The Naked Truth about European Bathing
WHERE?

WHO?

WHICH?
Timeline

- 3900 BCE: Ancient Mesopotamia
- 3500 BCE: Ancient Sumer
- 3100 BCE: Early Dynastic Period
- 2700 BCE: Old Kingdom
- 2300 BCE: Middle Kingdom
- 1900 BCE: New Kingdom
- 1500 BCE: Amarna Period
- 1100 BCE: Iron Age
- 700 BCE: Classical Period
- 300 BCE: Hellenistic Period
- 100 AD: Roman Empire
- 500 AD: Early Christian Period
Bathing in rivers
Justin Bieber bathing in Stockholm
3000 – 2001 B.C.

Great Bath of Mohenjo-daro
1500 BC
GREEK SHOWER put timings in on

the following slides and this one

500 - 300 B.C.
100 B.C. - 500 A.D.

STRIGIL
500 AD

The Dark Ages
700 AD
“We all stink. No one smells.”

St. Bernard
CHRISTIAN PRIESTS

1360
FORBIDDING BATHING (CROSSOVER IT PERHAPS)

1400 AD
5 CENTURIES!!!!

OH MY
1700 BC
Trice!!
Twice!!
LASTED UNTIL 19TH CENTURY
1830 – Liverpool baths
Cleanliness is not next to Godliness!
It is Godliness!
RESTORE GOOD BACTERIA TO YOUR SKIN.

Rebalance your skin.
Cut down on products.
Reduce water use.
ONE YEAR of ‘NO-POO’
(the results)
Current European bathing traditions
It’s not true that I had nothing on. I had the radio on.

Marilyn Monroe
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
No naked part part back in 1900, sorry....
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 **water**, 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.
And Remember:
it’s always better naked!
Baltic Bathing Traditions - The Naked Truth
Alla Sokolova
Founder & CEO
Inbalans
BATHING TRADITIONS & MEDICAL TREATMENTS

body wash
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
MUD BATH
Until 1950's mainly water based but already BODY MIND AND SOUL
Triumph of the sauna
SAUNA ARRIVED IN CENTRAL EUROPE

Olympic Games 1936
Finnish athletes

after 2nd 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
Tourism made it big
Ca. 3,500 wellness hotels offer the highest density of wellness worldwide.
FUTURE
connectivity to nature
A DEEP ABIDING LOVE FOR NATURE
hotel room
MINI-SAUNA FOR 2
nordic wet area
LIGHTING SCIENCE HELPS NASA ASTRONAUTS ON INTERNATIONAL SPACE STATION