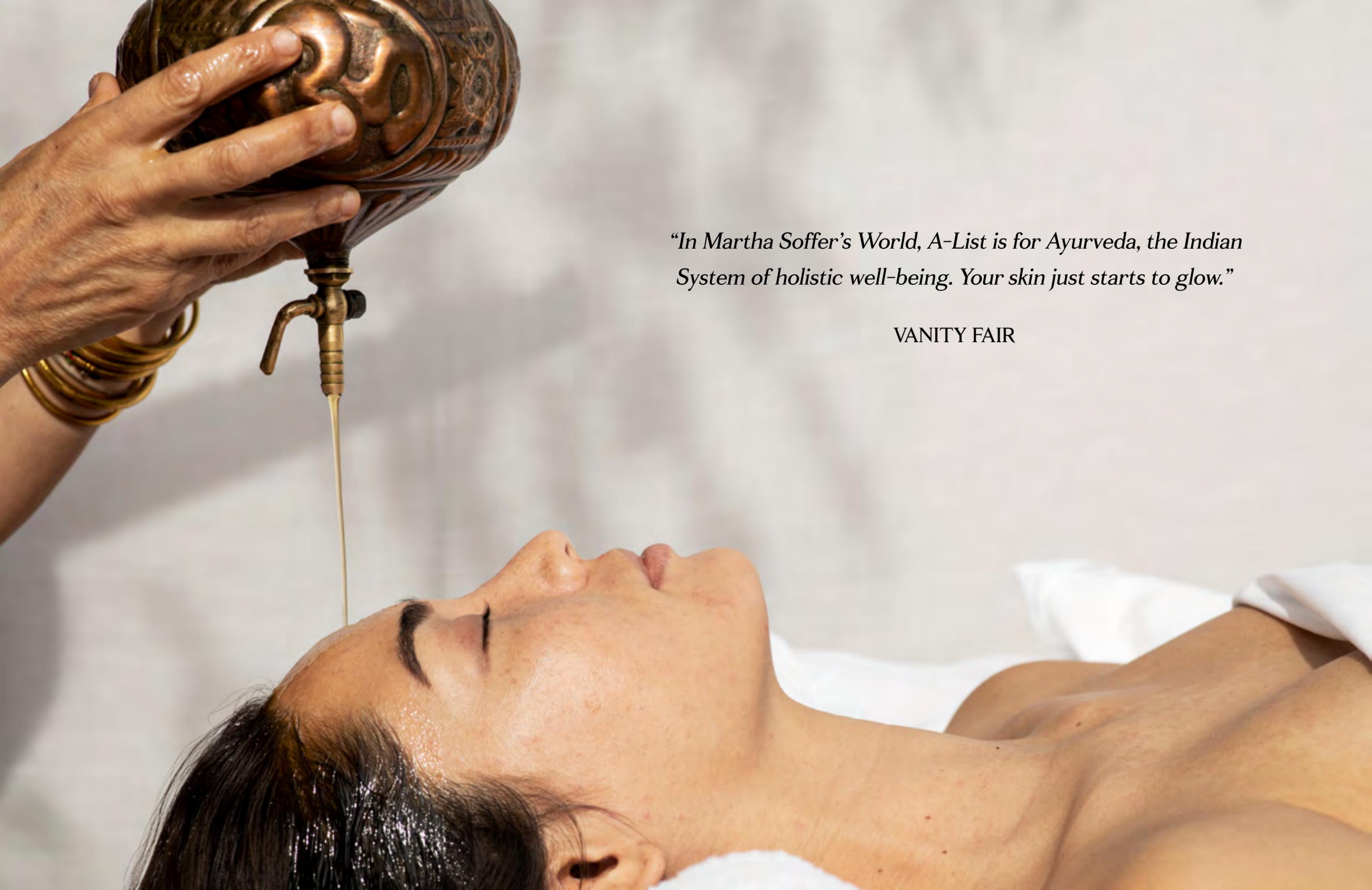
ENHANCE YOUR PROPER CLUB EXPERIENCE

[EXPLORE OUR ADD-ONS](#)

**PROPER CLUB
+ SURYA SPA**

Experience our 3,000-square-foot flagship Proper x Surya Spa, a collaboration with internationally acclaimed Ayurvedic doctor, chef, and herbalist Martha Soffer, recognized by Goop, Elle and Refinery29. Centered around age-old Indian wellness principles from the leaders of modern Ayurveda, Surya offers therapeutic massage, steam and oil treatments, cooking, yoga, meditation, personalized Dosha Yoga consultations, and cleansing Panchakarma programs.





“In Martha Soffer’s World, A-List is for Ayurveda, the Indian System of holistic well-being. Your skin just starts to glow.”

VANITY FAIR

SURYA

Hailed by Elle, Vogue, and Condé Nast Traveler as one of the world's top spas, Surya is more than a spa — it's a true wellness sanctuary rooted in Ayurveda, a timeless system of holistic healing that helps balance mind, body, and spirit.

Founded by Martha Soffer, an internationally renowned Ayurvedic doctor, chef, and herbalist, Surya attracts guests from across the globe seeking transformative care.

A personalized consultation with Martha uses traditional diagnostics including pulse reading, tongue analysis, and a systematic overview of mind, body, and spirit to create a bespoke wellness plan. Luxurious therapies such as Panchakarma—a nourishing and rejuvenating cleanse for your entire system—gently release toxins, improve energy, and promote deep healing, while personalized beauty and body products ensure that care extends far beyond your visit.



Exclusively available through Surya Spa at Santa Monica Proper Hotel

60-Minute Private Consultations with Martha Soffer (3 per Year)

Imagine having one of the world’s leading Ayurvedic experts, Martha Soffer, guide you on a personalized path to wellness. In these deeply insightful sessions, Martha uses timeless Ayurvedic diagnostics, including pulse and tongue readings, to uncover imbalances in your body and mind and propose simple and effective remedies and treatments. Whether you’re seeking relief from chronic stress, improving digestion, boosting immunity, or finding clarity in your well-being, Martha will design a customized blueprint tailored to your unique wellness needs.

Custom Balancing Body Oils by Martha Soffer (3 Per Year)

Experience the ultimate in personalized skincare with Martha Soffer’s handcrafted Balancing Body Oils, luxurious Ayurvedic blends crafted seasonally with love and care. Each bottle is customized specifically for you as part of the Proper Wellness Program, ensuring it meets your skin and body’s particular needs.

Infused with hand-selected ingredients, including Ayurvedic staples such as:

RED SANDALWOOD BARK

Soothes sensitive skin, evens tone, and restores a radiant glow.

NEEM LEAF

Detoxifies, purifies, and minimizes pores for clear, luminous skin.

BRAHMI LEAF

Rejuvenates, nourishes, and protects against environmental stressors.

Martha and team blend each batch with mantras, moonlight, and healing energy. The result is liquid gold — deeply hydrating, detoxifying, and nourishing oils that balance, heal, and transform your skin.

Panchakarma + Pizhichil Treatment

Discover the pinnacle of Ayurvedic indulgence and healing with Surya’s famous Pizhichil Treatment, the most luxurious experience in Surya’s traditional Panchakarma program. Known as the “royal therapy,” and originally offered only to the Rajas and Ranis of India, in this transformative experience, two therapists pour thick streams of warm, herbalized oils over your entire body, using synchronized techniques that profoundly relax the nervous system, improve circulation, flush toxins, and return your body to its most vital, vibrant state. Pizhichil offers unmatched luxury, detoxification, and a sense of true renewal that lasts well beyond the treatment.

Ayurvedic At-Home Cleanse Kit

(A Simple, 5-Day Program)

This thoughtfully curated kit provides all the essentials for Surya’s at-home cleanse, including a detailed guide and all the Ayurvedic ingredients needed to naturally reset your body, including a complimentary Surya Wellness tote bag.

**PROPER CLUB
+ PERFORMANCE**

in partnership with Dr. Darshan Shah:
Founder, CEO, & Medical Visionary of Next Health

Innovation and technology have always been at the heart of Proper Hotels and our approach to wellness and performance is no different. We invite members to embark on a journey designed to better understand their biology and live a longer and healthier life, while also optimizing their fitness and training.

The Performance add-on includes bloodwork, analysis and services via our partnership with Next Health as well as additional training and recovery sessions.





*“Health is not the absence of disease.
Health is the abundance of vitality.”*

Dr. Darshan Shah

MEET DR. SHAH

Our Performance experience is crafted in conjunction with Dr. Shah, utilizing his expertise and Next Health resources to provide our members with a bespoke program, all from the comfort of Santa Monica Proper.

Dr. Shah is a health and longevity specialist, board certified surgeon, published author, entrepreneur, and founder of Next Health, the world’s first and largest health optimization and longevity clinic. Starting his medical journey as an MD at just 21 years old, Dr. Shah became one of the country’s youngest doctors, completing his surgical training at the esteemed Mayo Clinic.

In partnership with Next Health, Proper member programs will focus on hyper-personalized care— providing comprehensive biomarker testing followed by one-on-one consultations to create functional medicine wellness plans tailored to the unique biology of each patient. Each expert provider is well-versed on the Proper’s menus, amenities, and offerings to create a plan that integrates seamlessly with your membership benefits.

in partnership with Dr. Darshan Shah

Biannual Baseline Health Test with follow-up assessment

Performed at the beginning of your membership and mid-year by Next Health's medical team, the Baseline Test is a comprehensive assessment of over 50 biomarkers designed to establish a foundational understanding of your current health status, including:

Hormone Levels

Key indicators of both overall health and the rate of aging.

Vitamin D

Essential for immunity, vitamin D is also necessary for hormone health and optimal aging.

Vitamin B12

Indicates energy levels and informs mood, nerve health, and immunity.

Complete Blood Count (CBC):

Assesses overall blood health, including red blood cell function (oxygen transport), white blood cell count (immune function), and platelet count (clotting).

HbA1c

Measures average blood sugar levels over the past three months.

hsCRP

Key marker of inflammation in the body, whether it is from food sensitivities, stress, toxin exposure, or other causes.

Thyroid Panel

Analyzes key thyroid biomarkers including TSH, T3, & T4 for metabolic health.

Comprehensive Metabolic Panel

Key indicators of both overall health and the rate of aging.

Lipid Levels

Assesses blood fats, including cholesterol, triglycerides, high-density lipoproteins (HDL), and low-density lipoproteins (LDL).

Additional amenities included with the Performance add-on

Bi-annual IV Therapy or Vitamin Boost

Replenish, recharge and hydrate with your choice of IV Drip or Vitamin Boost.

Fitness Assessment using VO2 max Technology

VO2 max is the ultimate indicator in cardiovascular fitness. In the past, VO2 max testing has only been available at hospitals and universities.

Three additional 60-minute training sessions

Sessions can include strength, Pilates or HIIT with one of our expert trainers.

Two private Recovery Room sessions per month

Thirty minute session in our private recovery room, featuring red light therapy, cold plunge, sauna, private shower and relaxation area. Option to bring a guest.

FOUNDING MEMBERS PRICING OVERVIEW

SANTA MONICA PROPER CLUB

Limited and subject to change

Membership Type	Initiation	Annual Dues	Add-On	Total
SANTA MONICA PROPER CLUB	\$2,500	\$5,000	\$0	\$7,500
SANTA MONICA PROPER CLUB + Surya Spa	\$2,500	\$5,000	\$2,500	\$10,000
SANTA MONICA PROPER CLUB + Performance Program with Dr. Shah	\$2,500	\$5,000	\$2,500	\$10,000
SANTA MONICA PROPER CLUB + Holistic Program	\$2,500	\$5,000	\$4,500	\$12,000

SANTA MONICA
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For inquiries, please contact
SMP.CLUB@PROPERHOTEL.COM

