



# AWAKEN THE SENSES WITH THERMASENS™

A NEW BATH CATEGORY DESIGNED TO REBALANCE BODY AND SOUL.

FOR IMMEDIATE RELEASE: FEBRUARY 4, 2013

**(Quebec, Canada)** With over thirty years' experience helping consumers improve their well-being, BainUltra® is once again leading the way with ThermaSens™, its new category of therapeutic bathtubs. This innovative product awakens the senses (touch, smell, hearing, and sight), inviting new therapeutic experiences through a combination of therapies and enhanced comfort. Slipping into a ThermaSens bath is like immersing yourself in the calm and soothing waters of a lake, leaving you with a sense of fulfillment and tranquility.

ThermaSens was inspired by the enveloping warmth and therapeutic benefits of Roman baths, and by the senses, which are a portal to all human experience. It was designed to address the needs of consumers in today's stress-filled world by improving the conventional bathtub to promote personal relaxation, health, and well-being.



**This category of bathtub incorporates new technologies AromaCloud™, chromatherapy, and WarmTouchShell™.**

< **AromaCloud** is an aromatherapy diffuser seamlessly incorporated into the bath deck of ThermaSens tubs. It releases a fine mist of essential oils that retain their therapeutic qualities and are readily absorbed. AromaCloud delivers the benefits of the oils, whether for their toning, anti-inflammatory, or regenerating properties, allowing users to immerse themselves in a calming aromatic mist of therapeutic goodness.

## ThermaSens™ baths feature three therapies supported by distinct technologies for a range of benefits.



Combined with **chromatherapy**, the soothing haze envelops the bather in an environment where the billowing mist and suffused colors create a harmonious synergy. A fully integrated light system allows users to choose from six different colors and experience the energy vibrations and multiple therapeutic benefits of various hues. Red stimulates the senses, blue soothes the heart, and green stabilizes the emotions, providing a range of possibilities to customize a unique and energizing user experience.

Another new technology featured in the ThermaSens bathtubs is **WarmTouchShell**.

Heating zones built into the bath's inner shell that provide a warming touch to the parts of the body that need it most. These WarmTouchShell zones are located on the bathtub headrest, backrest, and seat, where they quickly reach a temperature of over 101°F, creating a warm cocoon-like sensation and a state of comfort and relaxation for the bather.

The ThermaSens category of baths is for people seeking personal well-being and an opportunity to enjoy the therapeutic benefits offered by therapy tubs. It was designed with women in mind, but is in fact ideal for anyone seeking to escape the hustle and bustle of everyday life for a moment of intense relaxation and contemplation through sensory stimulation. Its silent therapeutic technologies are also well suited to the high-end condo market as they offer a prestigious product that meets industry standards.

With ThermaSens, BainUltra is asserting its position as the pioneering leader in therapeutic bath technology. Our baths are designed to enhance relaxation, health, and well-being. All BainUltra products let consumers design their own personalized space tailored to their specific needs and to create a bathroom where they can fully experience their relaxation, health, and well-being rituals. Now they can enjoy therapies that have been around since ancient times and that are incorporated directly into their bathtubs, enabling them to benefit from personal care rituals that help them regain a state of well-being.

### 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.

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