



MEDIAKIT 2025



COMPANY HISTORY

Starpool is an Italian company that, for almost 50 years, has designed and realised **innovative solutions for people's health and well-being**, offering authentic benefits to favour the harmony between body and mind.

Founded in 1975 in the Fiemme Valley, thanks to the initiative of Ardelio Turri, father of the current CEO Riccardo, with the aim to spread the **culture of wellness**, on the basis of technological innovation, scientific research and meticulous attention to detail.

In the creation of **complete and functional wellness programs**, the goal of the company is to achieve the ideal dimension of individual well-being - to be experienced not only in spas, but also in everyday settings wherein design is in the service of individual needs, thus making wellness a more accessible practice and a daily achievement.

The company works both in the sector of Private Wellness, with products of professional quality that are nevertheless designed and created to blend perfectly in the home setting; and also in the one of Commercial Wellness, with innovative solutions that meet the needs not only of hotels and day spas, but also those of different segments, such as the corporate, fitness, professional sport, preventive care and beauty.

Starpool designs unique and customised environments that suit every requirement in terms of space, design and function. With over 20.000 possible configurations, Starpool provides its know-how, project consulting and engineering, training courses, technical support, predictive monitoring and methods of usage validated by science.

Starpool in Italy and worldwide

Casa Starpool, the headquarters in the foothill of the Trentino Dolomites, is made of spaces that are designed to favour the sharing of wellness ideas and experiences. Its doors are always open for the guests and clients who want to observe all the realisation phases of the Starpool Wellness Concept.

The company features offices, production departments, a Training Centre, four Showrooms, a company gym, a Wellness Terrace, a Corporate Spa, a Research and Development department, a scientific research department, a Recharge Room available to the employees, and a hospitality area for both national and international events.

Casa Starpool accommodates over 100 employees, who share values and vision, working every day for the creation of wellness solutions to improve people's quality of life.

Working at Casa Starpool also means being able to benefit from an innovative project fostered by the Fiemme company to favour prevention and the holistic daily well-being of the employees. **"The more we are aware of our well-being, the more we can contribute to improving our clients'. Wellness starts with us".**

Starpool takes care of the people working at the company every day to make good of the daily commitment to create Wellness solutions for a better quality of life.

With 32 distributors between Europe, Middle and Far East, the company is directly present in 83 Countries, among which Europe, Saudi Arabia, Australia, China, Egypt, India, Indonesia, Israel, Kazakhstan, Malaysia, Romania, Singapore, Thailand, UAE and USA. The four foreign branches keep in constant contact with the headquarters in Ziano di Fiemme, which realised over 4000 Starpool spas worldwide.

The company takes part in national and international events dedicated to the sectors of hospitality, architecture and sport and attends the sector fairs like Salone del Mobile and Fuorisalone, Cosmoprof and Fibo.

STARPOOL METHOD

At the heart Starpool's DNA are products and programs realised by combining **heat, water and rest**: «A formula of ancient origins, which is the very essence of our every project», explains the CEO Riccardo Turri.

Starpool has progressed significantly, becoming a holistic partner in the Wellness sector not only through the design of spas, but also offering services for architects and designers, hotels, companies, sport centres and gyms, beauty centres and private clients. The **Starpool Method defines and promotes functional protocols of usage for individual health and well-being needs with innovative and effective solutions for all the multiple sides of wellness**. For these new market areas, Starpool proposes exclusive formats that combine cutting-edge technologies with programs of usage validated by scientific research.

Social spa

Starting from an in-depth analysis of the desires of Spa patrons and the continuous activity of the Scientific Research Department, Starpool identified the health goals where the company products can have the most valuable impact: **stress management, sleep, psycho-physical performance and longevity**. These health domains, globally recognised as a priority for a healthy and fulfilling lifestyle, are today

the pillars sustaining the Starpool Method and research activity, resulting not only in high-performance products, but also in methods of use and targeted programs to act effectively on the above goals.

SPA_SYSTEM® PRO

A spa has an infinite potential, but only through a correct usage of the equipment is it possible to make the most of its benefits and build an authentic wellness culture. Entering a spa without goals or logics trivialises even the most complete and exclusive offer.

The guaranteed and safe **spa_system® method** was developed by Starpool in 2012 to allow hotels to **enhance the meaning and value of every Wellness experience, making the most of the available space.**

It was precisely the **constant research activity**, combined with deep knowledge of the wellness industry, to lead to the identification of the **four health pillars**, recognised as essential by the world population, where Starpool can have the best effect through its technologies: **stress management, sleep quality, psycho-physical performance and longevity.**

This was the stepping stone to develop the evolution of spa_system®: the brand-new protocol spa_system® pro.

It is precisely to achieve this result that Starpool undertook this journey with a question: **What are the main needs of spa regulars?**

In order to answer this question on a scientific foundation, Starpool initiated a study in collaboration with a team of thermalism and sport doctors, under the guidance of Dr Alessandro Corsini, then physician for Inter Milan, and of the University of Brescia. The survey revealed that **people seek four main benefits from a a spa experience: relaxation, purification, energy and tone.** Starting from these requirements, Starpool designed the first spa programs, tested both on professional athletes and ordinary people.

THE FOUR STARPOOL PROGRAMS FOR WELLNESS

Over the years, Starpool has solidified its positioning in the market as renowned wellness partner. This led to the creation of an actual in-house Scientific Research Department in 2020.

These four pillars turned into actual spa programs according to the Starpool-certified method: here's the essence of the brand new spa_system® pro.

- **Stress Management** has the goal of containing physical and mental stress to favour the balance between mind and body, increase focus, release tension and train the mind to react to stressful circumstances.

- **Longevity** helps to live healthily, maximizing physical and mental well-being. It is ideal to prevent the onset of diseases connected to ageing, slow down the ageing process in general and improve life quality in the medium and long term.
- **Performance** revolves around mental focus and physical recovery. It is ideal to favour top psycho-physical performance at all times, in sports, at work and in daily life.
- **Sleep** aims to improve the quality of sleep. It is ideal to relax muscle tension, empty your mind and prepare your body to fall asleep.

Each of the four programs – **stress management, sleep, performance, longevity** – is materialised in a specific sequence of technologies that correctly alternate heat, cold reactions and rest, as well as the time to spend in each phase to obtain the desired effects.

A *spa_system® pro* bracelet is associated to each program, illustrating the equipment to use through icons that **correspond to the description plates of the equipment in the spa**. The recommended session duration to make the most of the benefits of the programs is also indicated.

the evolution of *Spa_system® pro*: Brain Room by Starpool

It is widely known, today, that health doesn't just concern the body, but also the mind. Psychological well-being is a fundamental element for a balanced and healthy life. *Spa_system® pro* directly results from this concept, aiming to create regeneration programs that favour mental and physical relaxation in order to improve quality of life.

And, in line with this, *spa_system® pro* introduces – for the first time in the spa sector – an innovative space entirely dedicated to cognitive enhancement: **Brain Room**. Brain Room is a space designed to make the most of the effectiveness of wellness programs **through mental training**. This area allows users to undergo Mindfulness and conscious breathing sessions. These are fundamental practices to reduce stress and improve focus. Brain Room is available in two configurations:

- the first features an ergonomic Lounger and Brain Trainer, an intuitive touch-screen device that guides guests through bespoke audio-guide exercises aimed to promote inner peace and psycho-physical well-being. **Brain Trainer includes**

Mindfulness and Conscious breathing programs developed in collaboration with renowned partners in the fields of sports and science.

- The second version, Brain Room Elite, is characterised by **Zerobody Dry Float** – the only patented system in the world that can reproduce the effects of zero gravity: the body floats over 400 litres of water at body temperature, without the need to get undressed or wet. Thanks to the lessened weight perception and to the dry environment which does not alter the vestibular system, the brain triggers a virtuous mechanism of physical and mental regeneration.

Home spa

Starpool believes that psycho-physical well-being is an actual training for a better life. For this reason, it offers its clients customised protocols to deal specifically with stress management, sleep quality improvement, psycho-physical performance optimisation, muscle recovery and longevity promotion. These programs **turn the home spa into a place of authentic regeneration, blended perfectly in the daily routine.**

Corporate Wellness

Another one of Starpool's goals is to reactivate the individual health potential and vitality through moments dedicated to mental and physical regeneration in the work environment. This is the principle that guides the company in the design of spaces dedicated to **Corporate Wellness**. The Scientific Research Department works with the companies to define the better configuration for their Recharge Room. Recharge Rooms are spaces of mental and physical regeneration, where it is possible to work on stress management, the improvement of the immune system and the enhancement of the cognitive and creative abilities. The different possible configurations of Recharge Room allow to easily and effectively combine the most suited products for wellness at work: dry floatation, molecular hydrogen and Brain Training programs, bringing all the benefits of Mindfulness and breathing techniques to the daily routine at work.

Recovery and performance

Both in professional and amateur sports, recovery represents a fundamental element to ensure high-level performance over time. Starpool responds to this need through the creation of

Recovery Lab was designed to meet the requirements of sport clubs that want to innovate their Performance Centres with an area entirely dedicated to recovery.

Recovery Lab is the result of an accurate designing of spaces and cutting-edge equipment, combined with programs of usage that blend in perfectly in athletes' training schedules. It is right in these versatile and innovative spaces that athletes can benefit from the physiological effects of dry floatation, of cold therapy, of the sauna heat and of infra-red therapy, for top performance at all times.

The Scientific Research Department in Starpool works alongside the team of athletic trainers to develop an ideal recovery program, including specific programs to follow before and after the training, on rest days and in case of injury.

Longevity

Planning regenerating experiences and treatments aimed to manage stress, improve sleep, optimize psycho-physical performance and promote longevity, has become a priority for wellness operators. The programs dedicated to healthy ageing designed by Starpool are actualised through **Longevity Spa**. An innovative approach designed for those who want

to devote space in their centre to preventive care and longevity. The variety of treatments available thanks to the innovative Starpool products is designed to be in line with the requirements of a market that is growing more and more attentive to the concepts of living well and prevention.

Beauty treatments

For Starpool, **beauty treatments** are a crucial element to overall well-being. For this reason, the company experts work with beauty centres and hotels offering support in the design phase and in the choice of equipment. Treatment Room is an innovative format available in seven different configurations combining the cutting-edge products of the Fiemme brand with programs of usage and exclusive rituals that support the operators and help them maximise the effectiveness of their treatment.

SCIENTIFIC RESEARCH AND THE DEVELOPMENT OF THE STARPOOL PRODUCTS

Starpool commits every day to meeting the challenge of improving people's quality of life fully, with the invaluable support of science in this journey to understand how to optimise the products dedicated to well-being, health and self care. The pillars underlying the scientific research activity are **stress management, sleep improvement, performance optimization and longevity**. These are also the global health challenges where the wellness solutions by Starpool can have a real impact, and are also the reason behind the choice of establishing an in-house Scientific Research Department.

Starpool also has an in-house Research&Development Department, where a team of engineers, developers and programmers work every day to develop the best Wellness solutions, to combine design, technology, innovation, quality and hygiene, comfort, reliability, and duration.

Starpool has no less than 16 patents, now an innovation must-have in the wellness sector.

Among the prominent Starpool partners in the medical, sport, and neuroscience fields, there are the Rockefeller Neuroscience Institute (RNI) of the West Virginia University, the Laureate Institute of Brain Research in Tulsa in Oklahoma, the University of Brescia, Mapei Sport of Olgiate Olona - Varese, Physical Therapy Lab, Pro Motus in Bolzano, and ProVita Physiotherapie Zentrum in Germany.

SMART TECHNOLOGY BY STARPOOL

Starpool has always believed in environment protection and that work in service of Wellness should contribute to an ever greener future. For this reason, all Starpool products are designed to ensure energy consumption efficiency. The Starpool team develops sustainable products and technologically performing systems, increasing the connectivity to a computer network that is more and more sophisticated and, at the same time, user-friendly.

*This resulted in the creation of **Green Pack**, a software that allows to reduce energy consumption thanks to smart detectors that prevent needless steam leakage, control the heat and humidity of the environment, and maintain a constant temperature through energy load management, thus ensuring an average 20% energy saving.*

***Eco Spa Technology** is a software designed for professional use in hotels, day spas, beauty centres and fitness areas. It is an innovative monitoring system that allows to centralise the management of all the installed products and to measure, constantly and in real time, the pre-set parameters of the equipment in the spa.*

***SIM 4.0** is a subscription that allows access to Eco Spa Technology, through a smart phone, laptop or any other personal device with an internet connection, to manage the products remotely. In addition, it displays on a dashboard the relevant telemetry for the management of products, such as real-time graphs of consumption, entries and alarms. As an extra service, thanks to Starpool Business Intelligence, it is also possible to receive a three-monthly report on the operation and use of the installed products. The report allows to optimise the management of the Spa, considering the real usage conditions.*

*Lastly, the innovative Starpool app - **My W-Place** - allows to monitor and manage your home spa remotely. And that's not all: thanks to My W-Place, it is possible to have the Brain Training programs of Mindfulness and guided breathing techniques, as well as relaxing music tracks, right at hand, for wellness to become part of your daily routine. Thanks to the app, it also possible to customise the equipment usage, choosing from the various programs that act specifically on sleep, muscle recovery, stress management, and longevity.*

STARPOOL FOR PRIVATE WELLNESS - <https://www.starpool.com/it/per-la-casa>

Creating a wellness area at home to devote quality time to regeneration and relaxation is a turning point in wellness culture.

A private dimension where to take care of oneself allows our body to recover energies, and our mind to find calm and peace at the end of the day, so as to restore our psycho-physical balance, put to the test by a frantic routine and lifestyles that are less and less healthy.

The contemporary design of the solutions by Starpool blends perfectly in the comfort of your home. Taste, colours and shapes characterise the designer elements that become part of a ritual that helps people to achieve both mental and physical benefits. The creations by Starpool are the perfect union between tradition and innovation. The local raw materials become a true interior design concept, enhanced by the technology integrated in the beauty of the products.

Home solutions by Starpool

Home and Residential Complex Spa - *The Starpool solutions dedicated to the private sector are faithful to the most ancient rituals of self-care. Not just solutions for authentic and exclusive well-being, but also unique home décor items to enjoy in one's daily life at home.*

Thanks to a careful design of the spaces, the team of experts creates actual Wellness oases, with products that bring all the quality of a professional spa right at home. The technological innovation by Starpool transforms a home in a highly efficient and sustainable place. At the same time, the programs of usage validated by the Scientific Research Department allow to make the most of the equipment in order to meet the unique and individual needs of each user. This is how a Wellness experience is transformed in a daily practice for self-care.

Outdoor Sauna - *The Outdoor solutions by Starpool are designed to create a synergy with the surrounding environment. Enjoying the contact with nature is not only a*

deeply rooted human need, but also an excellent strategy for the physiological and mental balance.

Nature Sauna Personal is the outdoor home solution by Starpool, to enjoy wellness in a private and cosy space. The quality of the professional version developed for hotels enclosed in a product designed for private use, and easily installed in your garden or terrace.

Sleep Station - Zerobody Dry Float is the innovative proposal by Starpool to create a corner at home to devote to sleep quality with effective solutions characterised by exclusive design. This technology brings to your home all the benefits of dry floatation, internationally recognised as one of the most effective antidotes to stress. Thanks to its patented system, it allows the body to float in zero gravity on more than 400 litres of warm water, favouring deep relaxation. While the **Dry Float Therapy acts on the body favouring a state of deep relaxation**, the Mindfulness programs and the guided breathing techniques promote mental balance: an effective solution to regain psycho-physical well-being comfortably and quickly.

Recovery Station - Designed for athletes who intend to devote a space at home to recover and health promotion, it allows them to continue their training programs even on rest days and improve their performance. The technologies dedicated to Recovery Station stem from Starpool's experience alongside great international sport champions, and bring all the benefits of the Finnish sauna, infra-red therapy, dry floatation and cold therapy to your home, combining them to make the most of the equipment benefits before and after training.

Home products by Starpool

Finnish sauna - The Finnish sauna is the ideal cabin where to unwind, reduce stress, strengthen the airways, relax your muscles and oxygenate your tissues. The dry and intense heat in the sauna embraces mind and body, purifying and reinvigorating both. The temperature, which reaches 80-100°C, envelops the body in a regenerating embrace, while the wood conveys an intense and strong sensory experience.

Steam Room - The intensity of heat and the lightness of the steam combine to create steam room, a regenerating oasis of absolute psycho-physical well-being. Air, steam and scented fragrances combine and gently rest on the skin, making natural exfoliation easier and increasing perspiration. The temperature of 45°C and the humidity rate of 98% relax the body naturally, favouring the production of serotonin, the hormone of happiness.

Infrared Cabin - It is an innovative Wellness technique taking advantage of the power of infra-red rays. A technological innovation that promotes blood circulation, favours skin healing and relaxes muscles. The heat is spread by specific infra-red lamps from the ergonomic seat, for authentic and deep well-being.

Steam Shower - A shower that combines in an only environment the moist and relaxing heat of the steam typical of the steam baths and the regenerating freshness of water. The daily shower turns into a moment of pure relaxation that enhances body care in an extraordinarily normal action. A complete solution that grants real benefits, toning up and hydrating skin and strengthening the airways.

Reaction Therapy - After the exposure to heat, an appropriate “cold” reaction stops the body overheating, has a toning effect, favours vasoconstriction, balances the cardiorespiratory system and ensures mental freshness.

The Starpool products dedicated to Reaction Therapy are:

- **Ice Fall**
- **Shower one**
- **Cold Water Blade**
- **Shower Head**
- **Cold Storm**
- **Cold Breeze**
- **Cold Rain**

<https://www.starpool.com/it/prodotti/reaction-therapy>

Experience Shower - An actual multi-sensory journey, the warm shower is complete with fragrances and soft colour lights, offering moments of utmost pleasure - either at the beginning or at the end of the daily moments dedicated to wellness.

Relaxation - End phase to every Wellness experience, rest naturally happens thanks to the relaxation solutions by Starpool. An essential moment so that all the beneficial effects of the treatments can fully happen and become visible. It is for this reason that Starpool designs relaxation areas with the utmost care and dedication. **Sweetchair, Starlongue, Daybed, Starlit, Bridge Lounger and Synua Lounger** are the relaxation solutions created by the Fiemme company for mental and physical well-being. The beauty of design and uniqueness of materials blend perfectly in the daily routine.

<https://www.starpool.com/it/prodotti/relax>

The **Health Innovation** solutions developed by the Scientific Research Department in Starpool aim to regenerate body and mind through innovative technologies that are also versatile and user-friendly. They are:

Zerobody Dry Float - The only patented system in the world that can reproduce the effects of zero gravity: the body floats over 400 litres of water at body temperature, without the need to get undressed or wet. Thanks to the lessened weight perception and to the dry environment which does not alter the vestibular system, the brain triggers a virtuous mechanism of physical and mental regeneration.

Molecular Hydrogen Booster - Molecular hydrogen is a powerful antioxidant benefiting both body and mind: it slows down cell ageing and favours cognitive enhancement. Thanks to its antioxidant and anti-inflammatory power, molecular hydrogen may act on neural function too, and in particular on memory and focus. It reduces anxiety, promotes good mood, increases the ability to fight stress and favours focus and attention. All of these are fundamental elements to reach a deep psycho-physical well-being that can last over time.

Zerobody Cryo - A one-of-a-kind solution that allows an easy approach to cold therapy. This revolution by Starpool in the world of cold therapy ensures simplicity, safety and accessibility, thanks to a patented membrane that wraps the body completely preventing it from getting wet, while offering the same benefits of cryotherapy and immersion in icy water.

Ice Bath Personal - It offers an exclusive experience for those who want to enjoy the benefits of cold therapy with comfort and effectiveness. Designed to be used by one or two people, it ensures ideal psycho-physical recovery in a customised experience. Thanks to its versatility, it is used both in sport contexts and home settings. The blue LED lights in the pool contribute to creating the ideal environment to take full advantage of the physical and psychological benefits produced by this practice. The filtering system features a skimmer to ensure clean and sanitised water. The water cleanliness is maintained thanks to the constant circulation enabled by a pump controlled through a button. This button also allows the activation of ozone and UV system for effective disinfection.

The external panel of the pool is in Alucobond, a material characterised by great resistance and flexibility, ensuring utmost function and duration of over time even in case of intensive use. The covering in marine fabric lends Ice Bath pro an exclusive appearance and sophisticated design.

Home collections by Starpool

The home collections by Starpool are actual design proposals that seamlessly blend in every home environment.

Resulting from the experience of almost 50 years in the professional sector, with over 4000 spas designed and realised worldwide, these collections are ideal for moments of regeneration and relaxation with products created from home use and characterised by professional quality.

Starpool interpreted both the aspect and the style of wellness products from a modern perspective, applying the innovative design of cutting-edge architecture. A distinctively contemporary style that actualises ancient traditions connected to health and self-care.

The home collections by Starpool are:

- **Soul Collection**
- **Sweet Collection**
- **Glamour Collection**
- **Classic Collection**
- **Shade Collection**
- **Nature Sauna Personal for the outdoors**

<https://www.starpool.com/it/prodotti/collezioni>

STARPOOL FOR THE SECTOR OF HOSPITALITY AND DAY SPAS

<https://www.starpool.com/it/per-il-business/hospitality-day-spa>

Starpool creates evocative spaces characterised by exclusive design, aimed to improve guests' stay in the areas devoted to well-being. The ultimate goal of the Fiemme company to offer extraordinary experienced thanks to cosy places that are a tribute to the ancient wellness traditions and that enhance them with innovation and unique details.

From the wonderful spas to the exclusive pools and until innovative technologies, Starpool shares its values and know-how with the world of hospitality.

The company supervises each phase of the project, from the initial idea to the realisation, in order to identify the most suited solution to meet the requirements and goals of both the facility and the guests. The Starpool products, characterised by exclusive design and a strong identity, enhance the beauty of the environment where they are installed, lending them unparalleled elegance and uniqueness.

The company applies the principle of sustainability to all manufacturing and engineering phases, acting with utmost transparency of the processes and ensuring minimum energy consumption. The creation of the Starpool solutions is based on accurate methods that are measurable over time and subject to meticulous quality control.

The wellness concept by Starpool goes beyond the mere conception of a Spa. Providing authentic well-being requires deep knowledge, competence and skill: the company strongly believes in training as a significant added value to meet the increasing requests of the guests, who are also growing more attentive to their health, and to train the staff that, in turn, needs to be more and more prepared.

Hospitality solutions by Starpool

Thanks to the know-how deriving from experience and scientific activity, Starpool is now able to offer hotels innovative formats that allow to combine their clients' wellness offer with increasingly exclusive and innovative strategies.

Each facility can take advantage of specific products and technological innovation by Starpool to meet any kind of client and need. A wellness partner that uses its experience and competence to train staff and employees through training courses that solidify the competence, teaching the correct application of rituals and programs and offering updates on the most effective management methods to improve the offered services.

The facility guests are more and more demanding: from sport clients, to the users interested in healthy ageing, and until those who want to experience beauty treatments in their free time and to focus on psycho-physical well-being and relaxation even just for a few days.

*In order to meet this range of requirements, the Fiemme company designed **Sp.a_System®**, a method developed in collaboration with a team of thermalism and sport doctors and founded on thorough scientific research about the effects of heat, water, and rest on our body, that offers an innovative method for the use of spas in hotels, with the goal to ensure the best possible experience by making the most of the available spaces.*

It is an intuitive and simple approach that provides the Spa manager with the necessary tools and information to meet the guests' need in the best way, allowing them to orient themselves between the equipment and the offered services. The sp.a_system® method indicates the right equipment sequence to reach a specific goal and the right time to spend in the various areas, as well as important hygiene and behavioural standards. The alternation between the different phases and temperatures, together with the duration and sequence of the various steps, is what

really makes a difference and ensures the beneficial physiological effects of the Spa equipment-

Beside the "traditional" spa, thanks to the developed know-how, Starpool can offer the hospitality sector a range of solutions which allow hotels to integrate their offer with an innovative and exclusive kind of wellness:

- **Longevity Spa**, designed for those who want to devote some space to preventive care and longevity in their facility. According to the dimensions, the available resources and the goals, it is possible to choose one of four different combinations of equipment and specific programs of use: Basic, Pro, Elite and Elite Plus. Each solution is made of different equipment and treatments, combining Zerobody Cryo, Zerobody Dry Float, Molecular Hydrogen Booster, Photobiomodulation and Wellness Coach, according to the available space and the goals to achieve concerning stress management, sleep, performance and longevity.
- **Recovery Class** is an innovative format, resulting from Starpool's experience alongside the big international sport clubs and designed for Active hotels and regular hotels that want to complete their offer with an exclusive area entirely dedicated to recovery after physical activity. This format includes the combination of equipment, innovative technologies and functional programs aimed to improve psycho-physical recovery after training at the gym or outdoor exercise.

Hospitality products by Starpool

Finnish sauna - The Finnish sauna is the ideal cabin where to unwind, reduce stress, strengthen the airways, relax muscles and oxygenate tissues. The dry and intense heat embraces mind and body, purifying and reinvigorating both. The temperature, which reaches 80-100°C, envelops the body in a regenerating embrace, while the wood conveys an intense and strong sensory experience.

Soft Sauna - It offers a unique way of experiencing the sauna, allowing a gradual, slow, and embracing approach. This heat bath that permeates the senses and embrace mind and body to bring harmony between them. Thanks to the temperature that doesn't exceed 50-60°C and a humidity rate of around 50-60%, this sauna is a wellness solution that reawakens the senses, relaxes, tones and moisturises the skin, and reduces stress and anxiety.

Steam Room - It is a regenerating oasis of sheer psycho-physical well-being, where the strength of the heat and the lightness of the steam are joined. Air, steam and

scented fragrances combine and gently rest on the skin, making natural exfoliation easier and increasing perspiration. The temperature of 45°C and the humidity rate of 98% relax the body naturally, favouring the production of serotonin, the hormone of happiness.

Infrared Cabin - It is an innovative Wellness technique taking advantage of the power of infra-red rays. A technological innovation that promotes blood circulation, favours skin healing and relaxes muscles. The heat is spread by specific infra-red lamps from the ergonomic seat for authentic and deep well-being.

Steam Shower - It is a shower that combines in an only environment the moist and relaxing heat of the steam typical of the steam baths and the regenerating freshness of water. The daily shower turns into a moment of pure relaxation that enhances body care in an extraordinarily normal action. A complete solution that grants real benefits, toning up and hydrating skin.

Mediterranean Bath - An exclusive environment, clad in stone, marble or crystal, where the temperature reaches up to 45-50°C, while the humidity rate stabilises around 55-65%. A sensory bath favouring skin elasticity promoting the elimination of metabolic waste and relaxing the back muscles.

Reaction Therapy - After the exposure to heat, an appropriate “cold” reaction stops the body overheating, has a toning effect, favours vasoconstriction, balances the cardiorespiratory system and ensures mental freshness. The Starpool products dedicated to Reaction Therapy are: **Ice Fall, Shower One, Cold Water Blade, Shower Head, Cold Storm, Cold Breeze and Cold Rain.**

Experience Shower - A pleasant and relaxing moment, the Experience shower is an actual multi-sensory journey. The warm shower is complete with fragrances and soft colour lights, offering moments of utmost pleasure - either at the beginning or at the end of the moments daily dedicated to wellness.

Kneipp Therapy - An ancient therapy based on the perfect alternation between hot and cold water. A sensory experience that acts deeply, promoting blood flow, improving tissue circulation and facilitating fluid drainage. A continuous, engaging experience for authentic psycho-physical well-being.

Relaxion

Thanks to the ergonomic seats dedicated to rest all the beneficial effects of the treatments can fully happen and become visible: **Sweetchair, Starlongue, Daybed,**

Starlit, Synua Lounger, Bridge Lounger and I.con relax are solutions designed by Starpool specifically for mental and physical relaxation, which is satisfied in a comfortable and serene environment.

Health Innovation products

Starpool applies scientific research to the creation of wellness technologies. These innovative products are Wellness solutions aiming at mental and physical regeneration, at the improvement of the ability to manage stress, at the strengthening of the immune system and at the implementation of perceptive, motor and cognitive processes.

Thanks to these innovations, the company can offer actual support for people's psycho-physical well-being.

Zerobody Dry Float - A device that takes advantage of floatation in zero gravity over 400 litres of water at body temperature, without having to get wet or undressed.

Thanks to

the lessened weight perception and to the dry environment which does not alter the vestibular system, the brain triggers a virtuous mechanism of physical and mental regeneration.

Molecular Hydrogen Booster - It offers new opportunities to spas and, if combined with traditional treatments, it enhances their effects. By promoting the natural functioning of biochemical processes and reducing oxidation, it favours deep well-being, which reflects on the tissues like an anti-ageing effect.

Zerobody Cryo - The one-of-a-kind solution that allows an easy approach to cold therapy. Innovative in its simplicity, safety and accessibility, this product by Starpool is a revolution in the world of cold therapy, thanks to a patented membrane that wraps the body completely without the need to get wet and that also ensures the same benefits as cryotherapy and immersion in icy water.

Wellness Coach - It is a virtual trainer for the well-being of body and mind. Through an interactive system featuring Brain Training contents developed in collaboration with experts in the field of research and sports, this device turns rest moments in experiences of psycho-physical regeneration, even in small spaces and few available minutes.

Photobiomodulation - It 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 light penetrates the cells through the skin, like the sun rays, giving them new energy which will make them function more effectively. As simple a treatment as it is effective, it is 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.

Ice Bath - A simple and versatile solution, designed to make the most of all the benefits of cold therapy. With a temperature range going from +4°C to +8°C, it offers an ideal environment for recovery in the world of professional sport, gyms and hotels. Characterised by an elegant and functional design, Ice Bath fits perfectly in both wellness and home environments. A way of bathing in icy water to make the most of the benefits of cold therapy. Its technology allows to set the water temperature up to a maximum of +38 °C: so the installation of two adjacent pools allows Ice Bath to turn into an effective solution also for the beneficial alternation of hot and cold temperatures of the Kneipp Therapy.

Beauty Care products

Nuvola- An innovative and patented system to regenerate body and mind, giving a new meaning to the concepts of beauty and well-being. Developed from extensive scientific research about the benefits of floatation in water, Nuvola revolutionises the Beauty sector with the exclusive Dry Float Therapy: the body floats on 400 litres of warm water, without the need to get undressed or wet.

Soffio - It is a special massage bed. The warm water caresses the body through a soft membrane, turning the massage into an unforgettable wellness experience. Conceived with shapes and lines that make it a true design item, all the while making much of the functional aspects.

Spa Table - The Beauty proposal dedicated to peel treatments and cosmetic rituals. Inspired by the ancient traditions of the Roman baths and of the Arab hammams, Spa Table maintains the functional characteristics for a thorough cleansing of the body.

Battista - A high-tech multi-function trolley that supports the operators like a true assistant, and transforms every treatment in a sensory experience of pure well-being.

Raxul - This environment can recreate all the temperature phases of the ancient Roman Baths: in an only environment, it is possible to enjoy the benefits of a heat bath, steam bath and Roman bath. In this way, the beauty rituals become actual programs based on specific wellness goals.

Hospitality collections by Starpool

The design Collections created for the world of hospitality are:

- **Sweet Collection**
- **Soul Collection**
- **Classic Collection**
- **Glamour Collection**
- **I.Con Collection and Nature Sauna for the outdoors**

<https://www.starpool.com/it/prodotti/collections>

Among the main references in Italy and abroad: Hotel Eala in Limone sul Garda, Grand Hotel Victoria di Menaggio, Excelsior Hotel Gallia, Mandarin and the Armani Hotel in Milano, Manna Resort in Montagna (Bolzano), Park Hotel Ai Cappuccini in Gubbio, Six Senses Hotel in Rome in addition to the facilities of the group MIRA Hotels & Resorts, Principe Forte dei Marmi, Lucia Magnani Health Clinic in Castrocaro Terme, Palace Merano, Abano GrandHotel, Super G in Courmayeur, Hotel Garni Fimba in Austria, Le Borde Luxury Guest House in France, Park Hotel Hall in Tyrol, Bulgari Hotel in Rome, Grand Park Hotel Rovinj in Croatia, Amanyangyun in Shanghai, Gran Meliá Hotels & Resorts Greece Agios Nikolaos, Saccharum Hotel in Portugal, Hôtel du Cap-Eden-Roc in Antibes Cedex, Mulia La Isla y El Mar Lanzarote, Resort & Villas di Bali, Golden Tulip a Saint Malo, The Temple House in Cina, Andaz Munich Schwabinger Tor – A concept by Hyatt, Rosewood Vienna, Alexandra Beach Spa Resort in Thassos, Arkamów Hotel in Poland, Hotel Bellevue in Croatia, L'Apogée Courchevel in France, Boutique Hotel Alhambra in Croatia, Mayrlife Medical Health Resort in Austria.

STARPOOL FOR HOT TUBS AND POOLS

<https://www.starpool.com/it/prodotti/pool>

Sophisticated and exclusive materials, like ceramic, stone, steel or fibreglass, give shape to water. The energy of this element, combined with movement, activates blood circulation, relaxes our body and lightens our legs. These environments, specially designed to meet specific requirements, lend unique traits to each realisation.

Air Bath - A whirlpool characterised by essential design and elegant shapes, designed to make the most of the reinvigorating power of the combined air and water jets for moments of authentic relaxation. The filtration system including a skimmer guarantees clear and sanitised water, thanks to the constant water recirculation powered by a pump activated through a specific button. The button also allows to activate the UV-rays system for deep and effective disinfection.

Relax Pool - Designed to offer a complete wellness experience, this pool favours utmost psycho-physical regeneration. The warm temperature of the water helps to relieve muscle tensions, reduce accumulated stress and promote drainage of fluids. Relax Pool can be designed in countless shapes and customised, or it can have traditional lines; what's more, it can be improved with benches, jets and water plays, for an even more comprehensive relaxation experience.

Saltwater Pool - An innovative alternative to the typical relaxation pool that takes advantage of the benefits of salt water, among which its draining effect and its support in targeting aesthetic signs specifically such as cellulite and water retention. Working with the principle of salt electrolysis, this pool needs reduced quantities of chemical substances, thus eliminating the undesired effects of chlorine on skin and mucosa. It is also perfect for Thalasso therapy, as it allows to take advantage of the cosmetic and therapeutic properties of mineral salt.

Rehab Pool - Rehabilitation in water is a more and more widespread practice to favour post-op or post-trauma recovery. This pool allows you to perform therapeutic exercises in complete safety, thanks to the reduced perception of body weight that eases the load on joints. In sports, it is a perfect solution to speed up recovery and improve athletic performance.

Family Pool - Designed for the fun and relaxation of the entire family, this pool is ideal for recreational and bathing activities. Realised with high-quality materials, it can have different shapes and dimensions, on the basis of the facility requirements, ensuring both durability and safety.

Swimming Pool - Designed to meet the needs of both amateur and professional swimmers, this pool is designed to offer adequate spaces for complete and beneficial physical activity. Swimming helps to relax muscles, keep fit and improve overall well-being. Its design can merge perfectly with the contemporary environments of hotels and sport centres, with bespoke projects for every context.

STARPOOL FOR PROFESSIONAL SPORT

<https://www.starpool.com/it/per-il-business/professional-sport>

What matters in sports is not just intense training, or strain, but also being able to measure our mental health, rest and muscle recovery in a smart way. Thanks to scientific research and its experience of nearly 50 years in the field of wellness, Starpool created an innovative format entirely dedicated to full psycho-physical recovery and performance enhancement, which are essential for professional athletes.

The Starpool method revolves around the individual, ensuring benefits for both body and mind, keeping them in balance. This approach is based on scientific research and is reflected in the design and development of technologies and spaces dedicated to wellness, and destined not only to the daily care of psycho-physical well-being but also to recovery after training.

*The two developed formats, **Recovery Lab and Recovery Room**, can be adapted and installed both in training centres and in the athletes' homes. They were developed strategically to improve training and performance in three phases:*

- **before the exercise**, fundamental to prepare the body and reduce the risk of injury by acting on passive muscle warm-up and mental focus before the game;*
- **after the exercise**, to ensure ideal recovery with programs developed to reduce muscle soreness and the risk of overexertion, improve the quality of sleep and, if necessary, to treat acute injury.*
- on **rest days**, when athletes can attend the Recovery Lab to follow a program oriented to prevention and psycho-physical resilience.*

***Recovery Lab** was designed to meet the requirements of sport clubs that want to innovate their Performance Centres with a space entirely dedicated to recovery. Featuring **Sport Sauna, Sport Infrared Cabin, Zerobody Cryo combined with Zerobody Dry Float**, it is a welcoming and functional environment, that is guaranteed not only by a careful design of the spaces with cutting-edge equipment, but especially by the definition of programs of use that fit perfectly in the athletes' training schedule, contributing to the improvement of the performance.*

***Recovery Room** was developed for athletes who want to devote a an area of their house to recovery and prevention, in order to continue with regular training programs and maximise performance.*

Its effectiveness is ensured by cutting-edge equipment, and by a range of programs of use that are combined with the different training phases, contributing to the improvement of performance.

The company has been official supplier of the SSC Napoli team, and works to this day with the leading athlete of the Biathlon German national team Denise Herrmann-Wick, with Stefano Migliorini, Gianni, Aquila Basket Trento, Trentino Volley, FC Südtirol and Hockey Club Bolzano.

Among the references abroad: Augsburger Panthers, LA Rams, San Francisco 49ers, NY Mets, San Francisco Giants, Minnesota Vikings in Minneapolis, Texas Tech Red Raiders in Lubbock, Carolina Hurricanes in Raleigh, Cleveland Browns and Cleveland Cavaliers, Atlanta Braves, the U.S. Men's National Soccer Team, FISC NYC New York City, Body Awareness Performance & Therapy in Georgia, Team Healing Heat Belfast, Clemson University in South Carolina, Team Rutgers of the State University of New Jersey, the University of North Dakota and the University of Oklahoma, Carolina Panthers in Charlotte.

STARPOOL FOR FIT&GYM

<https://www.starpool.com/it/per-il-business/fit-gym>

The last few years have brought great transformations to the consumer habits of various sectors, including fitness. Gyms find themselves engaged in an increasingly fierce competition. The clients, driven by new habits and expectations, are in search of facilities that focus on their needs and meet their want for change even in the workout.

A significant contribution to the achievement of psycho-physical well-being with bespoke solutions rests with fitness, now inextricably bound to wellness.

Starpool's approach to recovery in the fitness sector is based on the understanding of individuals' physiology and psychology. The company promotes a kind of wellness based on sound scientific grounds, offering solutions for recovery and self care.

*This need is met thanks to two distinctive configurations: **Recovery Station and Recovery Class.***

- **Recovery Station** is a format, designed and developed according to the guidelines of the Starpool Scientific Research Department, that takes advantage of the body's physiological response to cold therapy and dry floatation. Thanks to **Zerobody Dry Float**, personal trainers can support athletes in the optimisation of recovery and in the constant improvement of psycho-physical performance. The complementary functional programs also promote the treatment of sub-acute injury and the effectiveness of physical therapy.

Zerobody Cryo allows users to make the most of cold therapy. By integrating it in the training with specific programs of use to relax muscles, it is possible to promote blood flow and stimulate the cardiovascular system.

- **Recovery Class** This configuration was designed for large fitness centres that have a lot of available space and accommodate a significant flow of clients with various needs. Recovery Class offers an innovative opportunity to enhance the gym offer, and providing an area dedicated to warm-up, post-training recovery and Personal Health programs on rest days.

Designed and developed in accordance with the instructions of the Scientific Research Department

in Starpool, it takes advantage of the physiological response to heat, to cold therapy and to dry flotation. Thanks to the consultancy of the company experts, even an already existing gym spa can be turned into a functional Recovery Class, for either shared or independent use, without the need of constant supervision or assistance. Heat Therapy, carried out through the use of

Sport Sauna and Sport

Infrared Cabin, helps the users in the warm-up phase. When the outside temperature and humidity rate change, the body generates a physiological response that

triggers mechanisms of vasodilation, activation of the circulatory system and perspiration to restore the body temperature balance.

*With the **Dry Float Therapy** enabled by **Zerobody Dry Float**, muscles are relaxed and blood flow improved. Thanks to the **Cold Therapy** permitted by **Ice Bath**, the immune and metabolic systems are favoured through the cooling down of the skin. The response to cold exposure produces overall well-being and specific physical and mental benefits,*

resulting in the reduction of muscle and joint pain, in stress decrease and promotion of skin rejuvenation.

Some Fit&Gym centres that have chosen Starpool as their wellness partner: Crunch Fitness in the USA, Rhyfel Pools & Fit Village in Mugnano - Naples, Indigo Fitness Club in Switzerland, Go Fit in Spain, DreamFit in Madrid, Prime Fitness & Beauty Bologna, John Harris Fitness Center in Austria, Aspria Harbour Club in Milan, Claror Marítim in Barcelona, KiFlow in Rome, Life.It in Seregno, Equinox Fitness Clubs in the USA.

STARPOOL FOR THE HEALTH AND BEAUTY SECTOR

Starpool turns the desire to feel well and fit into reality, thanks to innovative products and effective methods of use that favour deep well-being, inside and out.

The Starpool areas dedicated to beauty and self care are designed featuring cutting-edge technologies and methods validated by scientific research. These spaces enlarge the traditional limits of beauty centres and areas, offering an idea of innovative wellness that can be experienced at any moment.

*Starpool employs **its experience in training the staff of beauty centres through courses that enhance their competence**, teaching the correct application of rituals and programs and providing updates on the most effective management methods to improve the offered service.*

*The technological solutions for the beauty sector are designed to create innovative and effective Wellness proposals that combine health and beauty thanks to cutting-edge equipment. The two Starpool proposals for the beauty and longevity segments are **Treatment Room and Longevity Spa**.*

Treatment Room - <https://www.starpool.com/it/per-il-business/health-beauty/treatment-room> - It combines products that, through the skilful manipulations of the operator, maximize the benefits of both treatments and rituals in beauty areas and centres. *The products in this area can be combined on the basis of the available spaces and the requirements of the market and operators:*

- **Nuvola** is an innovative and patented system to regenerate body and mind, giving a new meaning to the concepts of beauty and well-being. Developed from extensive scientific research about the benefits of floatation in water, Nuvola revolutionises the Beauty sector with the exclusive Dry Float Therapy: the body floats on 400 litres of warm water, without the need to get undressed or wet.
- **Soffio** is a special massage bed. The warm water caresses the body through a soft membrane, turning the massage into an unforgettable wellness experience. Conceived with shapes and lines that make it a true design item, all the while making much of the functional aspects.
- **Spa Table** is the Beauty proposal dedicated to peel treatments and cosmetic rituals. Inspired by the ancient traditions of the Roman baths and of the Arab hammams, Spa Table maintains the functional characteristics for a thorough cleansing of the body.

- **Battista** is the high-tech multi-function trolley that supports the operators like a true assistant, and transforms every treatment in a sensory experience of pure well-being.
- **Raxul** - This environment can recreate all the temperature phases of the ancient Roman Baths: in an only environment, it is possible to enjoy the benefits of a heat bath, steam bath and Roman bath. In this way, the beauty rituals become actual programs based on specific wellness goals.
- **Wellness Coach and Brain Training Programs** - The interactive virtual guide for the well-being of body and mind, thanks to the Brain Training contents developed by Starpool in collaboration with renowned partners in the fields of research and sport.

In this way, it is possible to combine the regenerating power of Starpool equipment to the benefits of mental training to favour cognitive enhancement and psycho-physical balance.

Longevity Spa - <https://www.starpool.com/it/per-il-business/health-beauty/longevity-spa> - It results from the need to create the space dedicated to preventive care and longevity. According to the dimensions, the available resources and the goals, it is possible to choose one of four different combinations of equipment and programs of use. The Starpool products created for Longevity Spa are part of the Health Innovation solutions based on the pillars of **stress management, sleep, performance and longevity**:

- **Zerobody Dry Float** is 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, 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 triggers a virtuous mechanism of physical and mental regeneration.
- **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 wrapping membrane,

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.

Science confirms that capillaries and blood vessels, stimulated by the vasoconstriction triggered by the low temperature and by the following vasodilation, react like muscles and are so trained and strengthened.

- **Molecular Hydrogen Booster** is 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. 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** 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. *Light penetrates the cells through the skin, giving them new energy which will make them function more effectively. As simple a treatment as it is effective, it is 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.*
- **Wellness Coach and Brain Training Programs** - *The interactive virtual guide for the well-being of body and mind, thanks to the Brain Training contents developed by Starpool in collaboration with renowned partners in the fields of research and sport.*

In this way, it is possible to combine the regenerating power of Starpool equipment to the benefits of mental training to favour cognitive enhancement and psycho-physical balance.

STARPOOL FOR CORPORATE WELLNESS

The need to feel good also at work is increasingly widespread. For innovative, future-oriented companies that have their employees at heart, the challenge is to create spaces that may fulfil that need.

Starpool supports companies with the goal of reactivating health potential and individual vitality through spaces of mental and physical regeneration with the format **Recharge Room**,

where it is possible to work on stress management, on the strengthening of the immune system and on the enhancement of the cognitive and creative abilities.

Recharge Room Basic, Recharge Room Pro and Recharge Room Elite are the Starpool solutions configured according to the available space in the facility and the experience that the company has in terms of Corporate Wellness policies.

<https://www.starpool.com/it/per-il-business/corporate>

- **Recharge Room Basic** is the ideal solution for companies that have not yet developed solid experience with Corporate Wellness policies. It requires little space, but offers all the experience of Starpool, providing opportunities of regeneration and well-being that are perfectly integrated in the daily and work routine. This space is equipped with **Wellness Coach**, a virtual and interactive guide designed by Starpool with renowned partners in the fields of research and sport. Thanks to the Brain Training contents featured in this technology, it is possible to support the users in their pursuit of physical and mental well-being. The guided Mindfulness and breathing programs were developed to ensure a type of mental well-being that impacts positively on many aspects of daily life. A versatile and intuitive software that allows users to select the activity of their choosing according to their own wellness goal, and the desired level of difficulty. In this way, you will be able to combine the regenerating power of the Starpool products to the benefits of mental training to favour cognitive enhancement and psycho-physical balance.
- Inside **Recharge Room Pro**, Starpool introduces the regenerating power of the Dry Float Therapy through **Zerobody Dry Float Pro** which, thanks to the protocols realised by the Starpool Scientific Research Department, helps the users to recharge their batteries, face a particularly challenging work assignment in the best way, or go about their work day with enthusiasm and motivation.
- Designed for companies that have solid Corporate Wellness policies, **Recharge Room Elite** introduces the benefits of the Dry Float Therapy for psycho-physical recovery in the work routine thanks to **Zerobody Dry Float**, as well as the ones of **Molecular Hydrogen Booster**, the system for the inhalation of molecular hydrogen, a powerful antioxidant with beneficial effects on body and mind, like cell ageing slowdown and cognitive enhancement.

To improve corporate welfare, Recharge Room by Starpool was chosen to complete the wellness areas at Nestlé, multinational company that is the undisputed leader in the sector of Food&Beverage; at Steelcase, company that designs and realises workspaces; and at Teatro, a hub for innovation, relations and culture. Ganmar, renowned marble company based in Veneto, as well as the Italian fashion multinational corporation Diesel, chose Starpool to design their Corporate Spa. After them GOOGLE Headquarters in San Francisco, Enersol Energy Solutions in Belgium, Amorepacific - leading South Korean company in the beauty sector - and Playtika Holding, digital entertainment company in Warsaw.

SUSTAINABILITY BY STARPOOL: WOOD RECOVERY PROJECT

In 2018, Storm Vaia devastated the Fiemme Valley, felling millions of trees and creating the conditions for a severe bark beetle pest - also favoured by exceptional seasonal weather, which contributed to destroying the forest ecosystem further, thus compromising its biodiversity.

These are the events that make us feel even more responsible towards our territory, which has always been one of the pillars of the value system of our company. This is the reason why we have decided to give back to nature what it offers us every day for the creation of our products. It is from this vision that Wood Recovery Project was developed.

In 2025, on the occasion of our 50th anniversary, we are launching this 5-year project dedicated to the protection and recovery of the woods of the Fiemme Valley, especially of the Canzenagol biotope, a protected area of the European Union. This unique habitat accommodates rare flora and fauna species and plays a fundamental role in water control and in the fight against climate change.

Wood Recovery Project consists of initiatives aimed at the reforestation of the surrounding area and of actions to increase the absorption of carbon dioxide, with the goal of protecting biodiversity and landscape, improve air quality and reduce hydrogeological risks.

In order to do this, the project also includes forest cleaning operations, actions of active preservation and awareness activities addressed to both the local community and visitors. In addition, every year we will commit to planting a tree for each sauna sold and each visitor welcomed at Casa Starpool: in this way, our guests and clients will directly take part in this journey of environmental rebirth. Each planted tree will represent our hope and commitment for a more sustainable future.

TIMELINE

1975 Starpool founded by Ardelio Turri

1977 A prefabricated swimming pool is shipped overnight across Lake Garda for an unusual delivery in Limone

1985 Paolo Turri takes over the company, in the same year as the creation of the Beauty division

1988-89 First company in-house design office and first Spa projects

1994 The first hand-crafted production of heat and steam baths

1996 The company moves to the headquarters in Ziano di Fiemme

1997 First spa projects developed in other Italian regions

2000/2001 First relationships and sales in the Middle East

2002 Riccardo Turri, aged 27, becomes CEO

2003 The product replaces the project in the production logic

2005 First office entirely dedicated to export

2006 The partnership with Technogym grows stronger.

2007 The Research&Development activities move in-house. The first sector-based study on hygiene in spas is launched.

2008 The company reaches 20 foreign countries with its realisations, in the same year as the creation of the Sweet Sauna signed by designer Cristiano Mino

2009 First spa installation on the cruise ship Costa Luminosa

2010 First scientific study about the benefits of saunas and steam baths to be launched in the wellness sector

2011 Sweet Collection wins the "Red Dot Design Award"

2012 The company is awarded with the "Italian Pool Award For the first time, a wellness company attends the Salone del Mobile in Milan.

2013 A spa by Starpool travels over 15.000 km heading to the Mulia hotel in Bali. Launch of sp.a_system®, the first scientific method to approach the spa.

2014 Sweet Sauna receives the GranDesignEtico International Award.

2015 Glamour Collection, first sauna in black

2016 Opening of Starpool Middle East, with the realisation of the spa in the iconic Atlantis The Palm At the same time, Zerobody Dry Float, the innovative dry floatation, is presented in world preview at the Salone del Mobile in Milan.

2018 The first company showroom is inaugurated in Via Durini, in the heart of Milan Starpool enters the world of Corporate Wellness. Zerobody Dry Float lands in the States

2019 Top research centres, such as the Laureate Institute of Brain Research in Oklahoma, launch scientific studies to validate the benefits of dry floatation. The wellness offer is improved thanks to the breathing techniques by Andrea Zuccari

2020 Casa Starpool is expanded and renovated. The realised spas worldwide amount to over 4000.

2021 The company has 100 employees. Establishment of the Scientific Research Department

2022 Starpool becomes Wellness partner of the main American football teams of the NFL, baseball teams of the MBL and hockey teams of the NHL.

2023 The company revolutionises the approach to wellness with new formats: Recharge Room for Corporate Wellness, Longevity Spa for the beauty and hospitality sectors, Recovery Class for gyms and Recovery Lab for professional sport teams.

2024 Creation of the new cosmetic line My W-Ritual, including oils, body scrubs and fragrances both for daily use and Spa experiences.

2025 Starpool turns 50: in this year of celebration, innovative technological products, such as Ice Bath, Air Bath and spa_system®pro, are launched on the market. Wood Recovery Project, dedicated to the protection and recovery of the Val di Fiemme woods, is also materialised.

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