

STARPOOL

wellness concept

Starpool reveals the secret to longevity at Fuorisalone 2024 in Milan

From Monday 15th to Sunday 21st April, the Fiemme brand presents its format 30-minute Longevity Experience at its Showroom at 27, Via Durini in Milan.



Ziano di Fiemme, 03 April 2024_ The beauty ritual alone cannot be considered as a state of well-being. **Starpool's** constant research activity on **longevity** led to significant scientific progress on healthy ageing.

Beauty used to be considered a purely physical ideal, but now a **new wellness concept** connected to one's **mental and physical status** is rising, and it is one that results in the reduction of the inflammation deriving from many of the diseases and troubles of ageing. There's the origin of the new programs and treatments by Starpool, developed from scientific research with the aim to make wellness a daily practice for a healthier lifestyle.

It is precisely through technological innovation and research that Starpool created **Longevity Spa** a cutting-edge format designed for those who want to enhance their offer with a complete and innovative solution for preventive care. **Longevity Spa** combines the benefits of cryotherapy, dry floatation with the physiological effects of heat, photobiomodulation and hydrogen inhalation. Faithful to Starpool's DNA, ever founded on the right alternation between heat, water and rest, the Scientific Research Department developed specific programs of use which ensure a targeted action on stress, sleep quality, performance and longevity, thanks to the combination of the different types of equipment. The format **Longevity Spa** includes four technologies: **Zerobody Dry Float, Zerobody Cryo, Molecular Hydrogen Booster and Photobiomodulation.**

Zerobody Dry Float

Relaxation happens with **Zerobody Dry Float**. A unique and patented system, taking advantage of floatation in zero gravity over 400 litres of water at body temperature, without having to get wet or undressed.

In a triumph of heat and colour lights, with a gentle lumbar massage and freed of any external stimulus, the body can relax and enjoy a unique sensory experience, while the mind can express its extraordinary potential. Thanks to the **lessened weight perception** and to the dry environment which does not alter the vestibular system, the brain detects a chance for relaxing and decreasing the involvement of the neuromotor system, triggering a virtuous mechanism of physical and mental regeneration. The Dry Float Therapy improves blood flow and stimulates the **cardiovascular system**, thanks to the activation of the parasympathetic system.

The software of use of Zerobody Dry Float includes the Brain Training programs which, if combined with the regenerating power of the Dry Float Therapy, favour cognitive enhancement and psycho-physical balance, helping to maintain it in the long term. The programs supplied with Zerobody Dry Float include: five audio-guide Mindfulness programs developed with neuroscientist Nicola De Pisapia, five guided breathing techniques developed with freediving world record-holder Andrea Zuccari, and five relaxing music tracks.

Zerobody Cryo

Low temperatures have always entailed both physical and mental benefits. An ancient technique that was originally carried out through immersion in icy water and that is today interpreted by Starpool from a modern perspective, with a product that ensures all the benefits connected to cold therapy. **Zerobody Cryo** is the newcomer at Casa Starpool and takes advantage of the benefits of **cold**: its regenerating power becomes the best ally of psycho-physical well-being. Zerobody Cryo offers the same physiological response and benefits as **cryotherapy** with liquid nitrogen and cold water immersion, thanks to its membrane with two flaps, each equipped with a water circulation pipe, which allows for the appropriate heat transfer with the water underneath at a temperature of 4-6°C, as well as the right immersion coefficient.

This allows users to make the most of the advantages offered by **cold therapy**, with yet greater versatility and significantly reducing overall risks thanks to its dry functioning.

Science confirms it: capillaries and blood vessels, stimulated by the **vasoconstriction** generated by the cold and by the subsequent vasodilation, are trained and strengthened, like the muscles. In addition, cryotherapy has countless immediate and natural benefits: from the reduction of muscle pain and inflammation, to the strengthening of the immune system, to the decrease of oxidative stress levels, to metabolism enhancement with increase of endorphin production, it offers **analgesic, anti-inflammatory** and **antiedematous** effects known and appreciated since ancient times.

Molecular Hydrogen Booster

Longevity becomes part of our daily life thanks to **Molecular Hydrogen Booster**, the practical nasal inhalation system that can be used in any context and at any time. An innovative technique that is easy to use and offers a huge variety of psycho-physical benefits in the long run: as a matter of fact, **molecular hydrogen** is a powerful antioxidant that delays cell ageing and promotes cognitive enhancement.

Specifically, molecular hydrogen may act on neural function too, and in particular on memory and focus. It helps to reduce anxiety and to promote good mood, thus improving our natural ability to fight stress. **Molecular Hydrogen Booster** is used also as a beauty treatment, especially to take care of skin blemishes.

Photobiomodulation

Photobiomodulation is an innovative and non-invasive therapeutic technique working with the emission of **light energy at low frequency** that impacts positively on people's health. The specific wavelengths of this light penetrate the cells through the skin, like the sun rays, giving them new energy which will make them function more effectively.

Photobiomodulation is as simple a treatment as it is effective, based on modern scientific research. It impacts the mechanisms of cellular energy production, increases localised blood flow and favours the elimination of toxins, bringing oxygen and nutrients to the tissues. It is also a valuable support for **health and beauty** as it promotes the production of cell energy, **improving the intake of nutrition and oxygen, which results in the boosting of collagen production**. For this reason, this technique is also useful in case of lesions, as it accelerates the healing process. Photobiomodulation can have a beneficial effect on brain cells, favouring focus and mental sharpness.

Preventive care connected to healthy ageing is a new way of taking care of yourself. From Monday 15th to Sunday 21st April, you can discover true well-being and ease the stress caused by the Milan Design Week in the new Longevity Spa by Starpool at 27, Via Durini.

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 83 Countries worldwide, with 4 foreign branches and 32 distributors.

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