



HOW TO BUY A SAUNA THE RIGHT WAY



TAKE THE FIRST STEP TOWARD OWNING A SAUNA

At The Spa and Sauna Company, we proudly carry Finnleo® Saunas. We are proud to supply the nation's leading brand of Saunas to the Reno area! Finnleo® is the market leader and has the most complete line of traditional and infrared saunas. From entry level portable saunas, to deluxe custom saunas with custom lighting, custom benching and multiple wood choices and styles, Finnleo® has a sauna for every taste and budget. Finnleo® is Saunatec®, which has a history dating back to 1919. Saunatec® Ltd has the largest and most advanced sauna heater and sauna room manufacturing plants in the world.

BEFORE WE BEGIN

The Spa and Sauna Company chose Finnleo® because we believe that they are the best engineered and best-built saunas available at any price. As a certified dealer for Finnleo®, we want to help simplify the buying process and make it a more enjoyable, relaxing one. We will help you cut through all of the hype so that you can focus on what really matters when it comes to buying a sauna. We want to make sure that when you purchase your sauna, you have the best possible ownership experience with your new sauna. The best way we can help is to provide you with the enclosed guidelines on what to think about and what to look for as you go through the purchasing process.



1

TRADITIONAL VERSUS INFRARED SAUNAS

Sauna use began in Nordic regions centuries ago. In fact, most every house in Finland has a built in sauna. There still exists an old Finnish saying, "saunassa ollaan kuin kirkossa," - one should behave in the sauna as in church. The Finnish sauna is most certainly a social and cultural ritual but its many health benefits are realized by millions worldwide today. The cultural significance should not be overlooked.

TRADITIONAL SAUNA

The traditional Finnish Steam Sauna is a high temperature, low humidity hot air bath. This causes sauna bathers to sweat quickly and with great intensity. The benefits of this intense sweat and deep heat are vast. First off, the heat provides a work-out for the cardiovascular system and a strong detoxification stimulation for the entire body, and finally, a boost to the immune system.

Traditional saunas involve an electric heater that heats up sauna stones, which then radiate heat throughout the sauna room. It takes approximately 30 to 40 minutes to heat up a traditional sauna. While in the sauna, most bathers pour water over the rocks to increase the humidity in the sauna. This often moistens the nasal passages and allows the use of aromatherapy by mixing essential oils with the water, which makes the room more comfortable.

At The Spa and Sauna Company, we offer several traditional saunas from Finnleo®. Finnleo® Saunas are the most well built products available in the sauna and steam world. Built in the Finnish tradition, there is a model perfect for your home or office.



INFRARED SAUNAS

Infrared saunas are often called soft saunas, you will feel hot and sweat profusely, but at a lower overall sauna temperature. Some argue that these saunas are not “true” to the sauna tradition. Infrared saunas, sometimes referred to as “far-Infrared saunas” because they produce Far-Infrared Rays. Far-Infrared Rays are the invisible portion of the light spectrum emitted by the sun. Far-Infrared Rays carry heat deep into the skin and muscle tissue without high surface temperatures. Far-Infrared Rays heat the body directly which raises the core temperature and produces a deep penetrating, detoxifying sweat at the cellular level.

Because of the deep heat and detoxifying nature, infrared saunas are very popular with the medical community. Very often local MDs, homeopathic doctors, naturopaths, chiropractors and physical therapists recommend infrared saunas. Bathers can use the sauna immediately after turning it on, although some prefer to wait until the sauna is around 110 degrees Fahrenheit.



INFRA SAUNAS (BEST OF BOTH WORLDS)

The Spa and Sauna Company is proud to offer the innovative Finnleo® Infra Sauna. This combination sauna provides pleasure beyond what a traditional or infrared sauna can do individually. At times, you might prefer to bask leisurely in the comfort of a traditional sauna. When time is tight or you're in the mood for a milder heat therapy, the infrared option is the answer. Our advanced traditional sauna technology has been seamlessly combined with CarbonFlex far-infrared technology that can be included in virtually any Finnleo® Modular sauna or Finnleo® Custom Cut sauna up to 420 cu. ft.

#2

INFRARED HEATERS

For infrared saunas, there are three types of heaters; ceramic, metal incoloy rods, and carbon. Ceramic heaters tend to create many uneven “hot spots” throughout the sauna. They also run at very high temperatures and can generate high EMFs. Metal Incoloy Rods generate infrared heat through metal rods randomly placed throughout the sauna. This is inexpensive, but provides inconsistent heat distribution, consumes high amounts of electricity, and can produce extremely high levels of EMFs.

Saunatec’s CarbonFlex performs better than other IR systems, with a near-perfect wavelength of 8.4 to 9.4 microns (well within the “Vital Range” of 7 to 14 microns). This optimal wavelength provides for deeper penetration of far-infrared heat - which, in turn, can enhance detoxification, cardiovascular conditioning and relief from muscle and joint aches and pains.



CarbonFlex® Heating System For Sport and Body Conditioning Far-Infrared by Saunatec

Far-Infrared is perfect as a “heat therapy room” for athletes looking for a pre-workout warm-up – to warm up muscles and increase flexibility, helping to prevent injury. It’s also ideal for pre-warm-up for physical therapy and massage therapy, or for a relaxing wind-down at the end of a stress-filled day. Far-Infrared heat is also ideal for soothing sore muscles and joints after a workout.

A Saunatec Far-Infrared sauna provides soothing heat, directly radiated to the body, with almost no time waiting for preheating. The far-infrared radiant heat induces a deep sweat – for cleansing and detoxifying the body and for burning calories. Using the latest Japanese far-infrared technology, Saunatec’s CarbonFlex heating panels have the largest surface area of any IR sauna heating system -- providing the softest heat.

Cost of operation is pennies per session.



A note about EMF and Saunatec's CarbonFlex technology

A combination of these fields can affect the electrical communication in your body, such as your brainwaves, or the ability of your neurons to fire and communicate. EMF can also impede the inter-cellular communication anywhere in your body.

The Environmental Protection Agency (EPA) has labeled magnetic fields a class 3 carcinogen!

The term EMR stands for Electromagnetic Radiation. EMR is produced by cell phones, wireless communication towers, microwave ovens, etc. EMR radiation is measured in milligauss and tested using a Gauss Meter.

The term EF stands for Electrical Field. EF is produced by power sources such as electrical outlets, wiring, etc. Electrical Field radiation is measured in volts and tested using a volt meter.

EMR and EF are often times combined and referred to as "EMF".

An Electromagnetic Field (EMF) is made up of invisible lines of force that surround all electrical devices and wiring. Any time an electric current runs through a wire or an appliance, it produces an EMF. An Electromagnetic Field (EMF) consists of two force components. Saunatec has developed proprietary technology to reduce the EMF components to levels within their IR saunas to below the Swedish standards of radiation.

EMF exposures are cumulative... they ALL add up!

Saunatec's New Low EMR/EF CarbonFlex® emitter panels:



- Produce the lowest EMR of any sauna on the market at ≤ 2 mG, meeting the "Swedish Safety Standard" of 2 mG.
- Previous versions of CarbonFlex® emitters produced between 10 and 25 mG.
- Utilize patent pending technology that will be at or below the Swedish Standard

Traditional Heaters

Finnleo heaters are the heart and soul of the sauna. With exclusive heater designs, Finnleo puts more rocks in direct contact with the elements. The result is pure bliss: a soft steam and an even-tempered heat rising from the rocks. Open air flow design allows quick, effective heating with efficient energy use.

All Finnleo heaters are safety tested and listed for trustworthy use and superior quality. The heaters' double-wall structure maintains minimal surface temperatures for safety and increased user pleasure. Stainless steel shell and elements ensure continued high performance. And the heat shield's stainless steel finish is sure to complement any sauna.

3

SAUNA CONTROLS

Offering both a mechanical and a programmable-digital technology, Finnleo® controls are state-of-the-art, reliable and user friendly. Whether built into the heater or wall-mounted, Finnleo® Controls are compact and attractive.

4

SAUNA LOCATION

Before you select the size of your sauna, you need to have an idea of the location. Is it going to be in its own building outside? If so, is there a foundation already? Are there trees or bushes that need to be removed?

If you have a perfect location inside, will it require any other construction elements (ie tear down a wall)? How large or small the area selected for your sauna will determine the size of your sauna.



At The Spa and Sauna Company, we can give you a free in home or backyard consultation to help you choose the best setting for your sauna. And, if you dead set on the perfect spot, you can download Finnleo's Design Guide to help you plan and design your sauna. Included in the guide are:

- Descriptions of Custom-Cut and Panel-Built saunas
- Pre-construction/design recommendations
- Sauna use recommendations
- Sauna specifications/heater electrical chart
- Sample sauna drawings

After reading the guide, contact us to start designing your sauna. Or, give us a call and we will come to you and bring the guide with us.

FACT #5

SAUNA SIZE

If you have completed number 4 above, we are pretty sure you have an idea of the size of your sauna. Again, we are happy to help you figure it out, just give us a call.

FACT #6

SAUNA STYLE

This is where the fun begins. When choosing a sauna there are many choices. Our saunas come in 7 categories. Each category has many design options and models to choose from. While this list may seem a bit overwhelming at first, you have already narrowed down the features and simplified it by deciding on the above 5 options. From here on it is more about how it looks in your space and the number and layout of your benches. If you have not called us yet, this is the perfect time to let us help you and to give you a quote.

FACT #7

HEALTH BENEFITS

Okay so we said 6 things you should know but we thought we would throw this in there even though you probably already know the 10 key health and wellness benefits of 'bathing' in a sauna.



1. Saunas relieve stress.



Not surprisingly, sauna bathers most frequently cite stress reduction as 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 (i.e. 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 Finnleo 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 provides a truly wonderful "after sauna glow."

2. Saunas relax muscles and soothe aches/pains in both muscles and joints.

Under the high heat provided by a sauna, the body releases endorphins (see health and wellness benefit #1). Endorphins can have a mild, enjoyable "tranquilizing effect" and the ability to minimize the pain of arthritis 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. Saunas flush toxins.

Many - if not most - of us do not actively sweat on a daily basis. Deep sweating, however, has multiple proven health benefits. Benefits derived from a deep sweat can be achieved via regular sauna bathing. Due to the heat of a sauna, the core body temperature begins to rise. The blood vessels then dilate, causing increased blood flow (see above). As heat from the blood begins to move toward the skin's surface, 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 sweat. Sweat production is primarily designed to cool the body, and is composed of 99% water. However, deep sweating in a sauna can help reduce levels of lead, copper, zinc, nickel, mercury and chemical - which are all toxins commonly absorbed just from interacting with our daily environments. There is no shortage of books from Doctors and practitioners, who describe the benefits of detoxifying our bodies regularly. As many doctors will agree, a big reason for the popularity of saunas is that they are one of the best ways to detoxify our bodies.

4. Sauna cleanses the skin.

Heat bathing is one of the oldest beauty and/or health strategies in terms of cleansing one's 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. Dr. Ben H Douglas, a professor at the University of Mississippi Medical Center and author of "Ageless: Living Younger Longer," attests that "Sweating is a way of energizing the skin almost the way exercising a muscle energizes it."

He goes on to explain that, when you sweat, the rush of fluid to the skin "bathes skin cells with a liquid rich in nutrients," which "fills in the spaces around the cells" and even "plumps up" tiny wrinkles. He also mentions that the nutrients and minerals in sweat "are essential to maintaining the collagen structure of the skin." Bathing skin in sweat on a fairly regular basis, therefore deters collagen breakdown that can ultimately result in wrinkles and sags. By continually flushing body waste through individual cells, one eventually brings back vitality, tone and a healthy glow to the skin. Sauna usage is certainly not a cure for acne, but it can very often help - due to the deep cleansing it provides from a deep sweat (that is, cleaning the pores from the very inside out - instead of just cleaning the top of the skin).



5. Saunas bring about recreational and social benefits.

While the social benefit is rarely talked about, it's really 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.

6. Saunas improve cardiovascular performance.

In the high temperatures of a traditional or infrared sauna, skin heats up and core body temperature rises. In response to these increase heat levels, the blood vessels near the skin dilate and "cardiac output" increases. Medical research has told us that the heart rate can rise from 60-70 bpm (beats per minute) to 110-120 bpm in the sauna (140-150 with more intensive bathing), and can often sink to below normal after the cooling off stage. With regular sauna useage, we not only train our heart muscles and improve the heart rate/cardiac output, but we also help the body's regulatory system. Even more cardiovascular conditioning takes place when the sauna bathing is taken in multiple "innings", with sessions in the sauna separated by a cool shower or a quick dip into a cool pool or lake. Each time you rapidly change temperature (from hot to cool or vice-versa), your heart rate increases by as much as 60%, which is very comparable to the increase experienced during moderate exercise.

7. Saunas burn calories.

Outlandish claims are often made by some sauna sellers (primarily those who sell infrared saunas) to promote saunas as an end-all weight loss tool. While some individuals may experience high amounts of calorie burn at first - particularly those individuals in poor shape to begin with - over the long term, saunas are simply treated as one of many tools in our arsenal when it comes to burn additional 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.



8. Saunas 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 (see above), body temperatures, which 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 the the calming heat of a sauna.



9. Saunas 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 from colds or allergies - especially when used with steam (tip: add eucalyptus to the water for added benefit and overall enjoyment). The steam vapor action helps to clear up unwanted congestion and is a wonderful aspect of the Finnish sauna experience.



10. Saunas 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. Sauna bathing truly makes you "Feel Better", "Look Better" and "Sleep Better"!



The Spa and Sauna Company
5303 Louie Lane #11
Reno, NV 89511
775-852-3838

**Reno Hot Springs Spas
and Billiards**
6815 Sierra Center Park-
way Suite #100
Reno, NV 89511
775-851-7727
Hours:
Mon - Fri 10 am - 6 pm
Sat 12- 4 pm