



Saunas featured on Oprah

High Tech Ways to Extend your Life

"Dr. Oz explains on Oprah why far infrared saunas are healthy"

March 24, 2009 - Oprah's popular Dr. Oz segment featured several high tech ways to extend your life. Best of all, a portion of the program featured a Carbon emitter Far-Infrared Sauna with good dialogue between Oprah and Dr. Oz regarding the benefits of IR saunas. Though the sauna featured was not ours (they did not mention any brand names on the show) the PR from this show is very positive for our industry.



The sauna shown was Sunlight, a quality company based in Kansas City. Sunlight uses carbon fiber heating technology similar to ours. Since Sunlight is a reputable company we feel you can confidently tell your customers the product shown was a 'Sunlight Sauna' which uses similar "carbon" technology and is a reputable supplier. The best news is that your Saunatec CarbonFlex sauna delivers the same technology but with more features that are advantageous for sauna bathers.

Saunatec's CarbonFlex heaters are custom sized and formulated for each sauna wall to maximize the heater surface area-to provide more heat, more even dispersed over the bather's body, and with the ideal wavelength for optimum heat absorption and maximum perspiration.

In the program Dr. Oz says his in-laws introduced him to the infrared sauna, which is slightly different than a traditional sauna. "It makes the same rays that come from the sun and filters out the UV radiation, so it only gives you the infrared radiation," he says. "That radiation that's infrared goes a little bit into your skin so, without heating you up and the external environment too much, it heats the body up."

Oprah went into the sauna with Dr. Oz. After a few minutes in the sauna, Oprah said she was starting to feel the heat. Dr. Oz says the high temperature helps lower blood pressure and increase blood circulation. "It gets your heart to beat faster, and it burns calories," Dr. Oz says. "It raises your metabolism a little bit, and also when you sweat, you sweat out toxins through the skin."



For more details on the Oprah episode, click on this link.

[Oprah Show featuring saunas](#)

Many of you have already reported having customers inquiring about saunas due to this episode and better yet, several of you have already sold some IR saunas as a result. The word is out-"Saunas not only feel good, they are good for you."

If you have any questions regarding the differences between Saunatec and Sunlight, please don't hesitate to call our office and speak with your regional sales manager for additional selling tips. Sunlight is a good competitor but you can quite easily sell against them-on design, on performance and, of course, on you-their local specialty sauna dealer. They sell on-line, but at prices you can compete with.

Good selling.

