

## The Naked Truth about European Bathing



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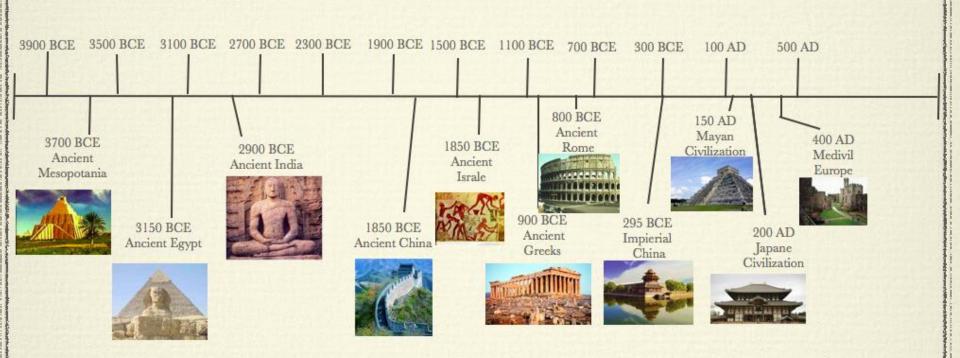








## Timeline



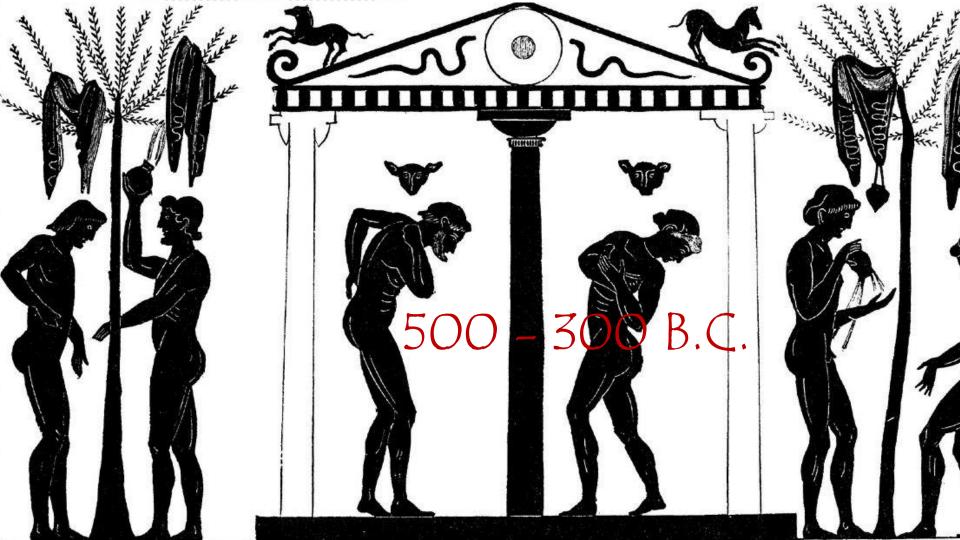


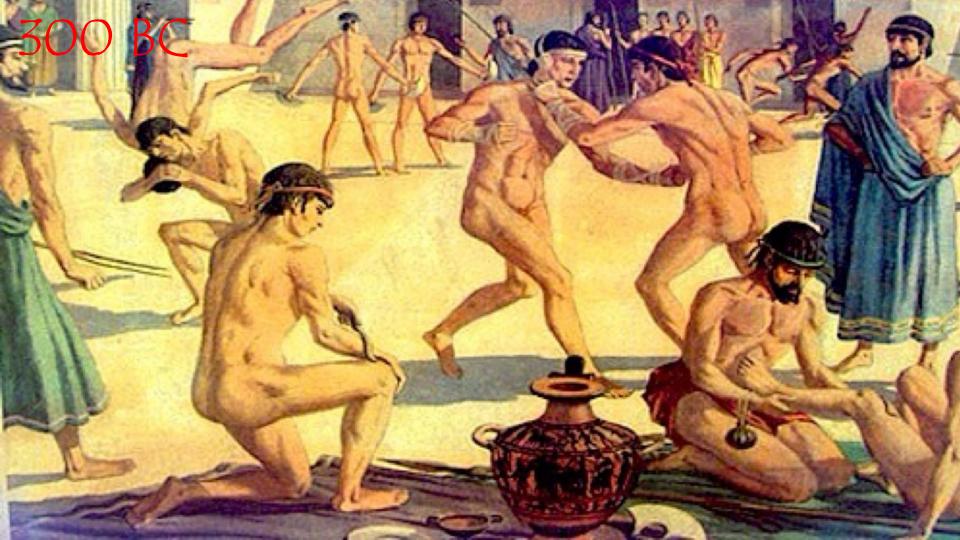


## 3000 - 2001 B.C.

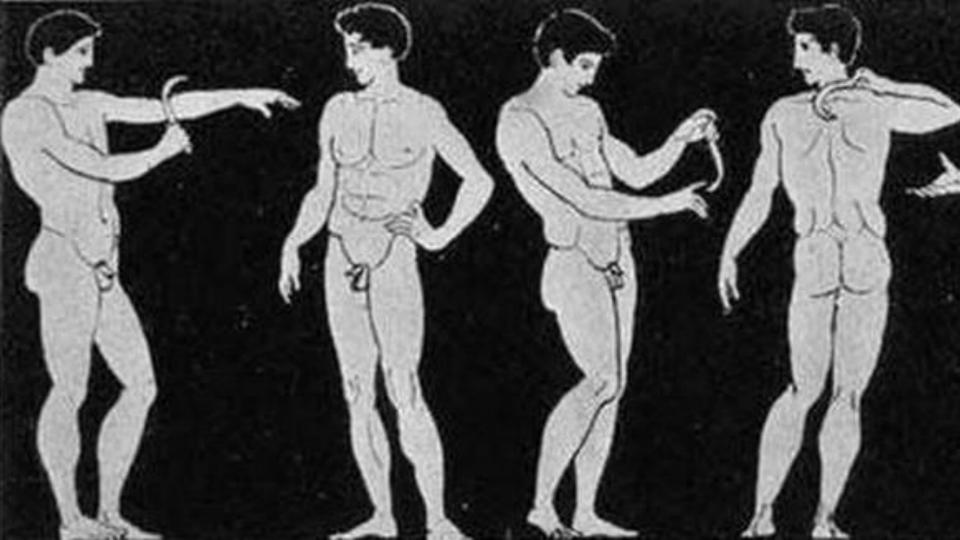




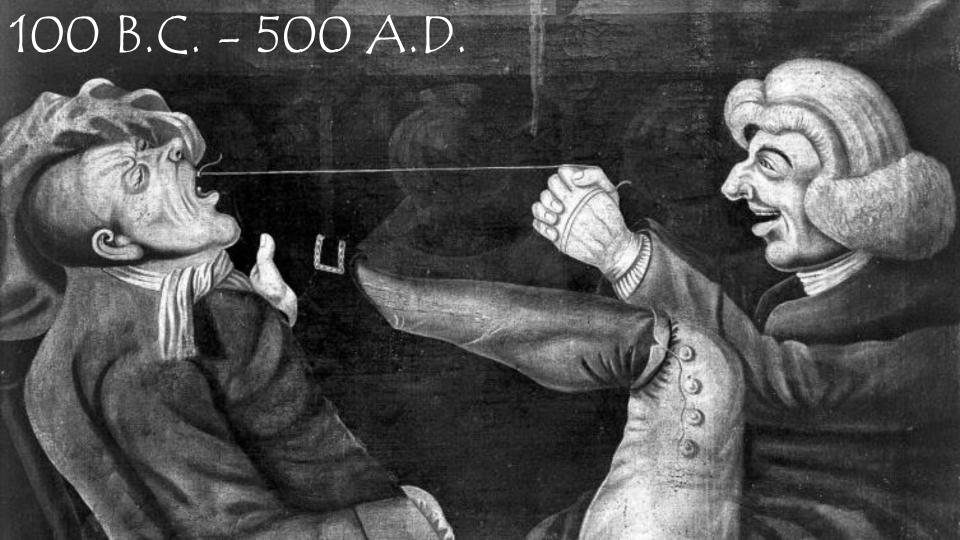








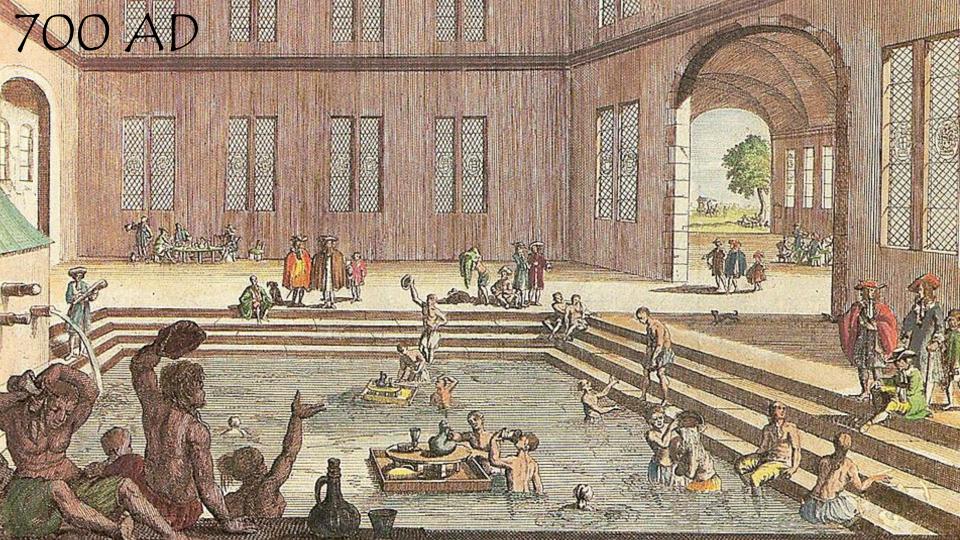




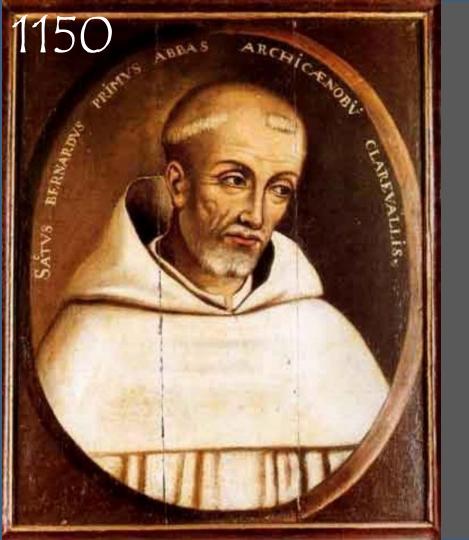












St. Bernard

"We all stink."
No one smells."











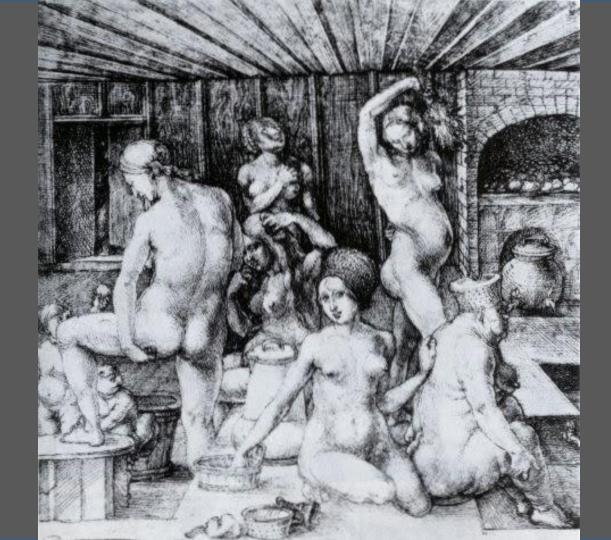














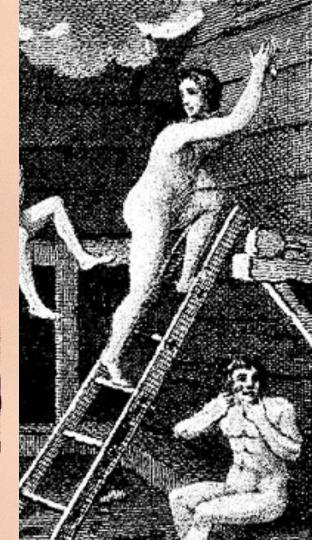








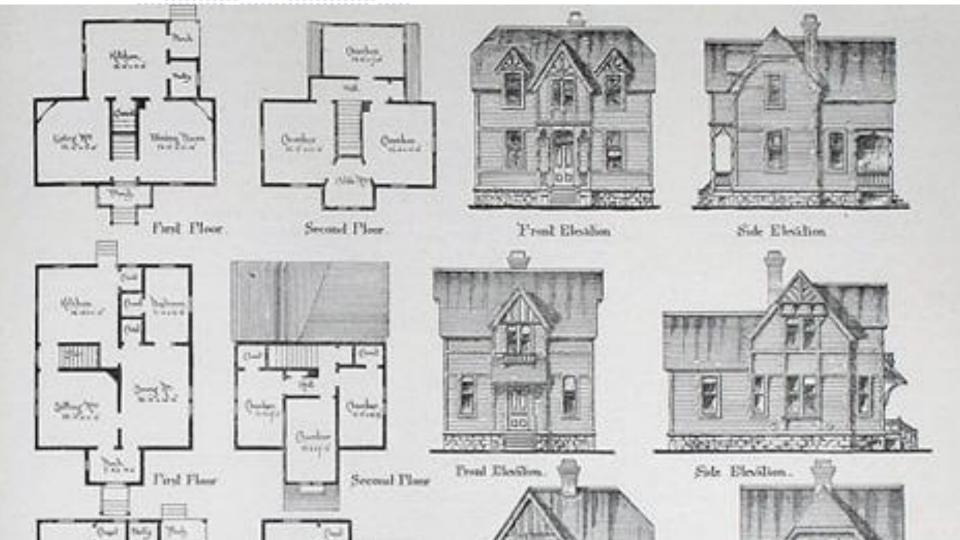


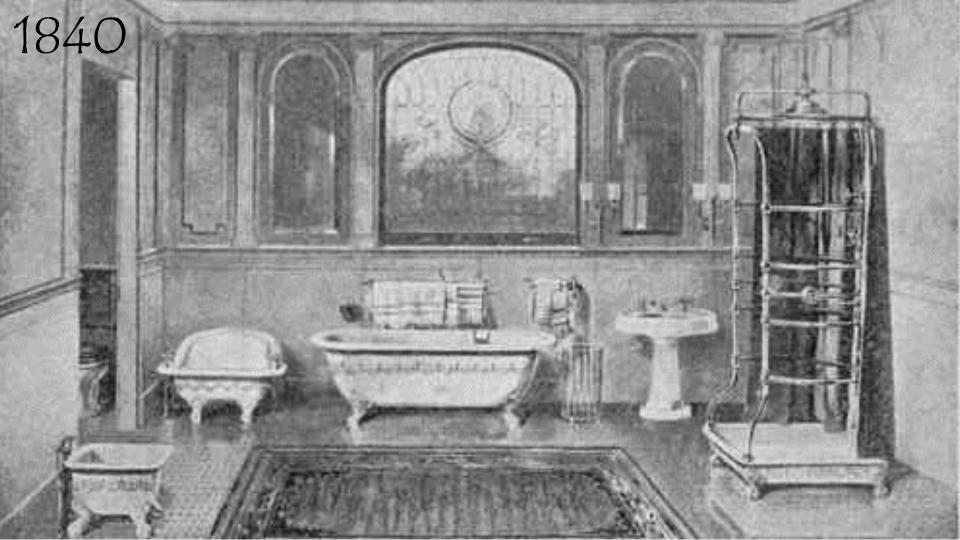


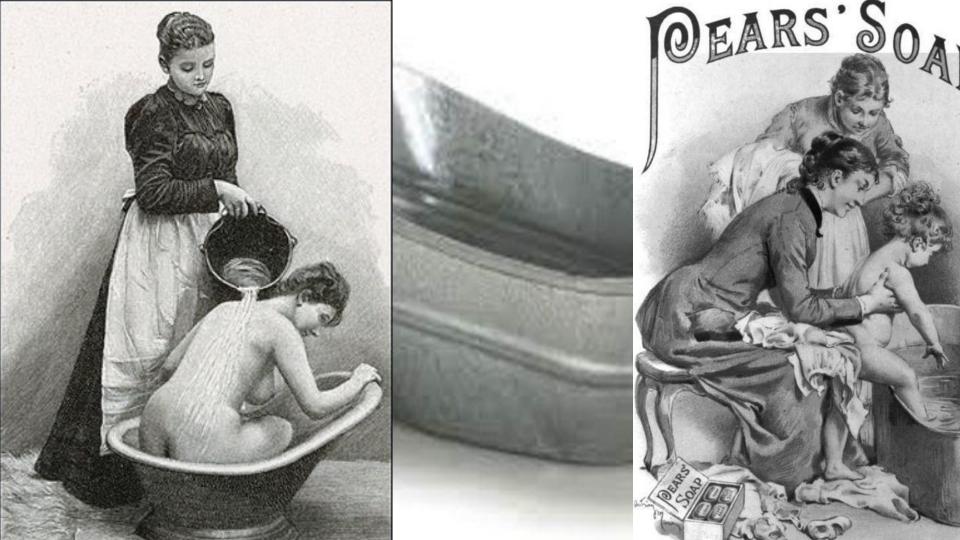






























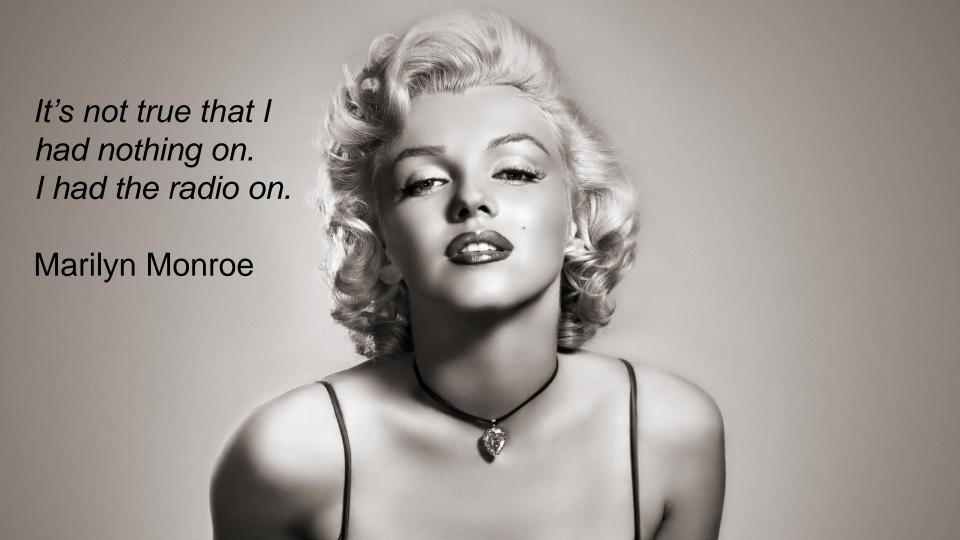






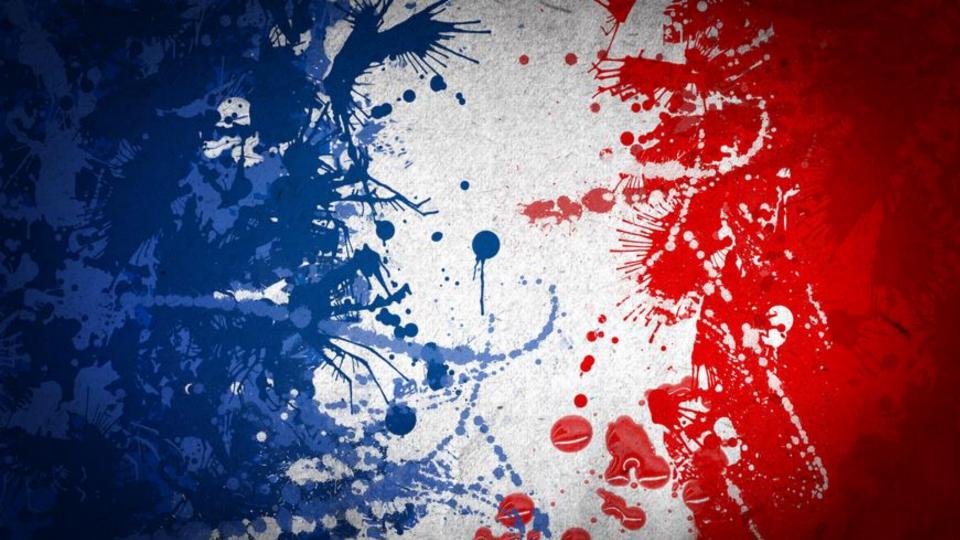








## PANEL



## THALASSOTHERAPY IS a gift from nature

The regenerating power of Seawater

## A NEW CONCEPT OF PREVENTION THROUGH SEA WATER IN 1895





RENE QUINTON: PIONEER IN OCEAN SCIENCES https://www.youtube.com/watch?v=5jJSVz17f9U







0 0

French biologist René Quinton
discovers marine plasma and confirms its healing
benefits,
he also scientifically unveils the regenerating
benefits
of seawater heated up to 34°C

When a cell is submerged in <u>water</u>, the water molecules pass through the cell.







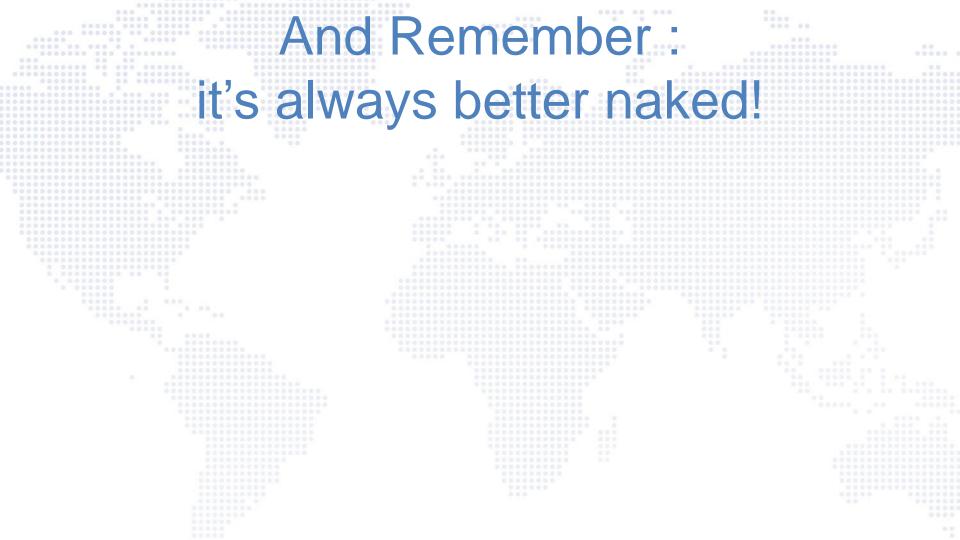




# THALASSOTHERAPY IS A PREVENTIVE APPROACH OF WELL BEING

The appeal of thalassotherapy is already incredibly wide and varied; it provides spa clients with scientifically-proven results as well as a fantastic guest experience that appeals to both male and female clients.

It's a fantastic heritage with a very bright future.







# Baltic Bathing Traditions - The Naked Truth Alla Sokolova Founder&CEO Inbalans

















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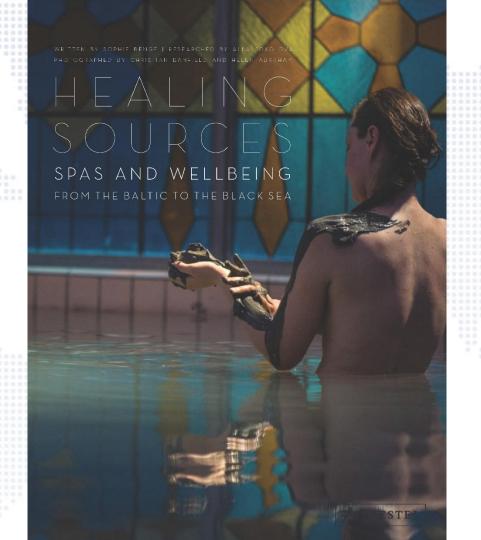














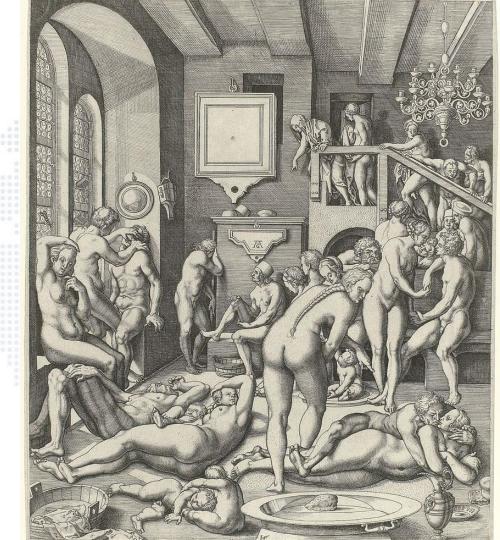


### BATHING TRADITIONS & MEDICAL TREATMENTS

hair cut
shave
relax

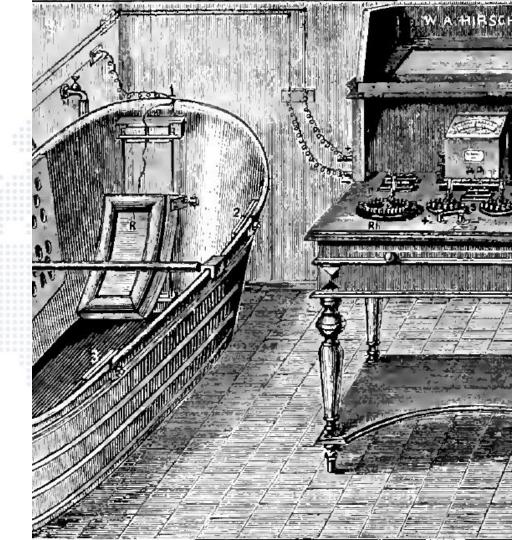
BODY - MIND & Soul
first medical
treatments

cupping
bloodletting
dental, ...
sun bathing
Air bathing



## END OF THE 19TH CENTURY

First development of "new" treatments



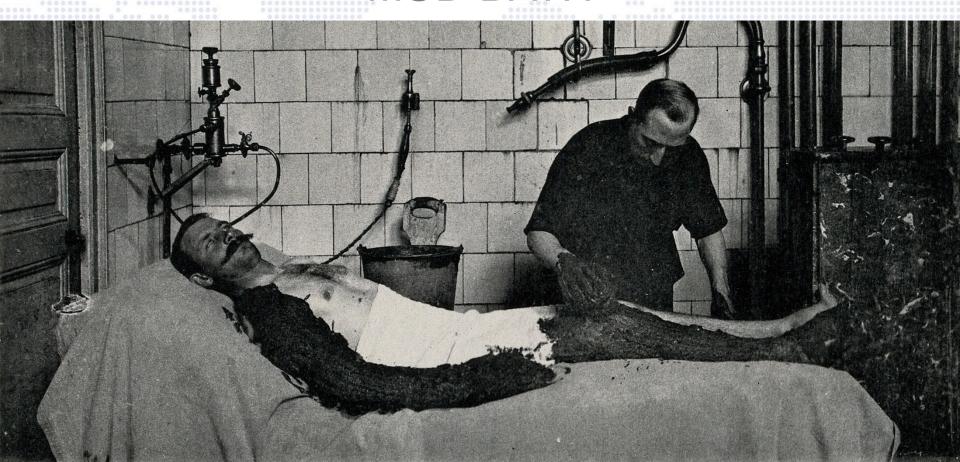
**KNEIPP** 

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#### MUD BATH

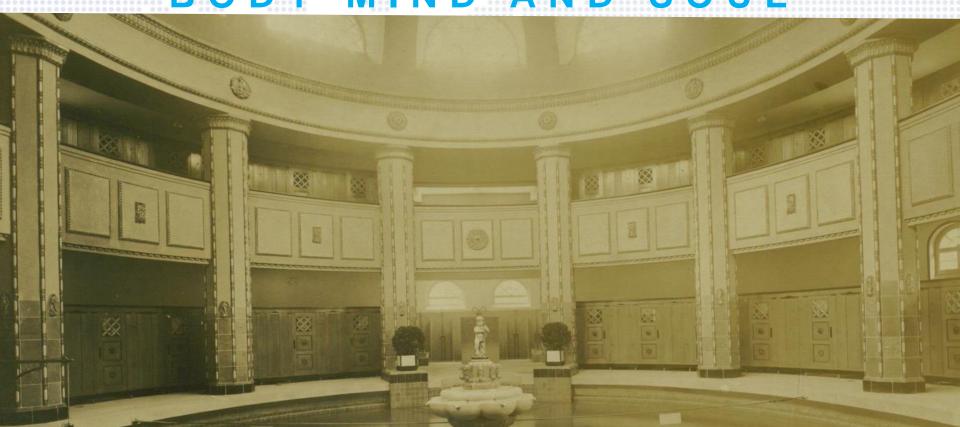


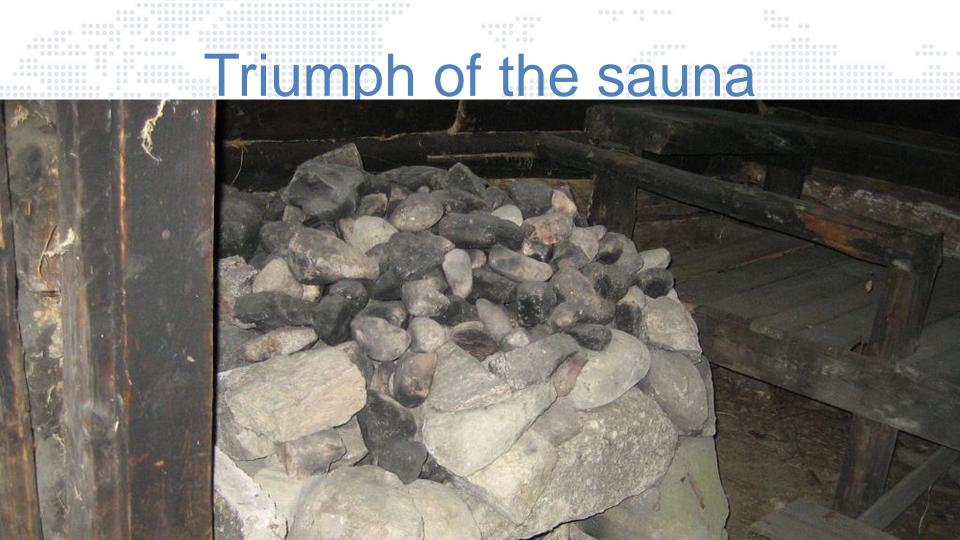


STANGER BATH

Until 1950's mainly water based but already

#### BODY MIND AND SOUL





## SAUNA ARRIVED IN CENTRAL EUROPE

Olympic Games 1936 Finnish athletes

after 2<sup>nd</sup> world war public saunas have been available for everybody

in 1960 in germany already 1000 public saunas



#### GERMANY TODAY

31,4 MIO SAUNA USER

>12.000 SAUNAS IN PUBLIC PLACES SUCH AS PUBLIC BATHS, HOTELS,...

>1 MIO PRIVATE SAUNAS

14% OF GERMAN POPULATION USING A WELLNESS OFFER ONCE A MONTH

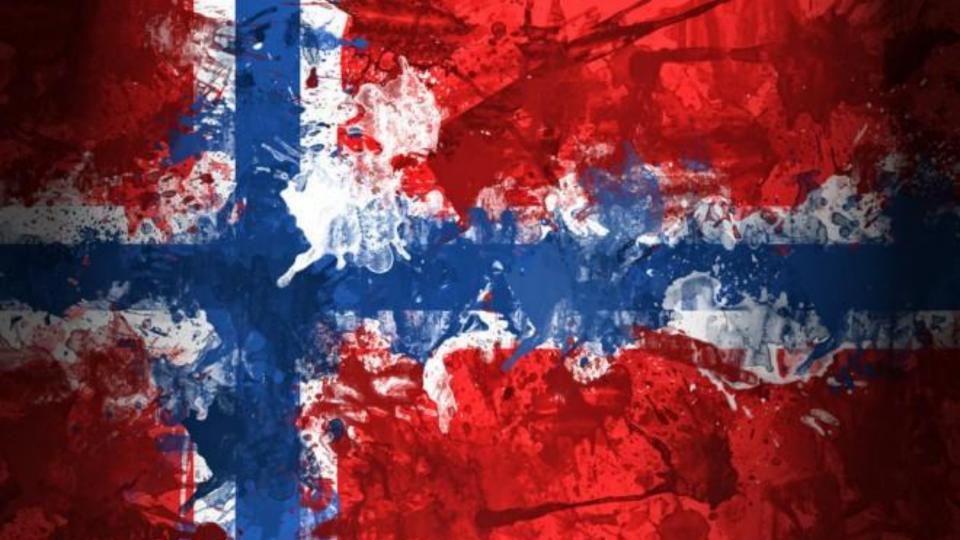




# Ca. 3.500 wellness hotels highest density of wellness offers worldwide









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### connectivity to nature A DEEP ABIDING LOVE FOR NATURE





#### hotel room

MINI-SAUNA FOR 2





#### nordic wet area

