

STARPOOL

wellness concept

Starpool and the Aufguss season

A sauna ritual of Nordic origin that is becoming more and more popular in Italy. The beneficial effects of the essential oils and of the heat combine with the suggestive choreography and music skilfully selected by the Aufgussmeister.

An extraordinary multi-sensory experience that can be found increasingly often in Italy's spring resorts, spas and hotels.

Ziano di Fiemme, 13th December 2022 _ Over the years, **Starpool** has shaped an innovative wellness concept with areas and programs revolving around the individual and their health and wellness needs, and oriented toward the promotion of harmony between body and mind. Through the formula "heat, water and rest" - the successful combination of centuries-old traditions and scientific research, the company works to offer actual benefits and spread the culture of wellness, whose roots reach back to almost a thousand years ago and that live again today thanks to the **Aufguss** ritual.

Borrowed from the **medieval Northern European tradition**, it has become popular in Italy among those who are in search of experiences of **holistic well-being** that involve all the senses.

Those who tried it in wellness centres and spa, look for it again - and find it, for their moments of leisure and relaxation - in the best facilities with a wellness offer.

But what exactly is an Aufguss ritual?

A multi-sensory experience to live in the sauna, where the **Aufgussmeister** - that is, the sauna master - conveys the culture and tradition of this ritual to the guests.

Originally introduced to warm up the body more quickly and spread the heat evenly inside the sauna, today the Aufguss ritual is appreciated for the suggestive and embracing atmosphere it creates.

Inside the sauna, where the temperature reaches over 90°C, the Aufgussmeister pours water or ice balls rich in **beneficial essential oils** onto the stove, thus releasing scented steam which is then skilfully directed towards the guests thanks to the rotating towel movements performed in a suggestive choreography. This technique increases the heat perception, favouring greater skin perspiration. The ritual adds up to the typical benefits of a session in the sauna: stress reduction, cardio-vascular training, muscle relaxation and tissue oxygenation.

Lights and music complete the experience that, thanks to the pleasant scents and the captivating choreography of the sauna master, engages all the senses. This is how the effort required of the body because of the intense heat is transformed into an exhilarating and energetic moment.

Aufgussmeister: the sauna master

In addition to the products, technologies, and materials by Starpool, the quality of the Aufguss experience depends on the sauna master - that is, the Aufgussmeister. The sauna master is the one welcoming the guests, providing instructions on how to behave inside the sauna and, of course, performing the Aufguss rituals.

Each sauna master has their own style: the music, the combination of lights, the choice of essential oils and the choreography enhance this ancient multi-sensory ritual of psycho-physical well-being.

The **professional career of the Aufgussmeister** combines a thorough specialistic preparation with new possible careers in the sectors of tourism, hospitality, and wellness, for clients that are growing increasingly conscious and demanding.

Aufgussmeisters can be **trained in different schools** and the **certification, issued by AISA** - Italian Association Saunas & Aufguss, is the crowning of a diverse education that includes knowledge in healthcare, aromatherapy, and psychology, as well as the mastery of the moves that ensure the greatest possible benefit to the guests.

Where to enjoy the Aufguss experience in a spa by Starpool

From the Dolomites' peaks to Lake Garda, from Verona to Padua and up to Bolzano, numerous facilities offer this ritual and have chosen the Fiemme company as their wellness partner.

[Aquardens](#), not far from Verona, is the largest spring resort in Italy and second largest in Europe - in its 10th year of activity. The Aufguss ritual is the feather in the cap of the wellness offer of the **Sauna Village** inside the resort. The facility boasts a **wide range of rituals and treatments** and has no fewer than **three different types of saunas**: the **contemporary sauna by Starpool**, which can accommodate up to 130 people, the **celtic sauna** - again by Starpool - **accommodating 80 people**; and lastly the Russian banya, created with original Finnish materials and characterised by an intermediate accommodating capacity with respect to the former two saunas.

The rituals can be experienced in all three saunas, often with two Aufgussmeisters to get the maximum benefit and involvement for the guests.

Aquardens is also an AISA branch, and in 2021 it hosted the Italian Aufguss championship, which was won by two of its employees, proving the quality of the experience at Aquardens.

At [Manna Resort](#) in Montan - Bolzano, a unique, cosmopolitan facility that blends perfectly in the surrounding landscape, the Aufguss ritual is performed twice a week. Here, the rituals take place inside the Finnish sauna by Starpool, which can accommodate up to 8 people: a cosy environment for a private experience, in line with the resort exclusivity, where the wellness offer is based on the oriental traditions. Water is the main element of both treatments and spas, with steam bath, Mediterranean bath, soft sauna, Finnish sauna overlooking the woods, emotional showers, indoor and outdoor pools, and ice fall. The offer is completed by a small outdoor bio-lake, where it is possible to bathe thanks to the complete lack of chemical treatments.

At [Garda Thermae](#), overlooking Lake Garda, the Aufguss culture is read through the lens of the German tradition: no bathing suits or polluting agents of the sort, to ensure hygiene and make the most of the ritual benefits. Indeed, the peshtemal is used to cover the nudity, and private areas to shower before and after the sauna sessions are available. With its tradition ranging from hospitality to school and training as AISA centre, Garda Thermae can count on no fewer than 12 sauna masters, an Aufguss per hour and choreographies with two Aufgussmeisters, for an even more fascinating experience, inside the embracing saunas designed by the Fiemme company.

At [Olympic Spa Hotel](#), in the Fassa Valley, the Aufguss experience can be enjoyed in the Finnish sauna by Starpool, overlooking the Dolomites' woods that surround the facility. This immersive experience also involves the sight, creating a connection between the inside and the outside of the sauna in a continuum between the environment inhabited by man, and by nature. Alex, Sauna Master, is the one who welcomes the guests every day: he celebrates a ritual where emotions and thoughts are captured by the harmonic movements and the scents of

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the essences flowing in the air. The ritual is scheduled once a day for the whole week, except for Friday and Saturday when the rituals are performed three times a day.

Last of the list is [Hotel Gardena](#), at the heart of the Dolomites and just 200 metres away from the ski-lifts and from the modern connection through escalators and moving pavements leading to the centre of Ortisei, at the cable car for the Val Gardena and Sellaronda ski circuits.

Water and fire, relaxation, and vitality: the formula that characterises the hotel Spa offer. Here, an average of 15 people per day choose the Aufguss experience at one of the 2 available times, guided by the sauna master who presents new essential oil scents each time and conveys the culture of wellness to the guests.

Starpool - Wellness Concept made in Italy

For almost 50 years, Starpool has realised products and services designed to achieve mental and physical well-being. Focusing on the individual, with the goal of making wellness an accessible and daily practice, it creates spaces and programs to suit everyone, with the collaboration of designers, companies, and operators in the sectors of hospitality, health, sports and beauty. All of this is done on the basis of a tailor-made wellness mission, for a customised wellness that makes its way in the home private world, as part of everyday life.

At the root of it all, there lies Starpool's DNA: heat, water and rest, whose alternation generates genuine benefits that positively influence people's lives, from preventive care to muscle recovery, from the daily exercise to live well to mental wellness.

Casa Starpool is located in a true open-air spa, the Fiemme Valley, from which it draws constant inspiration in a continuous exchange, borrowing its raw materials, like the wood, and giving back a constant and daily commitment for a future in name of sustainability, starting with the development of innovative technologies for energy monitoring and saving.

With over 4.000 realised spas, Starpool is present in 78 Countries worldwide, with 4 foreign branches and 26 distributors.

<http://www.starpool.com/>

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Press office Starpool DOC-COM

Media relations: Sara Montali sara.montali@doc-com.it - M. + 39 347 9665770

Press office: Greta Vecchi starpool.press@doc-com.it - T. + 39 338 7088335

www.doc-com.it