

# ELEVATING THE BATH TO A STARRING ROLE



*Amma*

## BAINULTRA SETS THE SCENE FOR RELAXATION AND WELLNESS WITH THEIR EXCLUSIVE THEATRE STAGE™.

**(Quebec, Canada)** BainUltra brings a sense of theatrical flair to the bath with its newest installation option – Theatre Stage™. Here the bath literally assumes center stage as BainUltra elevates its tubs atop a dramatic platform that showcases their architectural beauty and highlights the life-enhancing benefits of therapeutic bathing. Worthy of a standing ovation for its genius design, the Theater Stage installation option is an innovative concept exclusive to BainUltra. Not only does it set the stage for new possibilities in design and décor, it also unleashes the intimacy of the theatre to allow users to develop their own personalized rituals for relaxation, health and well-being.

As a new way to imagine the bath, Theatre Stage installation inspires creativity in the bathroom and gives architects and designers exciting options to explore. This forward-thinking concept allows greater freedom in design configuration, space planning, and gives due deference to the tub as the natural focal point of the bathroom. Theatre Stage is a landmark design concept that celebrates the traditional appeal of the freestanding tub and elevates it to a new level. Taken from the Italian word scenografo, which denotes the art of stage design, Theatre Stage invites you to create the scene for your own wellness ritual in your Inspiration Bathroom.

BainUltra is known for its vision of creating inspired spaces with personalized therapeutic concepts. This new installation option is very much in keeping with that philosophy. Theatre Stage keeps the focus on relaxation and the many benefits of hydrotherapy. It allows individuals to “stage” a private space devoted to their own customized wellness rituals, where the body and mind can be pampered and the spirit restored.





Origami 7242



Balneo Sanos

The Theatre Stage option gives equal billing to two leading co-stars – beauty and practicality. The beauty part is a given – a scene-stealing design element that is strikingly elegant. Because the bath is partially sunk into the stage, it gives the illusion of being molded into its surroundings and actually appears to emerge from the stage, rather than being set upon it. The stage actually makes the tub itself appear smaller, creating a pleasing sense of proportion, while at the same time defining the tub as the center of the room. Practicality also plays a major role here. The stage has the added benefit of making the tub safer and easier to get in and out of, with lower sides to step over that are attractive features for seniors, children, and people with mobility impairments.

Theatre Stage installation is offered with a variety of beautiful BainUltra tubs – the striking Amma®, the modern Essencia®, the refined Balneo®, and the Asian-inspired Origami®. It is compatible with all the functionalities of these lines, accommodating a full range of therapeutic options.

Get inspired by the new world of possibilities offered by Theatre Stage installation. It unveils a singular concept in bathroom design that is sure to earn accolades, as well as a renewed emphasis on wellness rituals that serve as a backdrop for a healthier, more balanced approach to life.

#### ABOUT BAINULTRA

BainUltra, a Canadian company, has spent more than three decades helping customers throughout North America improve their personal health. While they've pioneered the development of therapeutic air jet baths, their mission over the years has evolved. Today, they offer an integrated line of products that help consumers improve relaxation, health and well-being right in their own homes. It is BainUltra's hope that the world might embrace a new art of living in which we slow down, listen to what is within, and enjoy more harmonious and enduring relationships with one another.

For more information about the BainUltra collection and dealer locations, visit [www.bainultra.com](http://www.bainultra.com) or call 1-866-344-4515.



Please contact our publicist in the U.S. and Canada, Jennings and Company for more information or high resolution images at 941-351-1005 or email Linda Jennings at [Linda@jenningsandcompany.com](mailto:Linda@jenningsandcompany.com).