

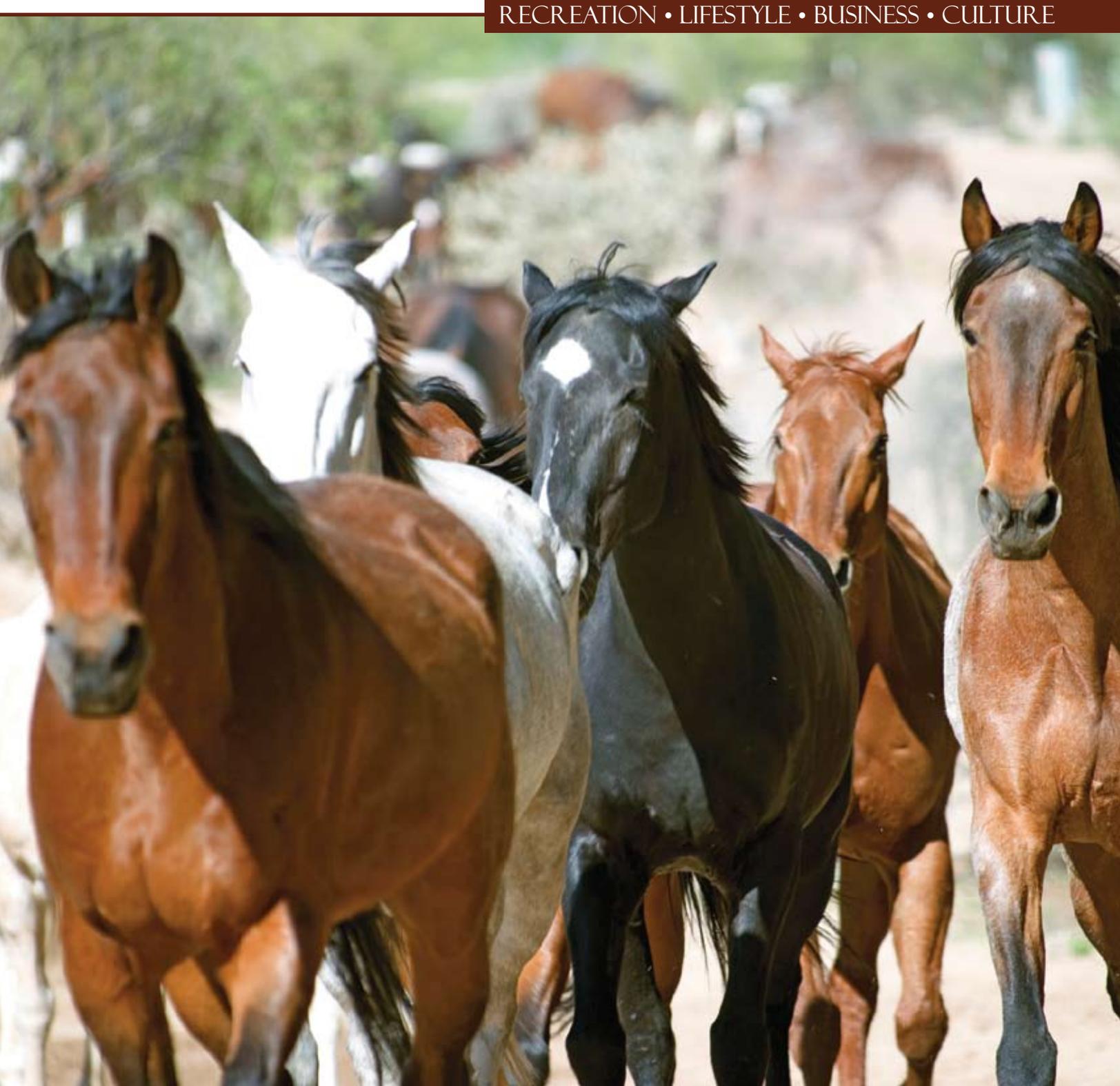
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SPRING 2009



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TO YOUR HEALTH

West Coast Saunas

INFRARED SAUNA AND HEALTH



"Imagine, relaxing and distressing and burning up to 600 calories or more in a single 30 minute session... the equivalent of running two to three miles."

In the modern world sauna is surrounded with an aura of health, beauty and relaxation. Many articles and books agree that sauna (sweat lodge, thermae, hammam, banya - substitute what you like) was used by Finnish (Indian, Ancient Greek, Turkish, Russian) people from ancient time to modern days and was a proven way to become more healthy and good-looking. Today, a sauna is associated with a healthy lifestyle and traditional medicine.

Typically, the sauna has been a luxury amenity that vacationers indulge in while away. However, many consumers are purchasing infrared saunas and enjoying them from the comfort of their own homes. Imagine, relaxing and distressing and burning up to 600 calories or more in a single 30 minute session... the equivalent of running two to three miles.

An Infrared Sauna helps by providing heat to its occupants through heaters which produce infrared radiant rays. Like Finnish Saunas, steam is not used by infrared saunas, but infrared radiation is used directly to heat the sauna. Infrared ray is the gap between the electromagnetic radiation of wavelength and radio waves. Conversion is a process where the radiation helps the body to heat, instead of heating the air around the occupant.

West Coast Saunas CEO, Fred Abawi says, "With all infrared saunas, the temperature is much lower but the infrared heat safely penetrates the body much deeper, up to 1 3/4 inches versus the 1/8-inch penetration by the traditional sauna. Doctors typically recommend that a person remain in a traditional sauna no more than 20 minutes due to the extremely high temperatures, which can put a strain on the heart."

Infrared saunas are growing in popularity as doctors around the world are recognizing the health benefits they provide.

"After many years in family practice, I have encountered many patients with severe arthritis, cardiovascular problems, and chronic fatigue syndrome. With West Coast Saunas' infrared therapy, many of my patients have benefited dramatically," states Dr. David Graham of San Diego, California.

Saunas help the body to release dangerous toxins through sweating. Toxins such as mercury, lead, car emissions, tobacco, mold, etc. can build up quickly. Frequent release of these toxins prevents them from building up in the body and causing possible disease and premature aging.

Other health benefits often enjoyed by sauna users include lower blood pressure, pain relief, increased energy, weight loss, soothing relaxation, stress reduction and overall good health.

Generally an infrared sauna is a wooden box or wooden room that contains infrared heaters. The infrared heater which produces radiant energy is much like the heat produced from the sun. However, not all infrared saunas are the same.

"A seal to look for when buying a home sauna is the ETL seal of approval. This

stands for Electrical Testing Laboratories. The seal ensures the sauna is 100 percent electrically sound, and to qualify, the sauna must undergo much scrutiny to attain the seal." says Abawi. **P&P**

West Coast Saunas, founded in 2000, manufactures its own saunas and sells them factory-direct to consumers. The company's manufacturing facility conforms to ISO 9001 certification and is ETL Certified.

For more information:

www.westcoastsaunas.com

www.thetruthaboutsauanas.com

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