

The Premier Spa Business Resource

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Saving Mother Earth

Can spas help
reverse the tide?





It's green, it's lean... it's infrared! The mPulse infrared sauna from Sunlighten is a new amenity solution for eco-savvy guests on a quest for relaxation and wellness.

Made from Forest Stewardship Council-certified wood, the sauna plugs into regular outlets and was **designed to run on less electricity than an average hairdryer.**

Recent studies have pointed to infrared saunas' significant role in helping to increase circulation, provide pain relief, induce detoxification and perhaps even jump-start weight loss.

John Draper, co-owner of Cloud 9 Medi Spa in Yucaipa, California, appreciates that the mPulse costs little to run, and is most effective between 100 and 130 degrees,

leading the average guest to relax for 30 to 45 comfortable minutes at a time (as opposed to traditional saunas and steam rooms, which leave users uncomfortably hot after 10 or 15 minutes). "We charge \$1 a minute, but we also allow guests to buy sauna sessions in bulk in packages, like 12 hours for \$400," Draper explains. He's also had success piggybacking it with other Cloud 9 offerings. "We did a weight-loss challenge in October with sauna detox, herbs and acupuncture. On average, people lost 11-15 pounds over the month, and we publicized results through our e-blast. This definitely increased our sauna demand!"

The mPulse includes a stereo system, CD/DVD player and ergonomic benches. For more information, visit sunlighten.com/mpulse.