SCIENCE MEETS PERSONALIZATION
A NEW WAY TO EXPERIENCE WELLNESS

JOIN US ON THE PATHWAY TOWARDS PERFECT HEALTH FOUNDED ON ANCIENT TRADITIONS AND LEADING RESEARCH
LET ME INTRODUCE MYSELF...

FRANCESCO RINALDINI
STARPOOL EXPORT MANAGER

I’M WELLNESS ADDICTED!
STARPOOL IS...

A COMPANY BASED IN ITALY. FOR 40 YEARS WE HAVE BEEN DESIGNING, SUPPLYING AND CREATING HIGH-END SPA PROJECTS AND SPA EQUIPMENT ALL OVER THE WORLD.
HEAT + WATER + REST = SPA EXPERIENCE
THE FORMULA OF OUR DNA
WE ARE ALL SPA LOVERS...
ARE WE REALLY ABLE TO ENJOY THE EXPERIENCE IN THE WET AREA OF THE SPA?
MAYBE NOT THAT MUCH?
FOUR GREAT TRADITIONS

HAVE INFLUENCED SPAS THE WORLD OVER, AND HAVE GIVEN US THE PERFECT SEQUENCE OF HEAT, COLD REACTION AND REST
THE IMPORTANCE OF COLD AFTER HEAT
THE IMPORTANCE OF REST AFTER COLD AND HEAT
AND WHAT’S THE BEST WAY TO DO IT?
LET ME INTRODUCE YOU TO:

sp.a_system®
WHAT IS spa_system®

A SCIENTIFICALLY CERTIFIED METHOD TO ENHANCE THE BENEFITS OF WET-SPA EXPERIENCE
WHERE DID WE BEGIN?

WE ASKED SPA USERS TO TELL US ABOUT THEIR:

- NEEDS
- DESIRES
FINAL RESULT?

58% RELAXATION

“I AM LOOKING FOR A WAY TO ESCAPE A LIFE FULL OF STRESS AND TENSION.”

21% PURIFICATION

“I TAKE GREAT CARE OVER MY APPEARANCE AND I WANT TO GET RID OF ALL TOXINS.”

11% DYNAMISM

“I WANT MY BODY TO FEEL ENERGIZED. I NEED MORE VITALITY AND VIGOUR.”

4% TONIFICATION

“I WANT TO FEEL MORE TONED AND STRONGER.”

6% OTHER

“OTHER”
A TEAM OF THERMAL AND SPORTS PHYSICIANS

CARRIED OUT A NUMBER OF TESTS ON SPA-USERS AND ATHLETES:

- BLOOD TEST: evaluation of triglycerides, cholesterol, heavy metals, uric acid values
- BLOOD PRESSURE
- HEART RATE VARIABILITY
- MONITORING OF ATHLETE’S MUSCLE RECOVERY AND OF HIS/HER PERFORMANCE DURING TRAINING

FORMULATED A SCIENTIFIC METHOD*

*Corsi A. et al., Effect of spa treatment on cardiac autonomic control at rest in healthy subjects, Sport Sci Health, 2015, DOI 10.1007/s11332-015-0221-5*
INNOVATION

FOUR DISTINCT DESIRES, FOUR DIFFERENT PATHS
SP.A_SYSTEM METHOD FOLLOWS FOUR WELL-DEFINED PATHS, DIFFERING IN:

- GOAL
- EQUIPMENT
- COLOR
FOR RELIEVING STRESS
THE RELAX PATH HELPS RELAX CONTRACTED MUSCLES AND PROMOTES SLOW AND GRADUAL RELAXATION OF THE BODY.

FOR REVITALIZING THE ORGANISM
THE TONIFICATION PATH PROMOTES INTELLECTUAL AND PHYSICAL TONING BY IMPROVING MUSCLES TONE AND INCREASING THE OXYGENATION OF THE BODY.

FOR RESTORING BALANCE
THE PURIFY PATH PROMOTES THE ELIMINATION OF BUILD-UPS OF METABOLIC WASTE AND EXCESSIVE FLUIDS THROUGH INCREASED PERSPIRATION.

FOR RESTORING VIGOUR
THE EXCITE PATH PROMOTES A SENSE OF RENEWED VITALITY BY BOOSTING THE METABOLISM AND STRENGTHENING THE HEARTBEAT.
VIDEO

spa_system®
HOW TO FOLLOW THE PATHS?

Each path leads the client to the correct sequence of equipment for the right amount of time required in each area.

The sequence of icons on the bracelet corresponds to the labelling on the equipment, providing the client with a clear, easy-to-follow path.

FINNISH SAUNA

80 - 100 °C
10 - 20 %
Max. 15°

- Wash and dry body before entering
- Remove accessories
- Leave slippers outside
- Cotton cloths are recommended rather than synthetic materials
- Lie/sit or cloth avoiding contact with bare skin with the wooden bench or walls, including feet and back
- Ensure door is closed
THE CORRECT DESIGN OF YOUR SPA BASED ON THE SP.A_SYSTEM METHOD
PURIFY

- FINNISH SAUNA

BALANCE RESTORING

The PURIFY path helps eliminate build-ups of metabolic impurities and excess liquid by increasing the perspiration rate.

GRANITA SCRUB & AROMATIC AQUA with aloe vera to eliminate blemishes caused by the build-up of excess fluids.
EXCITE

- FINNISH SAUNA
- STEAM BATH

VIGOUR RESTORING

The EXCITE path helps renew the feeling of vitality by improving the metabolic mechanism, thus toning the heartbeat.

GIANITA SCRUB Aromatic Aqua
with gingko extract to produce
energizing, remineralizing and aphrodisiac
effects thanks to its unique scent.
TONIC

- STEAM BATH
- MEDITERRANEAN BATH
- SOFT SAUNA

BODY REVITALISING

The TONIC path helps tone both body and mind by improving muscle tone and the oxygenation of the body.

GRANITA SCRUB: Aromatic Aqua
with extract of green tea. Smooths and tones the skin thanks to the astringent properties of the tea leaves.
RELAX

- FINNISH SAUNA
- STEAM BATH
- MEDITERRANEAN BATH

STRESS RELIEVING

The RELAX path helps relieve muscle tension and promotes slow and gradual physical relaxation.

GRANITA SCRUB & AROMATIC AQUA
extract of entremorphol composes, relaxing the surface tissue and contracted muscles to give a feeling of psychophysical relaxation.
THE BENEFITS OF SP.A_SYSTEM FOR THE OPERATOR

- WET AREA AS PROFIT CENTRE
- SALE OF PRODUCTS AND SERVICES
- CROSS-SELLING OPPORTUNITY
- ENHANCED QUALITY PERCEPTION
THE BENEFITS OF SP.A_SYSTEM FOR THE END-USER

• EASY AND INTUITIVE

• HOLISTIC EXPERIENCE OF WELL-BEING IN THE WET AREA

• HEALTHY AND SAFE USAGE
WHY DO PEOPLE WANT TO FIND RELAXATION?
TO REDUCE STRESS
THE IMPACT OF STRESS ON THE BODY

THE MAIN EFFECTS OF STRESS ON HUMANS ARE:

- Depression and irritability
- Lack of energy
- Disturbances due to anxiety
- Panic attacks
- Increased blood pressure
- Weakened arteries
- Increased blood glucose
- Digestive difficulties
- Insufficient absorption of nourishing substances
- Slower metabolism

- Alteration of cutaneous tissue
- Loss of skin tone
- Loss of hydration
- More delicate, thinner skin
- Reduced bone density
- Joint and muscle pains
- Increased cortisol (the stress hormone)
- Reduced defence against immunity
- Hormonal alterations
IS THERE ANYTHING TO COMPLEMENT THE SPA PATH?
RELAX THROUGH FLOATING
BENEFITS OF FLOATING

FOR THE BODY

- Blood pressure control
- Cardiac variability balance
- Regulation of respiratory rhythm
- Increased production of endorphines
- Improved lymphatic and venous drainage
- Reduction of inflammation in the body
- Immune booster
- Reduction of muscle and joint pain
- Benefits for the back
- Energy conservation
- Improved muscle recovery
- Improved muscle tone and oxygenation
- Lactic acid drainage
- Improved athletic performances

FOR THE MIND

- Improved sleep quality
- Reduction of insomnia and sleep disorders
- Jet-lag recovery
- Improved learning abilities
- Improved cognitive abilities
- Reduction of stress psychological side-effects
  - Irritability
  - Mood swings, Chronic Depression
  - Hyperactivity, Hypotonicity
- Reduction of stress physical side-effects
  - Headaches
  - Abdominal pain
  - Tachycardia
  - Muscular tension
  - Gastrointestinal disorders
  - Chronic fatigue
IS WATER FLOATING THE ONLY OPTION?
THE DRY FLOATING EXPERIENCE
WHAT’S NEW?

DRY FLOATING PROVIDES ALL THE BENEFITS OF THE TRADITIONAL WATER FLOATATION *

* Scientific study conducted by Starpool in partnership with NEOCOGITA Research Center.
THE BENEFITS OF FLOATING WITH ZEROBODY

FOR THE OPERATOR

FITS INTO ANY INTERIOR DUE TO ITS COMPACT SIZE

FAST INSTALLATION – ALL IT NEEDS IS A POWER SUPPLY

LIMITED INVESTMENT WITH IMMENSE POTENTIAL

MINIMUM MAINTENANCE REQUIRED

LOW OPERATING COSTS

FOR THE CLIENT

IMMEDIATE ACCESS

SAME BENEFITS OF WATER FLOATATION

ACCESSIBLE TO: AQUAPHOBICS, CLAUSTROPHOBICS, PEOPLE IN RUSH

INDIVIDUALS WITH SPECIAL NEEDS (injuries, bandages, skin inflammation, etc.)
WHAT’S THE NEXT STEP AFTER THE SPA PATH AND ZEROBODY?
MINDFULNESS
HOW TO MAKE IT USER-FRIENDLY?
NU RELAX

AN APPLICATION THAT COMBINES THE ANCIENT TRADITIONS OF CONTEMPLATION AND THE LATEST BREAKTHROUGHS IN NEUROSCIENCE
Relax
Lowering stress helps you sleep and reduces the effects of jet-lag.

Stability
Improve your concentration with a state of psycho-emotional balance.

Creativity
Increase your ability to create new connections between ideas and solutions.

Calm
You achieve a state of profound stillness and focus your attention better.

Brilliance
You feel more alert and able to perform tasks more efficiently.

Lucidity
This has positive effects on the emotions and your ability to react to change.
THE BENEFITS OF MINDFULNESS WITH NU RELAX

• REDUCES STRESS
• IMPROVES CEREBRAL PERFORMANCE
• IMPROVES REGULATION OF EMOTIONS
• ENHANCES SELF-CONTROL
• BOOSTS AWARENESS
VIDEO

ZEROBODY

nu relax®
THANK YOU