

# Give Your Store Something Your Competition Doesn't Have

Make Yourself Unique

Give Your Clients Another Reason to Come Back

Upgrade the Customer Experience



## Provide a Spa Experience

There is something about the experience of a relaxing sauna that makes one feel better, as if they are getting special treatment; that might just be because they are! There are many health benefits gained through a Far Infrared Sauna. Far Infrared Saunas aren't something everyone has access to but those who do swear by it.

As you build your consultation practice, an add-on to those can be a sauna session. These help with detoxification and calorie expenditure. Clients will feel better and have one more reason to come back.

## Call for a Special Introductory Offer!

866-308-9737

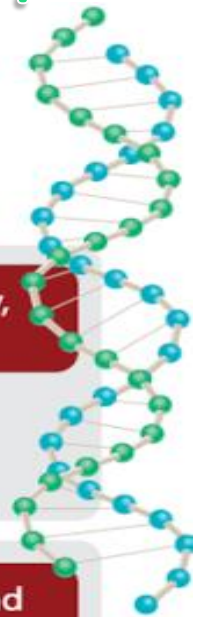
## Scientifically proven facts

**Dr. Sherry Rogers : member of the American College of Allergy, Asthma, and Immunology**

"Our bodies are constantly accumulating toxic substances. Detoxification in an infrared sauna is one proven method of removing harmful waste from the body."

**Clinical Research Center at the University of Rome (Italy) found that detoxification is helpful in the fight against cancer.**

- In many human cancers, a set of enzymes are over-expressed (too many are produced) and this stops the anti-cancer compound from working.
- Detoxification releases the excess of these enzymes, thereby allowing the anti-cancer compound to work.



## What is a Far Infrared Heat?

Far Infrared Heat is radiant heat. This is NOT the heat of radiation but rather it is a safe, gentle heat. It comes from a band of light that directly warms the object without having to heat the air in between, making it much more comfortable and effective than traditional saunas.

The light itself is finely tuned to the infrared segment of the electromagnetic spectrum. This is not visible to human eyes but it can be seen by special equipment.

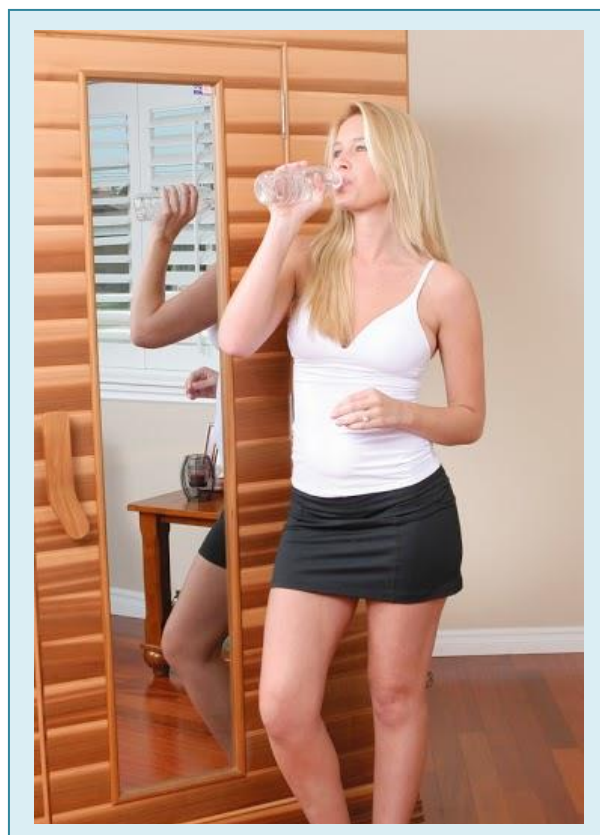
## Health Benefits of Far Infrared Heat

Our body's naturally produce infrared heat. The internal production of infrared energy that normally occurs within our tissues is associated with a variety of healing responses. Boosting the infrared energy may insure the fullest healing response.

Infrared saunas tap into the far infrared part of the spectrum. It penetrates directly into the body's tissue to a depth of about 1.5 inches. Because the infrared wavelengths match that of water, it is fairly consistent with the wavelengths of our bodies, being over 75% water. The corresponding wavelengths help our bodies absorb as much as 93% of the infrared waves. It is natural. It is safe.

Known health benefits of Far Infrared Saunas include:

- Passive Cardiovascular Conditioning Effects
- Outstanding Caloric Consumption and Weight Control
- Musculoskeletal Cases
- Pain Relief
- Blood Circulation
- Coronary Artery Disease
- Arteriosclerosis
- Hypertension
- Aging
- Ear, Nose and Throat Problems
- Skin
- Weight Loss
- Detoxification
- Pain Relief
- Relaxation



According to Dr. Tsu-Tsair Oliver Chi, the mechanism of action involves the areas of the body lacking energy. The Infrared rays are selectively absorbed by the tissues needing a boost in their output. The Health Mate and Health Partner Saunas emit infrared energy that Chinese researchers consider to be most therapeutic (from 2 to 25 microns).

**SAFETY:** Infrared Thermal System has been tested and found to be free of so-called “toxic” electromagnetic fields. The Swedish National Institute of Radiation Protection has concluded that the heaters in infrared Thermal System are not dangerous. Japanese researchers report that infrared radiant heat serves as an antidote to the negative effects of toxic electromagnetic sources.

## Health Mate/Partners versus Conventional Saunas

Conventional saunas transfer heat by circulating hot air, thereby warming the body from the head down. The Far Infrared Heat rays warm the body directly. This allows an in-depth heat in a more pleasant temperature of 110<sup>0</sup> to 150<sup>0</sup>F (43-66<sup>0</sup>C); health benefits are received in a highly enjoyable and comfortable environment.

Conventional saunas need high air temperatures to pull impurities from the body, but infrared heated saunas can directly and deeply penetrate the skin causing impurities to be pushed out while using lower and more comfortable temperatures.

<b>FEATURE</b>	<b>HEALTH MATE INFRARED SAUNA</b>	<b>CONVENTIONAL SAUNA</b>
<b>Warm Up Time</b>	15 to 20 Mins.	More than an Hour
<b>Temperature</b>	90-170°F (32-76°C)	200-220°F (93-104°C)
<b>Air Ventilation</b>	Fresh and Steam-less	High humidity, very hot
<b>Assembly Time</b>	30 Mins	1 to 2 Days
<b>Electrical Cost</b>	About the same as a Hair Dryer	Can double your bill
<b>Heat Source</b>	Safe, effective, and direct radiant heat from patented heaters	Indirect circulated heat from a hot Stove
<b>Entertainment</b>	Built-in High Quality Audio system	Not possible due to high temperature
<b>Room Requirement</b>	Fits in a small place	Requires a big space
<b>Portability</b>	portable-easy to assemble and disassemble	Permanently fixed and hard to disassemble

# Medical Studies

**Components of practical clinical detox programs--sauna as a therapeutic tool.** By Crinnion W. Environmental Medicine Center of Excellence, Southwest College of Naturopathic Medicine in Tempe, Arizona, USA.

- Saunas can be used very effectively for certain cardiovascular problems and as a means to enhance the mobilization of fat-soluble xenobiotics.
- Only 15 minute saunas are needed to reduce blood pressure and enhance blood flow and cardiac sessions.
- Longer sessions are used for the mobilization of heavy metals and chemical xenobiotics. These should be monitored medically.
- For more information visit <http://www.ncbi.nlm.nih.gov/pubmed/17405694>

**Benefits and risks of sauna bathing.** By Hannuksela ML, Ellahham S. Source Department of Internal Medicine and Biocenter Oulu (MLH), University of Oulu, Oulu, Finland.

- Although sauna use does cause various acute, transient cardiovascular and hormonal changes it is well tolerated by most healthy adults and children.
- Sauna bathing does not influence fertility and is safe during the uncomplicated pregnancies of healthy women.
- Some studies have suggested that long-term sauna bathing may help lower blood pressure in patients with hypertension and improve the left ventricular ejection fraction in patients with chronic congestive heart failure, but additional data are needed to confirm these findings.
- The transient improvements in pulmonary function that occur in the sauna may provide some relief to patients with asthma and chronic bronchitis.
- Sauna bathing may also alleviate pain and improve joint mobility in patients with rheumatic disease.
- Although sauna bathing does not cause drying of the skin-and may even benefit patients with psoriasis-sweating may increase itching in patients with atopic dermatitis.
- Contraindications to sauna bathing include unstable angina pectoris, recent myocardial infarction, and severe aortic stenosis. Sauna bathing is safe, however, for most people with coronary heart disease with stable angina pectoris or old myocardial infarction. Very few acute myocardial infarctions and sudden deaths occur in saunas, but alcohol consumption during sauna bathing increases the risk of hypotension, arrhythmia, and sudden death, and should be avoided.
- For more information visit <http://www.ncbi.nlm.nih.gov/pubmed/11165553>

**Repeated Thermal Therapy Diminishes Appetite Loss and Subjective Complaints in Mildly Depressed Patients.** By Akinori Masuda, MD, PhD, Masamitsu Nakazato, MD, PhD, Takashi Kihara, MD, PhD, Shinichi Minagoe, MD, PhD and Chuwa Tei, MD, PhD 2005. From the Psychosomatic Medicine, Respiratory and Stress Care Center, Kagoshima University Hospital, Kagoshima, Japan (A.M.); the Department of Internal Medicine, Faculty of Medicine, Miyazaki University, Miyazaki, Japan (M.N.); and Cardiovascular, Respiratory and Metabolic Medicine, Kagoshima University, Kagoshima, Japan (T.K., S.M., C.T.).

- Researchers previously observed that repeated thermal therapy improved appetite loss and general well-being in patients with chronic heart failure. The purpose of this study was to clarify the effects of repeated thermal therapy in mildly depressed patients with appetite loss and subjective complaints.
- These findings suggest that repeated thermal therapy may be useful for mildly depressed patients with appetite loss and subjective complaints.
- For more information visit <http://www.infraredsauna.com/health/depression/>

**Clinical Implications of Thermal Therapy in Lifestyle-Related Diseases.** By Sadatoshi Biro, Akinori Masuda, Takashi Kihara and Chuwa Tei 2003. Obesity And Diabetes: Pathophysiological Mechanisms And Therapeutic Approaches

- Researchers applied sauna therapy to lifestyle-related diseases and have found that repeated sauna therapy improves vascular endothelial function and reduces body weight.
- Since endothelial dysfunction represents an early stage of atherosclerosis, they believe that sauna therapy could prevent atherosclerosis.
- Sauna therapy also has an advantage that it is applicable to subjects who are unable to exercise.
- Sauna therapy may be a promising therapy for patients with lifestyle-related diseases to prevent cardiovascular diseases, especially in combination with diet therapy and exercise therapy.
- For more information visit <http://www.infraredsauna.com/health/lifestyle/>

**The effects of repeated thermal therapy for two patients with chronic fatigue syndrome.** by Masuda A, Kihara T, Fukudome T, Shinsato T, Minagoe S, Tei C. April 2005

- Researchers had successful treatment of two patients with chronic fatigue syndrome (CFS) using repeated thermal therapy.
- They were subjected to thermal therapy that consisted of a far-infrared ray dry sauna at 60 degrees C and post-sauna warming. The therapy was performed once a day, for a total of 35 sessions. After discharge, these subjects continued the therapy once or twice a week on an outpatient basis for 1 year.
- Symptoms such as fatigue, pain, sleep disturbance, and low-grade fever were dramatically improved after 15 to 25 sessions of thermal therapy.

- Although PSL administration was discontinued, the subjects showed no relapse or exacerbation of symptoms during the first year after discharge.
- For more information visit <http://www.infraredsauna.com/health/chronicfatigue/>

**The Effects of Repeated Thermal Therapy for Patients with Chronic Pain.** By Akinori Masuda, Yasuyuki Koga, Masato Hattanmaru, Shinichi Minagoe, Chuwa Tei 2005

- It has been reported that local thermal therapy with a hot pack or paraffin relieves pain. We hypothesized that systemic warming may decrease pain and improve the outcomes in patients with chronic pain.
- A far-infrared ray dry sauna therapy and post-sauna warming were performed once a day for 4 weeks during hospitalization. We investigated the improvements in subjective symptoms, the number of pain behavior after treatment and outcomes 2 years after discharge.
- Results: The visual analog pain score, number of pain behavior, self-rating depression scale, and anger score significantly decreased after treatment in both groups
- These results suggest that a combination of multidisciplinary treatment and repeated thermal therapy may be a promising method for treatment of chronic pain.
- For more information visit <http://www.infraredsauna.com/health/chronicpain/>

**Heat in the treatment of patients with anorexia nervosa.** By Gutierrez E, Vazquez R. March 2001

- The paper presents the results of heat treatment in three cases of anorexia nervosa (AN), in which marked over-activity and/or strenuous exercising were prominent clinical features.
- Heat was supplied in three ways: continuous exposure to a warm environment, wearing a thermal waistcoat, and sauna baths in an infrared cabin.
- The outcomes went far beyond what had been expected, as the disappearance of hyperactivity was followed by progressive recovery.
- For more information visit <http://www.infraredsauna.com/health/anorexia/>

**How Heat Helps Kill Cancer.** By Megan Scudellari May 2011

- Researchers found heating a tumor inhibits homologous recombination, a DNA repair system, making cancer cells unable to mend DNA damaged by radiation or chemotherapy.
- The finding suggests that the addition of heat may expand the use of promising cancer drugs targeted to cells defective in homologous recombination.
- BRCA2 is mutated in some cases of hereditary breast cancer, causing homologous recombination to malfunction. A new type of drug called PARP inhibitors, currently in clinical trials, targets and kills tumors cells with defective homologous recombination in these patients. If hyperthermia can be used to inhibit homologous recombination in a range of tumors, PARP

inhibitors -- which have are well-tolerated with fewer side effects than traditional chemotherapy, says Kanaar -- may be more widely applicable in oncology.

- For more information visit <http://www.the-scientist.com/?articles.view/articleNo/30562/title/How-heat-helps-kill-cancer/>

**Repeated sauna therapy reduces urinary 8-epi-prostaglandin F(2alpha).** By Masuda A, Miyata M, Kihara T, Minagoe S, Tei C. Department of Cardiology, Respiratory and Metabolic Medicine, Kagoshima University, Kagoshima, Japan March, 2004

- Repeated sauna therapy improves impaired vascular endothelial function in a patient with coronary risk factors.
- Sauna therapy was performed with a 60 degrees C far infrared-ray dry sauna for 15 minutes and then bed rest with a blanket for 30 minutes once a day for two weeks.
- Systolic blood pressure and increased urinary 8-epi-PGF(2alpha) levels in the sauna group were significantly lower than those in the non-sauna group at two weeks after admission.
- These results suggest that repeated sauna therapy may protect against oxidative stress, which leads to the prevention of atherosclerosis.
- For more information visit <http://www.infraredsauna.com/health/vascular2/>

**Repeated thermal therapy improves impaired vascular endothelial function in patients with coronary risk factors.** By Imamura M, Biro S, Kihara T, Yoshifuku S, Takasaki K, Otsuji Y, Minagoe S, Toyama Y, Tei C. October, 2001

- OBJECTIVES: We sought to determine whether sauna therapy, a thermal vasodilation therapy, improves endothelial function in patients with coronary risk factors such as hypercholesterolemia, hypertension, diabetes mellitus and smoking.
- CONCLUSIONS: Repeated sauna treatment improves impaired vascular endothelial function in the setting of coronary risk factors, suggesting a therapeutic role for sauna treatment in patients with risk factors for atherosclerosis.
- For more information visit <http://www.infraredsauna.com/health/vascular1/>

**Saunas Improve Results for Heart Patients.** By author Patricia Palmer

- For centuries, people have enjoyed saunas to sweat their way to health, but the extreme heat of traditional saunas was never considered safe for heart patients because they make the heart work harder to cool the body.
- Japanese scientists have experimented with heart patients using saunas heated with far infrared (FIR) light, and they've had surprising success.

- These saunas emit rays from the infrared, healing portion of the light spectrum. Also called radiant heat, far infrared light heats objects directly without increasing temperature of the air in between. This healing light is so safe that it is used to warm incubators for premature babies.
- Even though the temperature is lower and the surrounding air easier to breathe, people sweat twice as much in an infrared sauna.
- Sweating is known to help rid the body of toxins of all kinds, including heavy metals such as mercury, cadmium, and lead, as well as plasticizers, pesticides, and dioxins
- In addition to cleansing, infrared energy has been shown to improve lymph function, decrease joint stiffness, relieve muscle spasms, and lead to pain relief through increased blood flow.
- The Japanese heart studies showed results in three weeks.
- Dr. Rogers recommends a full detoxification program for an adult that includes three or more sauna sessions per week over a year or two. A continuing program of one sauna a week for a regular sweat-cleanse can keep a body healthier for life.
- For more information visit <http://www.infraredsauna.com/health/heart/>

**Arsenic, Cadmium, Lead, and Mercury in Sweat.** By Journal of Environmental and Public Health

- Sweating offers potential and deserves consideration, to assist with removal of toxic elements from the body.
- As toxic elements are implicated in many serious chronic conditions, research is needed in patients with select conditions to evaluate the body burden and to test the efficacy of source removal, dietary choices and supplements, interventions that induce sweating, and treatments with drugs, all to enhance excretion of toxic elements with the goal of clinical improvement.
- For more information visit <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3312275/>

**Detoxification Through the Skin.** By Mark Sircus Ac., OMD March 6th, 2005

- Sweating is a demonstrably significant route for excretion of trace metals, and sweating may play a role in trace-metal homeostasis.
- Essential trace metals could conceivably be depleted during prolonged exposure to heat; conversely, sauna bathing might provide a therapeutic method to increase elimination of toxic trace metals.
- For more information visit <http://www.infraredsauna.com/health/skindetox/mercury.html>

**Article On The Health Benefits Of Saunas.** By Kaiser Permanente

- An intriguing study in Czechoslovakia demonstrated that sitting in a sauna for 30 minutes doubled beta-endorphins levels in the blood; endorphins are internally produced chemicals which relieve pain and may also produce a sense of well-being and euphoria.
- Saunas also increase serotonin, a powerful hormone associated with relaxation and sleep. Following a sauna, people show more brain waves related to deeper, more restful sleep.



- Forty-four kindergarten children in Germany were divided into two groups with half the children partaking in a weekly sauna. Over the following 18 months the number of sick days due to colds, ear infections, and associated maladies for each group was tallied. The children taking the regular sauna bath had only half the number of sick days compared to the cooler control group.
- Sweating is an active physiological response to help lower body temperature. It involves the expenditure of a considerable number of calories; a person can burn up 300 to 800 calories during a sauna. Sauna bathing, like physical exercise, also places a stress on the heart and may to some degree improve conditioning.
- For the full article, visit <http://www.infraredsauna.com/health/kaiser/>

## How to Implement Sauna Sessions in Your Store

Far Infrared Saunas provide health benefits and can be an important part of their protocol. A 20-50 minute sauna session two times a week is a safe start point for most people.

- Those who are particularly weak should start with a 10 minute session.
- Do not exceed 4 weekly sessions to prevent dehydration.

Begin with your typical intake and sit-down consultation. At the end, describe the benefits of the sauna and invite them to give it a try next time.

- Instruct users to bring a swimsuit or lightweight exercise clothing as well as three towels.
  - Two towels will be used in the sauna (1 to sit on and 1 to put under the feet) and the third towel to dry off with after the sauna is done.
- Provide a privacy screen or separate room to allow for changing.
- Provide easy access to pure, filtered water.
- Review use instructions:
  - Drink a glass of pure filtered water prior to session.
  - Set temperature and timer.
  - Sit on towels only.
  - Watch for signs of dehydration – thirst, lightheaded, nauseated. Exit sauna if dehydrated.
  - If desired, the lights in the ceiling of the sauna may be changed to a color of choice. A relaxing CD can be played (maybe a sound experience such as a rainstorm, ocean waves or a forest).
  - When session is over, exit the sauna and use the third towel to dry off.

*If someone prefers to buy their own sauna, you can sell one to them for a really good commission and we have it shipped directly to them.*

You may choose to include a sauna session as part of the consultation fee and offer additional sauna sessions over the month for additional fees, up to 4 saunas a week.

Caution: if pregnant, dehydrated, allergic to western red cedar or extremely weak do not use unless a physician has given their approval.

## Enhancing Detoxification

A Far Infrared Sauna will detoxify the body by carrying toxins out through perspiration, lessening the load on the liver. The Academy of Integrative Medicine recommends liver and digestive support prior to a sauna session as a way of preparing the entire system for detoxification. If severely weak or chronically ill, start slowly and build up as can be tolerated.

### **Sauna Protocol (revised protocol of Dr. Sherry Rogers from her book Detox or Die)**

- Anyone using prescription drugs should check with their physician or pharmacist for possible changes in the drug's effect when infrared saunas are used.
- Pregnant women should not use the sauna.
- Those with swollen joints or surgical implants, including silicon breast implants, may not respond favorably.
- For people who are seriously ill, sauna sessions should be shorter - 10 minutes at first, slowly building to half an hour or even an hour.
- Replace nutrients that are sweated out, including magnesium, potassium, sodium, and calcium with a NutriPlenish multivitamin product. If no specific health concern is targeted, choose either NutriPlenish GI for digestive support or NutriPlenish DM if there is extra weight around the middle.
- Drink lots of pure water.
- Support the liver with Natural Creations Dandi Comp and Liver Gallbladder HP prior to and throughout the detoxification process. Encourage digestive health with Enterobiotic S-IGC.
  - All Natural Creations protocols provide for some detoxification support. If a specific health concern is targeted – you may use that protocol instead of a general detoxification program.

## Care and Cleaning

The Health Mate Cedar Saunas are recommended for professional use. These saunas are made with Western Red Cedar which is an excellent wood for therapeutic sauna use. (See the section below: Why Wood is Important)

The Far Infrared Saunas use a dry heat which helps prevent growth of mold and bacteria. Cedar wood itself is anti-microbial.

As an added step to assure a safe, clean sauna, we recommend taking these steps:

1. Ask each person using the sauna to sit on a towel and place another towel under their feet. This protects the surface from the sweat they release.
2. After a sauna session is complete, ask each person to do a quick wipe with a water soaked brush and turn up the heat to at least 140 degrees for 10 minutes.
3. If you ever see something that requires more cleaning, you may add a small amount of baking soda to the water.

No chemicals or antibacterial treatments should ever be used on the inside of a sauna. This is because the heat may break down the chemicals and create potentially toxic gases. Cleansing solvents can dry out the wood, causing damage and premature aging.

There is very little that needs to be done to clean the exterior of your sauna. Just wipe it down with a wet towel to clear it of dust.

## Why Wood is Important

As a heat-generating, therapeutic device, the selection of wood is extremely important in your sauna choice. Health Mate saunas feature the superior choice, Canadian Western Red Cedar and the Health Partner line is made of high quality Hemlock lumber.

### **Canadian Western Red Cedar Wood**

Cedar wood has been used throughout the ages. The early Europeans used cedar wood oil to help heal the sick and to prevent outbreaks of disease. Europeans used cedar wood oil to cure indigestion, flatulence, leprosy, bubonic plague, smallpox and fever. In the 17th century, English herbalist Nicholas Culpeper had observed that cedar wood oil was a remedy for heart failure, coughs, and shortness of breath, tuberculosis and menstruation. The American Indians seemed to have used cedar wood oil for almost any health condition.

Throughout history, cedar wood oil has been used by a variety of cultures, in different ways to prevent or cure illnesses. This was all done without the scientific knowledge to understand the theory and

chemical composition of cedar wood. Therefore, trial and error must have been used to determine the effect the oil would have on an individual illness.

***\*Source: School of Resources, Environment & Society, Australian National University***

## **SAFETY OF CEDAR WOOD**

Cedar wood has been used from 3000~4000 years ago to prevent or cure illnesses. Any kind of wood including cedar wood might be harmful if its wood dust is inhaled by an enormous amount in a closed space such as a saw mill or a wood factory. But the normal use of a sauna made with cedar wood is safe to the human body. No case has been reported to any government agencies or research institutions throughout the world regarding the health problems related to using a cedar wood sauna.

## **Canadian Hemlock Wood**

Hemlock lumber is produced by the Tsuga genus. There are great, unique characteristics of Hemlock that make it an excellent choice for use in a sauna.

Hemlock is a high-quality sturdy wood, making it perfect for woodworking proposes. Its heartwood is usually a light brown color, lightening to a honey tan color nearer to the bark. Western Hemlock, specifically, is harder, stronger, straighter-grained and resin-free making Hemlock panels more evenly grained and not as prone to warping.

## Product Styles

There are two product lines to choose from and several styles under each. All assemble easily with a lock hinge.

Visit the link below to view all available models.

[http://www.healthmatesauna.com/index.php?option=com\\_zoo&view=frontpage&layout=frontpage&Itemid=107](http://www.healthmatesauna.com/index.php?option=com_zoo&view=frontpage&layout=frontpage&Itemid=107)

MSRP is listed, your cost is significantly lower. Please call Bill, Cindy, Brad, Shona or Bev if you would like to know your reduced cost.

Call the Academy of Integrative Medicine for pricing and product details:

**866-308-9737**

### Health Mate



### Health Partner (by Health Mate)



## Easy Assembly

### Easy to Setup



All Health Mate infrared saunas are easy to assemble - just 6 panels that snap together with our Easy Click system.



## Selling Saunas to Your Serious Clients

If you wish to sell a sauna to your client, we will make sure you receive a nice profit on each sale. Call us for more information.

## Exciting Deals - Call now!

Call the Academy of Integrative Medicine for great wholesale pricing. **As an introductory offer, we will receive FREE SHIPPING through November 2014.** Order yours today!

**866-308-9737**

