

# HEALTH BENEFITS OF WELLNESS THERAPIES

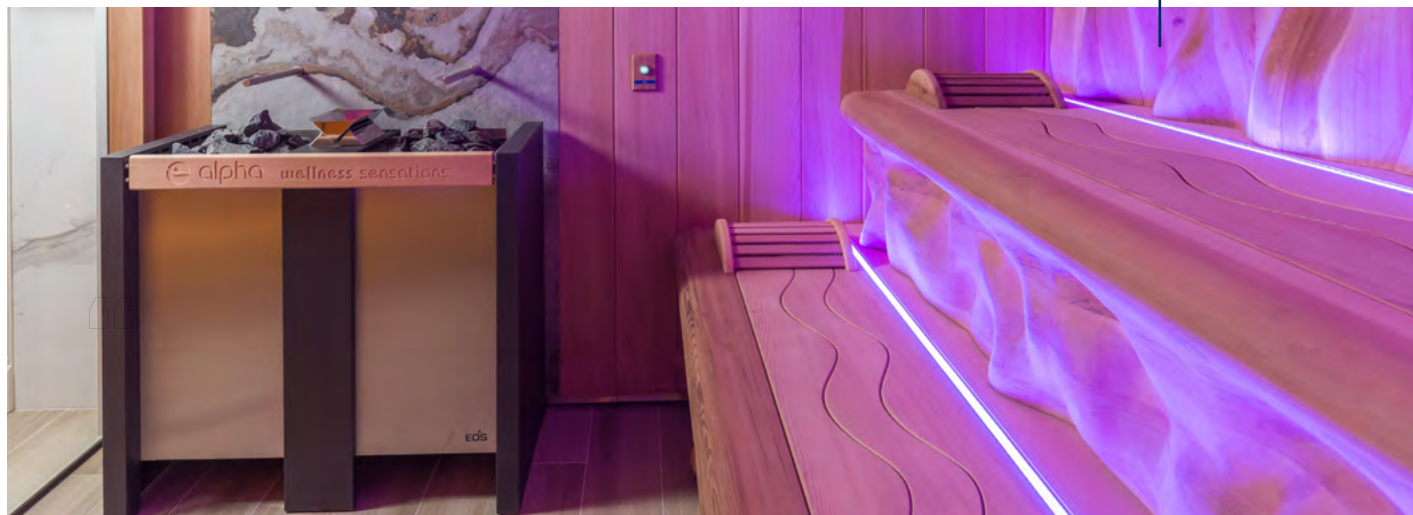


alpha<sup>®</sup>  
wellness sensations

# SAUNA

## HEALTH BENEFITS

Sauna bathing truly makes you  
"FEEL BETTER", "LOOK BETTER" AND  
"SLEEP BETTER"!



### 1 | IMPROVE OVERALL HEALTH, WELLNESS AND PERFORMANCE

Not surprisingly, that cite stress reduction is considering the number one benefit of sauna use. Medical studies often determine that stress in our daily lives can negatively affect our health. In fact, the vast majority of disease (e.g. heart disease) is at least partially stress-related. Heat bathing in a sauna provides stress relief in a number of ways. It's a warm, quiet space without any distractions coming from the outside. As we like to say, "Step into a Finnish sauna, and close the door on the rest of the world." The heat from the sauna relaxes the body's muscles, improves circulation, and stimulates the release of endorphins. Endorphins are the body's all-natural "feel good" chemical and their release provide a truly wonderful "after sauna glow."

### 2 | AID IN RECOVERY AFTER INTENSE PHYSICAL ACTIVITY

Under the high heat provided by a sauna, the body releases endorphins. Endorphins can have a mild, enjoyable "tranquilizing effect" and the ability to minimize the pain of joint and muscle soreness other from, say, an intense physical workout. Body temperature also rises from the heat of the sauna. This causes blood vessels to dilate, therefore increasing blood circulation. This increased blood flow in turn speeds up the body's natural healing process via soothing aches and pains and/or speeding up of the healing of minor bruises or cuts. After participating in physical sports, use the heat and/or steam of a sauna to promote muscle relaxation by helping to reduce muscle tension and eliminate lactic acid and/or other toxins that may be present.

### 3 | FLUSH TOXINS VIA SWEATING PROCESS

Many of us - if not most - do not actively sweat every day. However, deep sweating has multiple proven health benefits, which can be achieved by regular bathing in the sauna. Due to the heat of a sauna, the temperature of the central body begins to rise. The blood vessels then dilate, causing increased blood flow. As the heat in the blood begins to move to the surface of the skin, the body's nervous system then sends signals to the millions of sweat glands that cover the human body. As the sweat glands become stimulated, they produce perspiration. Sweat production is designed primarily for cooling the body and is composed of 99% water. However, deep sweating in a sauna can help reduce the levels of lead, copper, zinc, nickel, mercury, and chemicals - which are toxins normally absorbed only by interacting with our daily environments. Therefore, many doctors will agree, an important reason for the popularity of saunas is that they are one of the best ways to detoxify our body.



#### 4 | IMPROVE BRAIN HEALTH

A 20-year study conducted with more than 2,300 participants at the University of Eastern Finland by Dr. Jari Laukkanen and his colleagues revealed regular sauna use (4-7 times per week) at 80°C for 19 minutes lowered the risk for both Alzheimer's & Dementia by engaging in regular cardiovascular exercise that elevates your heart rate and increases blood flow to the brain and body. The Alzheimer's Association includes sweating as an important way to improve brain health: <https://www.alz.org/help-support/brain-health/10-ways-to-love-your-brain>

#### 5 | RELIEVE STRESS

The heat in the sauna helps us to relax and regulates the level of cortisol in our blood. Cortisol is the hormone that is released when we're stressed, and too high levels of cortisol can lead to a number of health issues such as problems with the immune system and with sleeping. Sauna bathing reduces the levels of cortisol in our blood, and instead, it stimulates the production of serotonin. Serotonin is our "happy hormone" that makes us feel good.

#### 6 | CAN INDUCE A DEEPER SLEEP

Research has shown that a deeper, more relaxed sleep can result from sauna use. In addition to the release of endorphins, body temperatures, that become elevated in the late evening, fall at bedtime. This slow, relaxing decline in endorphins is key in facilitating sleep. Numerous sauna bathers worldwide recall the deep sleep experiences that they feel after bathing in the calming heat of a sauna.

#### 7 | CAN HELP FIGHT ILLNESS

German sauna medical research shows that saunas were able to significantly reduce the incidences of colds and influenza amongst participants. As the body is exposed to the heat of a sauna and steam (in the case of traditional saunas), it produces white blood cells more rapidly, which in turn helps to fight illnesses and helps to kill viruses. In addition, saunas can relieve the uncomfortable symptoms of sinus congestion from colds or allergies - especially when used with steam (tip: add eucalyptus to the water for added benefit and overall enjoyment). The steam vapour action helps to clear up unwanted congestion and is a wonderful aspect of the Finnish sauna experience.

#### 8 | CLEANSSES THE SKIN

The heat bath is one of the oldest beauty and / or health strategies when it comes to cleansing the skin. When the body begins to produce sweat via deep sweating, the skin is then cleansed and dead skin cells are replaced - keeping your skin in good working condition. Sweating rinses bacteria out of the epidermal layer and sweat ducts. Cleansing of the pores has been shown to improve the capillary circulation, while giving the skin a softer-looking quality.

#### 9 | BURN CALORIES

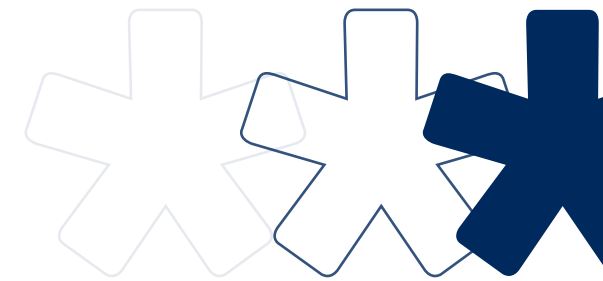
The sweating process itself requires a notable amount of energy. That energy is derived from the conversion of fat and carbohydrates in a bodily process that burns up calories. According to U.S. Army medical research (Ward Dean, M.D.), "A moderately conditioned person can easily sweat off 500 grams in a sauna in a single session, consuming nearly 300 calories in the process." The body consumes said calories due to the acceleration of heart activity (the cardiovascular section). As heart activity increases and as these processes demand more oxygen, the body begins to convert more calories into usable energy.

#### 10 | BRING OUT RECREATIONAL AND SOCIAL BENEFITS

While the social benefit is rarely talked about, it's actually quite important. The sauna can be a private, personal area of relaxation and solitude. However, it can just as easily be a relaxing environment for socializing with family, friends and soon-to-be friends. The sauna room environment is conducive to open, intimate and quiet conversation.

#### 11 | JUST FEEL GOOD

A sauna not only feels good, it's good for your body. Whether it's the physiological changes that occur during the warmth of a sauna, or if it's simply the time spent in the calming and still retreat of the sauna, every seasoned sauna bather agrees - it feels wonderful! As we progress through our stressful everyday lives, the sauna provides a pampering retreat - where we can relax and restore body and soul.



# INFRARED CABIN

## HEALTH BENEFITS

Reborn after a 30 - minute session



### 1 | IMMUNE SYSTEM

Body temperature will rise during use which will cause an artificial fever. As a result, our immune system will work at full power for a short time - more intense and stronger than ever.

### 2 | OVERALL SENSE OF WELL-BEING

The relaxing infrared heat will enhance the feeling of well-being which will reduce nervousness and encourage a good night's rest. A distinct and relaxing effect of the deeper heat will be experienced after the first few sessions.

### 3 | CARDIOVASCULAR CONTROL

Regular use of an infrared cabin can create a comparable ambient stress to the cardiovascular system. Thanks to the deep penetration of the infrared heat, the heating effect will penetrate deep into the muscles and internal organs. The hypothalamus will produce an increase in heart volume as well as speed. Because of this, a positive heart stress will occur which will produce the desired cardiovascular training and a positive effect on one's condition. For people who are confined to a wheelchair or handicapped, it is often very hard to control the cardiovascular system.

### 4 | RHEUMATIC CONDITIONS

When having rheumatic inflammation, it is most important to improve blood circulation at the site of the inflammation so that complementary antibodies will form. Research by the MST\* has shown that infrared heat has an actual, wholesome effect on people with rheumatic conditions. The research was led by Dr. Frits Oosterveld, Professor at the Academy for Physiotherapy, and rheumatologist Professor Hans Rasker at Topclinic Hospital MST. (\*Medisch Spectrum Twente).

### 5 | IMPROVED BLOOD CIRCULATION

Heating of the muscles will cause a raised level of blood flow, comparable to intense exercise. Body temperature rise will bring better blood circulation and dilation directly into capillaries, arteries, and other blood vessels.

### 6 | DETOXING

Increased blood circulation will stimulate perspiration glands which is very good for your health. Sweat contains toxins and waste products that have built up inside the body. That is why daily perspiration detoxifies the body. Substances found in perspiration include heavy metals (lead, mercury, nickel, cadmium) and alcohol, nicotine, sodium, sulphuric acid, and cholesterol.

## 7 | PURIFYING THE SKIN

A few minutes in the infrared cabin is enough to obtain good perspiration. Deeper impurities and dead skin tissue are drained off, which will result in glowing and clean skin. Also, has been shown that due to improved blood circulation, the skin disorders such as acne, eczema, psoriasis, and burns will fade. In addition, open wounds will heal faster.

## 8 | INSOMNIA

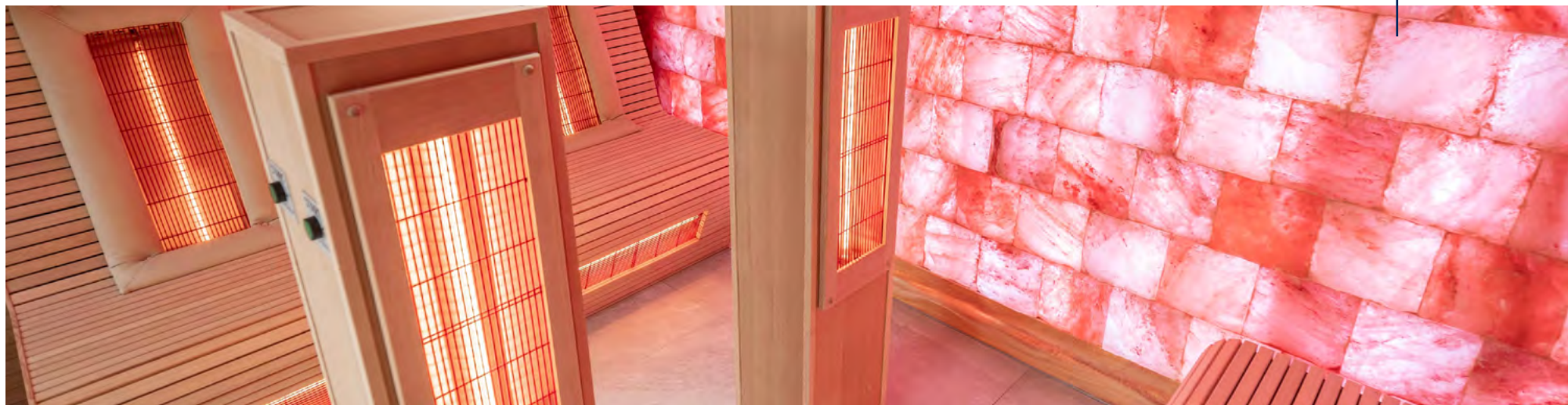
Even though medications and other techniques such as yoga are used to combat insomnia, the luxury of relaxing in an infrared cabin is healthier than taking any medication. Sometimes during the day or in the evening, an hour before going to bed, the penetrating warmth and tranquillity of an infrared cabin will help you to fall asleep naturally.

## 9 | MUSCULAR PROBLEMS AND SPORTS WARM-UP

Deep infrared heat penetrates joints, muscles, and tissues, increases oxygenation, reduces pain at the nerve endings, and minimizes muscle spasms. Also, it can be used before exercise to warm up the muscles and prevent any injury.

## 10 | CARDIOVASCULAR DISEASE

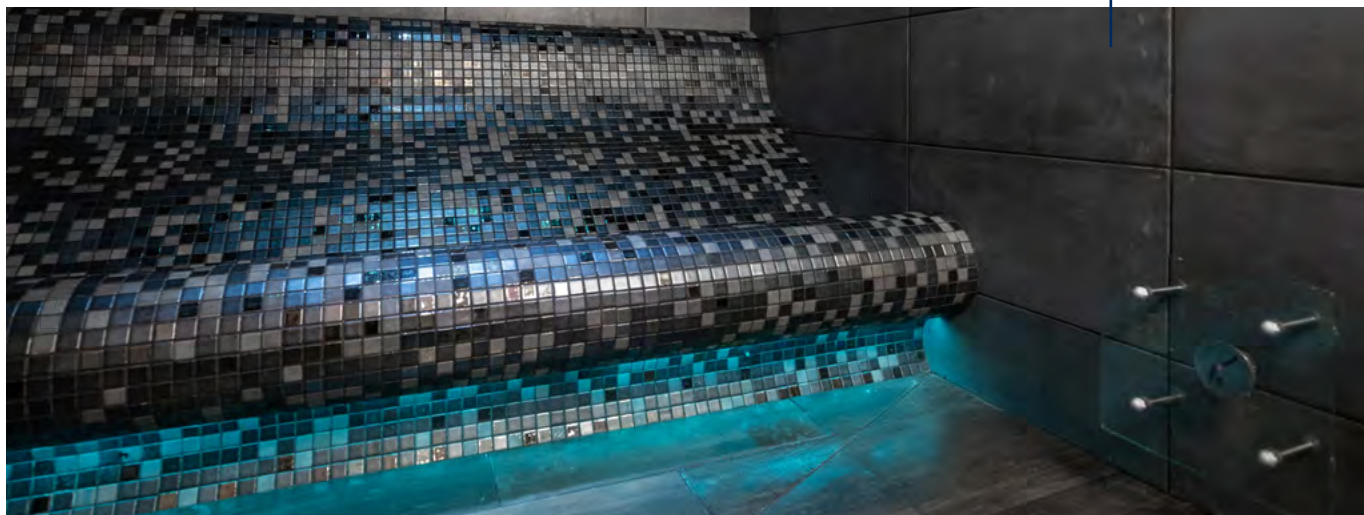
Research shows that sweat consists of 80% water. The remaining 20% consists of liposoluble toxins and heavy metals, acids, sodium, ammonia, fat and cholesterol. Normal cholesterol and fat are responsible for cardiovascular disease. Regular use of the infrared cabin will reduce or remove these substances.



# STEAM ROOM

## HEALTH BENEFITS

A smooth way to practice care



### 1 | CLEARS CONGESTION

Steam rooms create an environment that warms the mucous membrane and encourages deep breathing. As a result, using one can help break up congestion inside your sinuses and lungs.

Steam therapy used for treating colds and sinus infections at home is controversial because of the potential to scald yourself if you do it incorrectly. But steam rooms are relatively safe as long as you don't stay in them for too long. An older study<sup>Trusted</sup> Source done on a group of children found that kids with respiratory infections recovered more quickly after steam therapy than kids who did not use steam therapy.

### 2 | IMPROVES BLOOD CIRCULATION

A study<sup>Trusted</sup> Source of older individuals showed that moist heat improved circulation, especially in extremities. Improved circulation can lead to lowered blood pressure and a healthier heart.

Research<sup>Trusted</sup> Source shows that in a steam room, some people's bodies release hormones that change their heart rate. One of these hormones, called aldosterone can help lower high blood pressure. This is part of the reason that the steam room makes you feel relaxed.

### 3 | REDUCES STRESS

Being in the steam room can also decrease your body's production of cortisol. Cortisol is the hormone that regulates the level of stress that you feel. When your cortisol levels drop, you feel more in control and relaxed. Spending a few minutes in a relaxed state not only improves your health, but also helps heal your mind and improve your focus.



#### 4 | PROMOTES SKIN HEALTH

Through environmental exposure, all sorts of toxins can become trapped underneath your skin. Steam rooms help solve that problem by using heat to open up your pores. The warm condensation rinses away the dirt and dead skin that can lead to breakouts. As a result, you may have clearer and more even-toned skin.

#### 7 | BURNS CALORIES

When you're in the steam room or sauna, your heart rate increases. When used correctly, [experts](#) note that saunas and steam rooms stimulate your body in ways that typical exercise does not.

Sweating it out in the steam room isn't a tool to lose weight quickly. Any weight you lose in the steam room is water weight, and you'll need to replace it with drinking water to avoid dehydration. But regular use of steam baths to burn more calories at the gym could help your diet and make your exercise routine more efficient.

#### 5 | AIDS IN WORKOUT RECOVERY

The pain you feel after working out is called [delayed onset muscle soreness \(DOMS\)](#). Professional athletes have known for decades that heat therapy can help them recover from training workouts. Heat can penetrate deep into muscle tissue and help relieve DOMS. A recent [study](#) [Trusted Source](#) showed that moist heat works as effectively and also more quickly than dry heat in muscle recovery.

#### 8 | BOOSTS THE IMMUNE SYSTEM

Different forms of hydrotherapy are known to boost immunity, and steam rooms are no exception. Exposing your body to warm water stimulates leukocytes, which are cells that fight infection. Sitting in a steam room when you're fighting off a cold shouldn't be your first line of defence, though, as there's no proof that the steam can kill a brewing infection. But using steam rooms regularly will give your bloodstream an immunity boost that could lead to you getting sick less often.

#### 6 | LOOSENS STIFF JOINTS

Warming up before a workout is critical in avoiding injury. Using a steam room as part of your warm-up could help you reach maximum mobility during activities such as running, Pilates, and yoga. One [study](#) [Trusted Source](#) investigated the effects. Heat was applied to the knee joint before activity, and as a result, the joint was far more flexible and relaxed. The results showed that heat can help reduce injury before a workout.



# SALT THERAPY

## HEALTH BENEFITS

Nature's divine gift to humans



1 | Possible protection from the flu, since salt also has anti-fungal and anti-viral properties.

2 | Inhaling particles may reduce inflammation and mucus in the lungs, improving respiratory conditions such as asthma, allergies, bronchitis, sinus congestion, etc. People suffering from bronchitis or asthma often say they feel reborn after visiting a salt stone sauna.

3 | The rest of the body also benefits from the substances released. After all, there's a reason why salt is so widely used in natural medicine:

- Iodine is beneficial to the thyroid and improves the metabolism.
- Calcium strengthens teeth and joints.
- Magnesium, sodium, chlorine, and potassium are just some of the other healing substances released by the stone, and each has its own health benefits.

4 | Skin problems can be improved. Sodium chloride is dehydrating, but pure mineral salts have natural moisturizing properties and support the skin's water balance and barrier function by attracting moisture to the skin.

5 | Increasing the levels of serotonin which are widely thought to positively impact digestion, memory, sleep, appetite, and mood.

6 | Reduce stress and headaches, increased energy. Negative ions improve disposition and promote relaxation. Many people visit salt rooms just to de-stress.

**Salt nebulizer** grinds salt into microscopic particles and releases them into the air of the room. Once inhaled, these salt particles are claimed to absorb irritants, including allergens and toxins, from the respiratory system. Advocates say this process breaks up mucus and reduces inflammation, resulting in clear airways.



# HOT WATER THERAPY HEALTH BENEFITS

Experience the difference



## 1 | BATHS IS GREAT FOR YOUR BREATHING

For instance, when warm water makes your heart beat faster, your body takes in more oxygen. It also helps clear your chest and sinuses, which comes as one benefits of hot water.

## 2 | TAKES CARE OF YOUR BRAIN AND NERVOUS SYSTEM

For instance, it can calm your nerves, especially after a stressful day. It also helps lighten your mood when you are stuck in the blues. Special baths can ease the pain linked with multiple sclerosis as the water soothes the spine. Furthermore, the water helps to support weak muscles of the limb thereby making it an ideal soothing agent for Parkinson's disease.

## 3 | GIVES YOUR MUSCLES A THOROUGH BUT PAINLESS WORKOUT

If you perform stretches and move into a bath filled with water, this will help relieve your muscles. This is because the water offers resistance and makes the workout have a low impact on your body. Bath times are also ideal for the senior citizen because falls, trips, and slips are almost non-existent during this activity. Also, spa bathing helps reduce pains linked with osteoarthritis, which worsens with age.

## 4 | CLEANSSES HAIR AND SKIN

Hot water baths cleanse the skin because it opens the pores which cause sweating. Although your skin might become clean, its pores might need cleansing. Air pollution, toxins, and dirt clog these tiny holes, which result in acne and blackheads. First, to have healthy pores, you need to wash with hot water to open them and remove dirt.

## 5 | REGULATES YOUR CORE BODY TEMPERATURE

Handling your body temperature might be confusing. But with a simple bath, you can easily get the optimal body temperature required by your body. A short period in a hot bathtub on a cold day can take the chills away.

## 6 | RELIEVES HEADACHES AND MIGRAINES

Take a hot shower to stop the pain because the water reduces the pressure that causes the pain. This serves as one of the best remedies that might reduce your need for aspirin. It's also a safe and natural way to handle pain without bothering about dosage.

## 7 | IDEAL FOR YOUR HEART HEALTH

Are you looking for a simple way to keep your heart in good health? Then consider bathing in warm water because it makes your heart beat faster. Warm baths enhance blood circulation in all parts of your body as it reduces blood thickness and helps the vessels perform better. However, if you have a heart condition, we recommend you seek your doctor's counsel before taking a warm bath. Apart from helping you with blood circulation, bathing plays a significant role in tackling heart-related conditions. According to research, hot water baths can help lower high blood pressure. Five hot baths per week may be good for the heart (medicalnewstoday.com)

## 8 | HELPS YOU SLEEP BETTER

One of the benefits of taking a bath at night is that it makes you fall asleep quickly. According to studies, warm baths help us to relax and drop our body temperature. Furthermore, the resulting drop in temperature leads to better sleep.

## 9 | TACKLES FLU AND COUGHS

One of the advantages of taking a bath in the morning is that it helps against colds and coughs. During the flu, taking your bath helps to weaken the mucus that blocks your cavities. Furthermore, this treatment lessens the accompanying cough, which is linked to this mucus. To feel better after a bout of sneezes and coughs; take a regular 5 -10-minute shower.

## 10 | MAKES YOU FIT

Diets and exercise are some of the popular ways to shed some pounds, but you can also become lighter by taking a bath. According to a study, people who had a full hour bath lost the same amount of calories when compared to people who walked for 30 minutes. These results show that baths are ideal for losing weight. Also, lying in a bathtub can help handle diabetes by lowering glucose and sugar levels in the body. But do not replace workouts with baths, instead, combine both activities.

## 11 | GIVES YOU A PROPER WARM UP BEFORE A WORKOUT

Apart from handling pain and health conditions, you can enjoy the health benefits of taking a bath through your daily workouts. Before hitting the gym, take a 10 – 20-minute soak in your tub to free your muscles and keep your blood flowing.



# COLD WATER THERAPY

## HEALTH BENEFITS

Experience the difference



### 1 | INCREASES ENDORPHINS

For people with depression, cold showers can work as a kind of gentle electroshock therapy. The cold water sends many electrical impulses to your brain. They jolt your system to increase alertness, clarity, and energy levels. Endorphins, which are sometimes called happiness hormones, are also released. This effect leads to feelings of well-being and optimism.

### 2 | IMPROVES CIRCULATION

It can feel uncomfortable to immerse our bodies in cold water, but it can also be invigorating. That's because water that's colder than our natural body temperature causes the body to work slightly harder to maintain its core temperature. When taken regularly, cold showers can make our circulatory system more efficient. Some people also report that their skin looks better as a result of cold showers, probably because of better circulation.

### 3 | HELPS PHYSICAL RECOVERY

Athletes have known this benefit for years, even if we have only recently seen data that supports cold water for healing after a sport injury. It's the same reason that ice brings down inflammation when we bruise or tear a muscle. By bringing the temperature of an area of the body down, we speed up the delivery of warmer, freshly oxygenated blood to that area. And that speeds up recovery time. Some people may benefit from cold showers as a way to help their blood move through their body more quickly. These include people with poor circulation, high blood pressure, and diabetes.



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#### HELPS FIGHT OFF COMMON ILLNESSES

Our bodies are designed to become resistant to the elements we are exposed to. For example, leukocytes help fight infection in the body. The shock of cold water in the bloodstream stimulates leukocytes. This means that taking cold showers can help your resistance to common illnesses, like colds and the flu. One of the benefits of taking a cold bath is its cancer-fighting abilities. According to studies, spending some time in a bathtub filled with cold water can improve cell damage and cut your chances of suffering some types of cancer. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2211456/>

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#### HELP YOUR HORMONES

Submerging in cold water can help with health issues linked with hormonal imbalance. These include chronic fatigue syndrome and some fertility problems. It also enables glands to secrete hormones such as cortisol, beta-endorphin, or ACTH in balanced form. Serotonin is noted for giving us feelings of happiness and wellbeing. One of the benefits of bathing with hot water mixed with cold water is that it increases the flow of the “feel-good” brain chemical.

6

#### BOOST MOOD

Some researchers theorize that cold showers can have mood boosting benefits. An older article in the journal Medical Hypotheses suggests that because cold showers activate the sympathetic nervous system and increase the availability of neurotransmitters such as norepinephrine and endorphins, people may be less likely to experience depressive symptoms after a cold shower. However, it is important to note that people should not replace their prescribed depression treatment with cold showers. <https://www.sciencedirect.com/science/article/abs/pii/S030698770700566X>

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#### FREE ENERGY BOOST

Cold showers stimulate our sympathetic nervous system which is responsible for our ‘fight-or-flight’ response to danger. This triggers a hormone release which is felt as an adrenaline rush and that’s why cold showers leave you buzzing every time.

8

#### HELPS SKIN MAINTANCE

Alternatively, your skin constricts during cold showers, thereby closing pores and moisturizing your skin. Cold showers have been shown to improve your hair and skin. You’ll even feel it – in a cold shower your skin becomes more taught, that feeling is your pores contracting. Furthermore, cold water doesn’t wash away the natural oils on your skin the way the way hot water does, as Dr Jessica Krant confirms: “excessively hot water will strip healthy natural oils from your skin too quickly”.

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#### DRAIN YOUR LYMPHATIC SYSTEM

An additional, yet crucial, part of the body that is affected by cold showers is the lymphatic system. What the lymphatic system does is help carry out waste from your cells. This is key in defending your body from unwanted infections. And when the lymphatic system is blocked, it will show up in symptoms such as frequent colds, infections and joint pain. Cold showers, when alternated between hot and cold water will help your lymphatic system, by contracting the lymph vessels when exposed to the cold and relaxing them when exposed to the heat. This essentially pumps the fluid that may have stagnated in your lymph vessels out, resulting in a stronger immune system and healthier you.

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#### CAN EVEN HELP WITH OPIOID ADDICTION

Hydrotherapy has been prescribed as a part of addiction treatment since 1930s and there are several reasons for that. Cold water increases the levels of beta-endorphin, the hormone that binds to the opioid receptors of the brain, and the same receptors that are affected by opioid drugs. Thus, even the heroin addiction symptoms and the withdrawals can be eased by the cold shower.

#### Kneipp Hose:

Kneipp treatments are designed to strengthen the body’s natural defences as well as the cardiovascular system. They also boost metabolism, enhances the health of the skin, and lead to a balanced autonomic nervous system. A hose is better than a shower head because the water volume goes completely around your body, like a coat of water.

#### Snow and Ice:

- Gives a powerful charge of energy due to the temperature difference
- Rejuvenates by stimulating the production of collagen and elastin
- Relieves stress by producing endorphins - happiness hormones
- Promotes weight loss by accelerating blood flow

