

# THE TOP TEN HEALTHFUL BENEFITS OF SAUNA



## 5. & 6. Flushes Toxins and Cleanses Skin

In today's lifestyles, many of us don't actively sweat on a daily basis. Deep sweating has multiple health benefits. Regular sauna bathing provides the benefits derived from a deep sweat:

- In the heat of a sauna, the core body temperature begins to rise. The blood vessels dilate, causing increased blood flow. As heat from the blood moves toward the skin surfaces and the core body temperature rises, the body's nervous system sends signals to the millions of sweat glands covering the body. As the sweat glands are stimulated they produce sweat. Sweat production is primarily for cooling the body, and is composed of 99% water—but deep sweating in a sauna can help reduce levels of lead, copper, zinc, nickel and mercury—all toxins commonly picked up from our environment.
- At the same time, skin is cleansed and dead cells are replaced, keeping your skin in good working condition.
- Sweat rinses bacteria out of the epidermal layer and sweat ducts. Cleansing of the pores improves the capillary circulation and gives the skin a soft, beautiful appearance.

# THE HEALTHFUL BENEFITS OF SAUNA

The benefits of traditional Finnish sauna bathing become tangible once you've experienced an authentic Finnleo Sauna. Muscles relax. Aches fade away. Heart and circulation improve. Calories are burned. Skin is renewed. Tension and discord slip onto harmony. Body and soul are refreshed.

**For a healthy, fit lifestyle...Finnleo Sauna.**



## 1. Relaxes Muscles and Soothes Aches and Pains in Muscles and Joints:

- Under high heat, the body releases endorphins—the body's naturally produced pain relieving chemical. Endorphins can have a mild and enjoyable tranquilizing effect and the ability to quell the pain of arthritis (and muscle soreness from an intense physical workout).
- Body temperature rises from the heat of the sauna, causing blood vessels to dilate and circulation to increase. The increased blood flow accelerates the body's natural healing process—soothing aches and pains and speeding up of the healing of cuts and bruises.
- Following sporting activity, use the heat and steam of a sauna for muscle relaxation by helping to reduce muscle tension and eliminate lactic acid and other toxins.

## 7. Improves Cardiovascular Performance

- In the heat of a sauna skin heats up and core body temperature rises. In response to the heat, the blood vessels near the skin dilate and cardiac output increases. Medical research shows the heart rate can rise from 60-70/min. to 110 to 120/min. in the sauna (140 – 150 with more intensive bathing), and can often sink to below normal after the cooling off stage. With regular sauna use we not only train our heart muscles and improve the heart rate/cardiac output, but we also positively influence the regulatory system.



- Further cardiovascular conditioning occurs when the sauna is taken in multiple "innings", with sessions in the sauna separated by a cool shower or a dip into a cool pool or lake. Every time you rapidly change temperature (from hot to cool or vice versa), your heart rate increases by as much as 60%—comparable to moderate exercise.

## 8. Burns Calories

*In a sauna, calories are expended in at least two ways:*

- First is the sweating process itself. It takes energy to sweat and that energy is derived from the conversion of fat and carbohydrates in a 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 calories by way of accelerated heart activity (cardiovascular section). As heart activity increases, demanding more oxygen, the body converts more calories into energy.

## 2. Relieves Stress

Medical research clearly shows stress in our every day lives adversely affects our health. In fact, the vast majority of disease is stress related. In 20 years of Finnleo surveying thousands of sauna users about why they use saunas — "stress relief" is the #1 most commonly cited "primary benefit." The sauna provides stress relief in a number of ways:

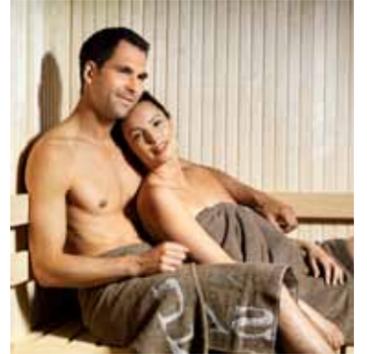
- It's a warm quiet space without any distractions. As we say, "Step into a Finnleo Sauna and close the door on the rest of the world."
- The heat of the sauna relaxes the body, improves circulation, and stimulates the release of endorphins—the body's natural feel good chemical, providing a wonderful "after sauna glow."

## 3. Induces a Deeper Sleep

- Research shows a deeper sleep can result from sauna use. In addition to release of endorphins, when body temperature is raised in the late evening, it will fall at bedtime, facilitating sleep.

## 4. Recreational and Social Benefits

- The sauna can be a private personal retreat or a relaxing environment for socializing with family and friends. The sauna environment is ideal for openness, quiet conversation and intimacy



## 9. Fights Illness; Relieves Congestion

- German sauna medical research shows saunas significantly reduced the incidence of colds and influenza. As the body is exposed to a sauna's heat and steam, it produces white blood cells more rapidly—which in turn help fight illness and help kill viruses.
- Saunas can relieve sinus congestion from colds or allergies—especially when used with steam (add eucalyptus to the water for added benefits and enjoyment). The steam vapor action helps clear up uncomfortable congestion and is a wonderful part of the Finnish Sauna experience.



## 10. Feels Good

A sauna not only feels good, it's good for you. Whether it's the physiological changes that occur in the warmth of a sauna, or if it's simply the time spent in the calm, still retreat of the sauna, all who sauna agree—it feels wonderful! As we go through our daily stressful lives, the sauna provides a pampering retreat—where we can relax and restore body and soul. A sauna truly makes you "Feel Better", "Look Better" and "Sleep Better".

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# TOP TEN REASONS TO BUY A FINNLEO SAUNA

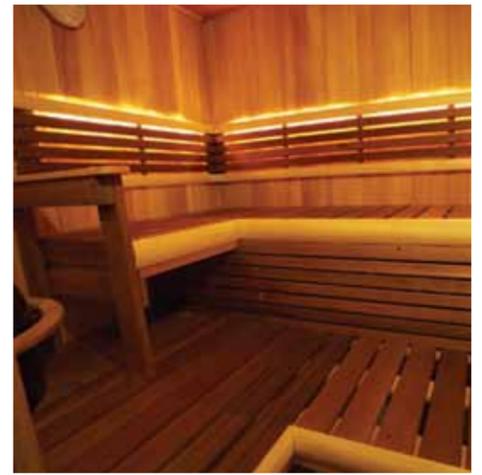
**1 Finnleo Sauna Heaters** — European Design and Performance to provide luxurious soft heat and soft steam. With more than two times the rock mass of our competitors, Finnleo heaters, including the Saunatonnttu “always on” heater (ready to use whenever you are), create the ultimate sauna environment.



**2 Finnleo Sauna Controls** — Finnleo Sauna Controls complement the sauna experience — giving simple-to-use flexibility and sleek European styling. Finnleo’s Digi-series of digital/ programmable controls provide 24 hour to seven day programmability, memory user buttons and much more.



**3 Finnleo Sauna Design** — Finnleo’s quality really shows through with individually selected and hand-finished wood, precision finished doors and windows, extensive use of glass, curves and angles. Finnleo’s stunning and unique designs enhance your home and clearly show you’ve chosen the best.



**4 Finnleo Interior Upgrades** — For the perfect blend of European design and elegance add “Sunburst” interior with dramatic curves or “Grande” Interior in two styles. All crafted from beautiful, clear Abachi wood—for supreme comfort and the satisfaction of owning the best.

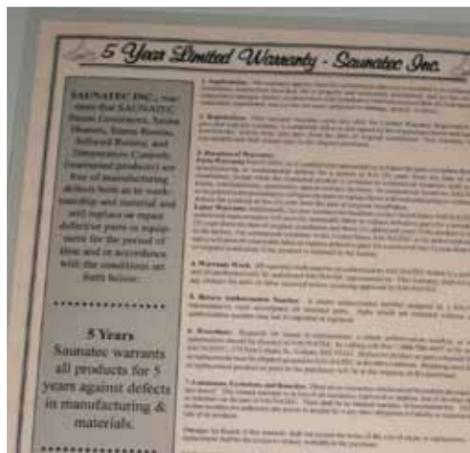


**5 Lighting Systems** — A well-designed lighting system is the finishing touch to make your sauna a relaxing haven. Finnleo saunas have a wide range of lighting options, including low-voltage valance lighting (interior and exterior) or fiber optic lighting integrated into custom backrests — even a fiber optic lighted custom glass bowl.

**6 Green Friendly Wood Choices** — We use responsibly-sourced wood from the Pacific Northwest and Scandinavia, from clear Western Red Cedar, Canadian Hemlock, European Alder and Nordic White Spruce.

**7 Broadest Product Range** — Finnleo is the market leader and has the most complete line of indoor and outdoor saunas, steambaths and infrared heat therapy rooms. Whatever your heat-bathing preference, you can find comfort knowing you are working with the world leader, where we take great care to ensure you the best experience possible.

**8 Finnleo Warranty** — The Finnleo warranty gives you peace of mind. It’s simple, to the point and the most powerful in the industry. All Finnleo products have a five-year limited warranty against defects in material and workmanship — including two years of free in-field service labor.



**9 Finnleo Customer Service** — Finnleo has the industry’s largest sales and customer service department and a nationwide network of trained and authorized dealers to take care of you before, during and after the sale.



**10 Finnleo Reputation** — Finnleo is the largest sauna and steambath company in the world — with 90 years of experience and over 2 million satisfied customers worldwide. We are committed to providing you with a sauna for a lifetime of use, a lifetime of relaxation, and products that fit your healthy lifestyle. Finnleo...Your Sauna for Life.



HEALTH. RELAXATION. DESIGN.