



GLOBAL WELLNESS  
SUMMIT // TYROL 2016

# The Naked Truth about European Bathing



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WHERE?

WHO?

WHICH?



LOVE















The image features a stylized world map silhouette in a dark brown color, centered on a textured, light brown background that resembles aged paper or parchment. The map shows the outlines of the continents. Overlaid on the map is the word "HISTORY" in large, bold, white, sans-serif capital letters. The letters are slightly distressed, with some dark spots and irregular edges, giving them a weathered appearance. The overall composition is centered and visually striking due to the contrast between the white text and the brown background.

**HISTORY**

# Timeline

9900 BCE 9500 BCE 9100 BCE 8700 BCE 8300 BCE 7900 BCE 7500 BCE 7100 BCE 6700 BCE 6300 BCE 5900 BCE 5500 BCE 5100 BCE 4700 BCE 4300 BCE 3900 BCE 3500 BCE 3100 BCE 2700 BCE 2300 BCE 1900 BCE 1500 BCE 1100 BCE 700 BCE 300 BCE 100 AD 500 AD

3700 BCE  
Ancient  
Mesopotamia



2900 BCE  
Ancient India



3150 BCE  
Ancient Egypt



1850 BCE  
Ancient China



1850 BCE  
Ancient  
Israele



900 BCE  
Ancient  
Greeks



800 BCE  
Ancient  
Rome



295 BCE  
Impierial  
China



150 AD  
Mayan  
Civilization



200 AD  
Japane  
Civilization



400 AD  
Medivil  
Europe







Justin Bieber



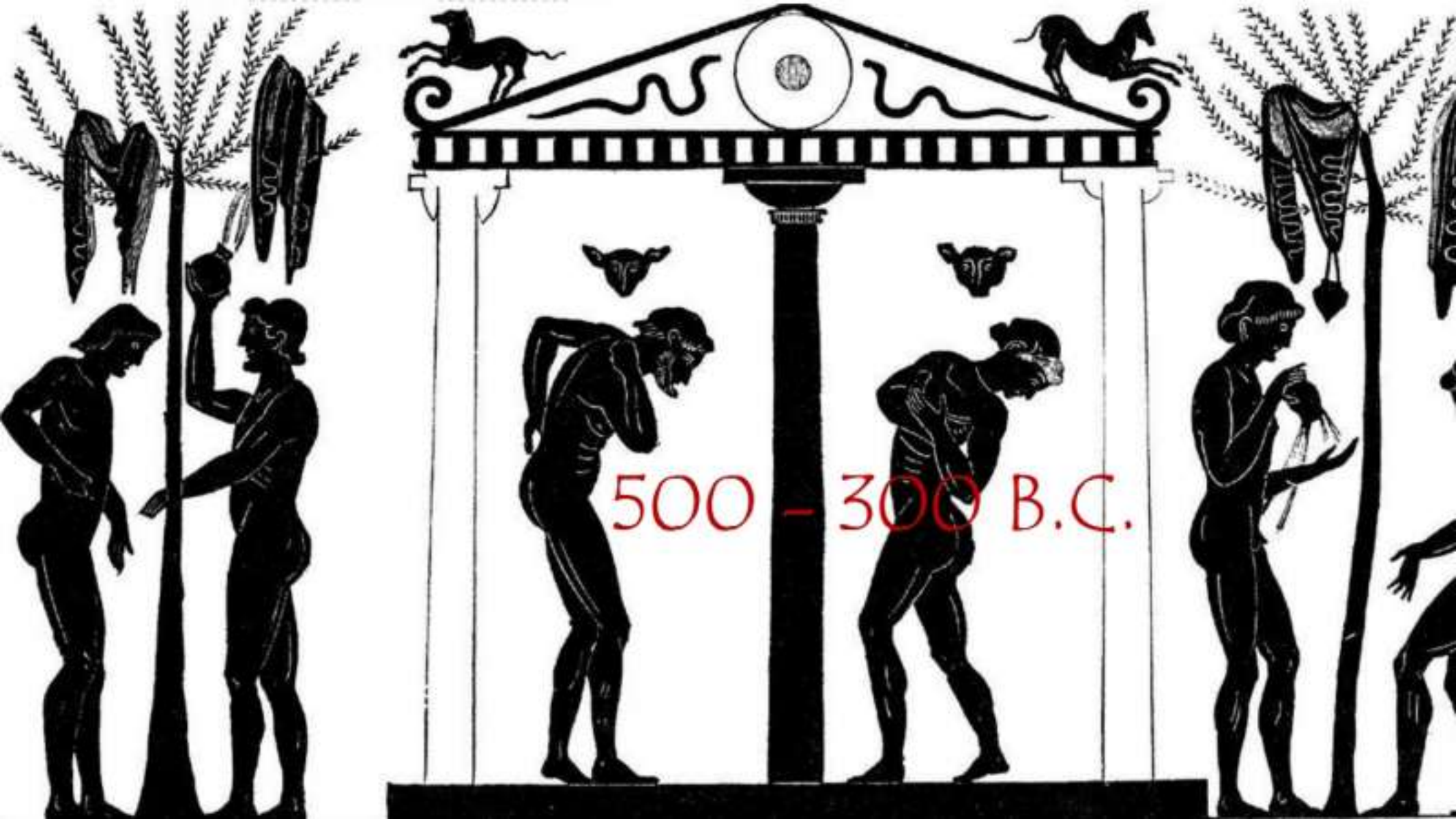
3000 - 2001 B.C.



Great Bath of Mohenjo-daro

1500 BC





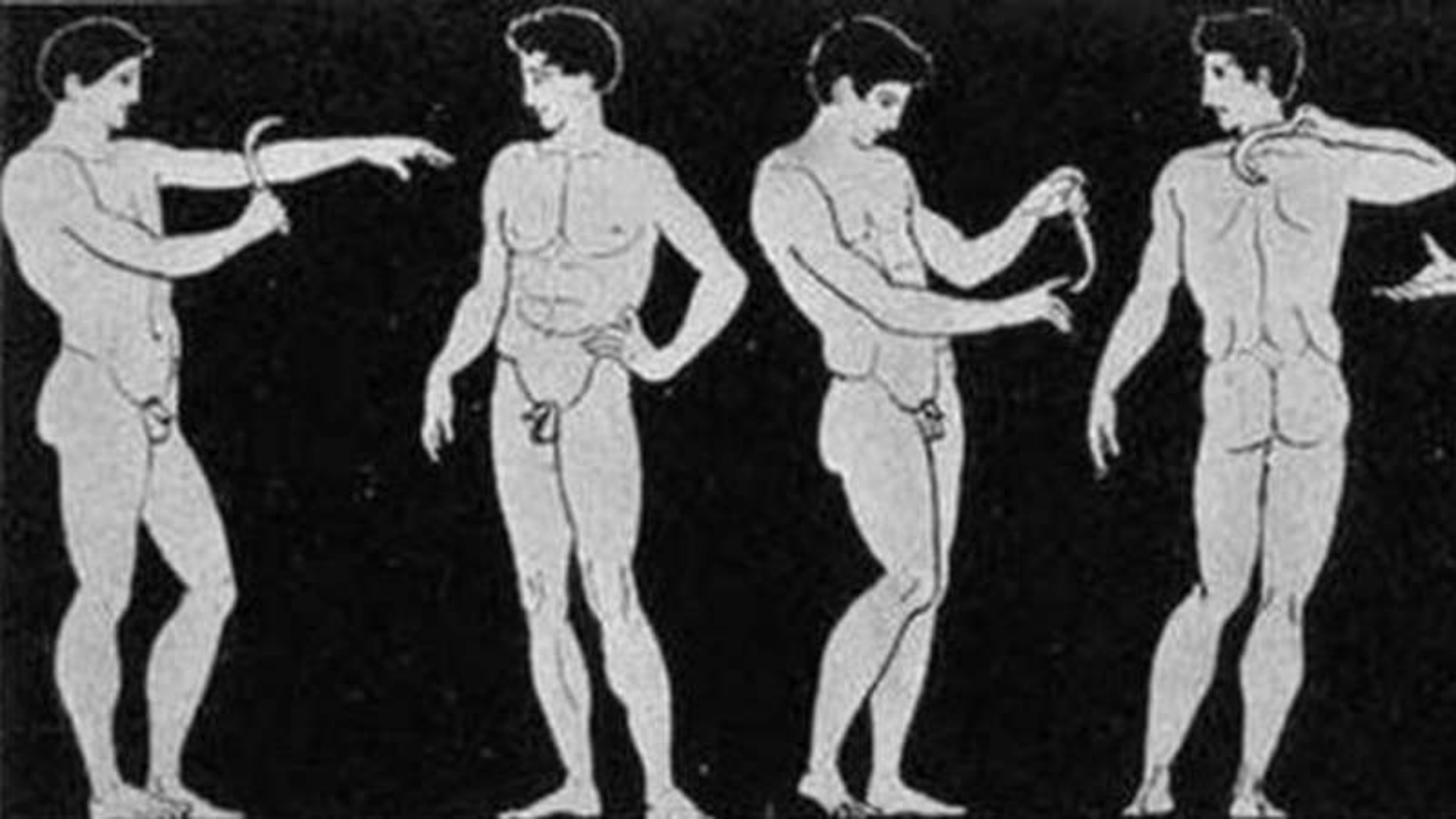
500 - 300 B.C.

300 BC



100 B.C. - 500 A.D.



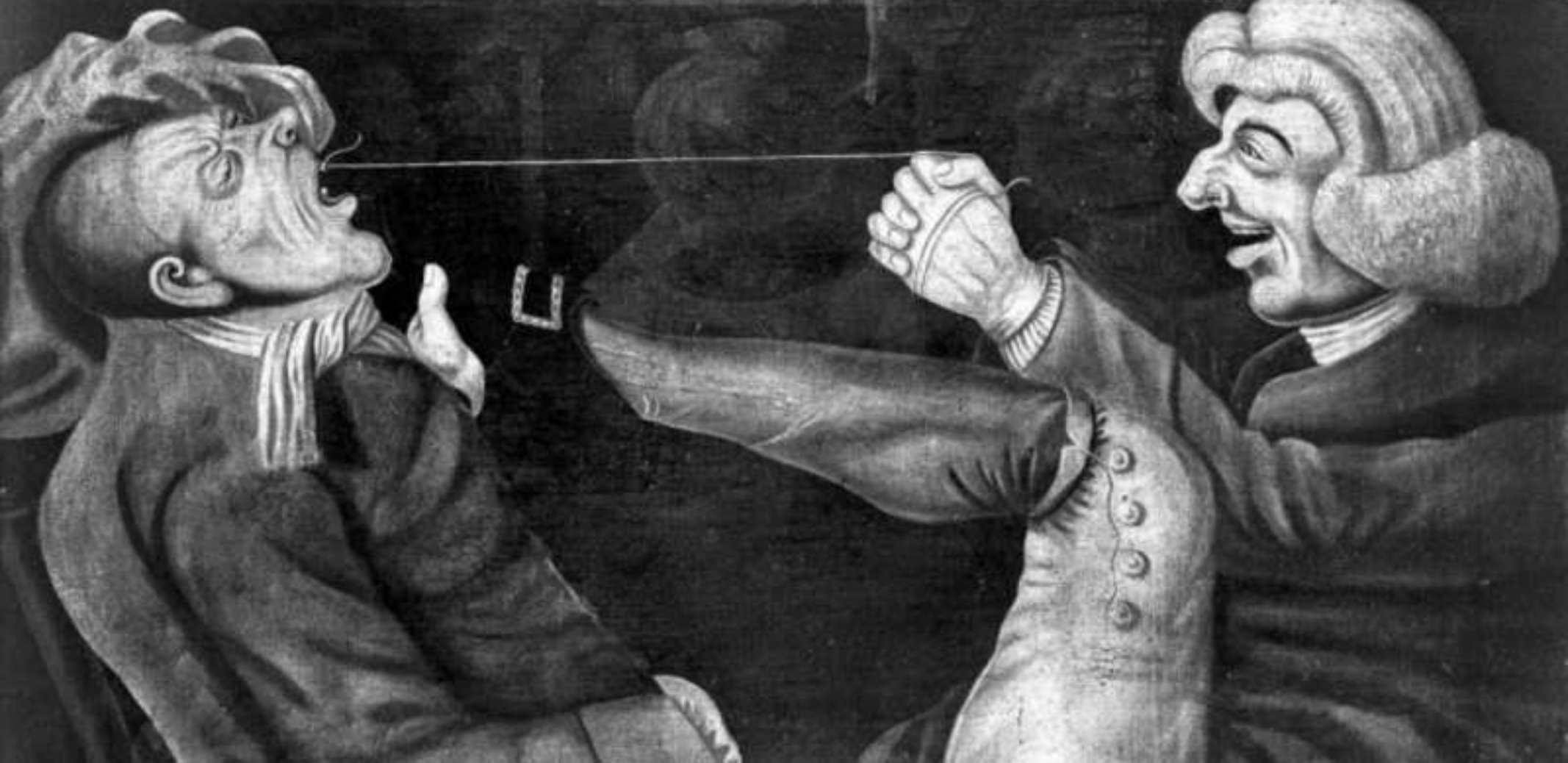


100 B.C. - 500 A.D.

STRIGIL



100 B.C. - 500 A.D.





500 AD

# The Dark Ages

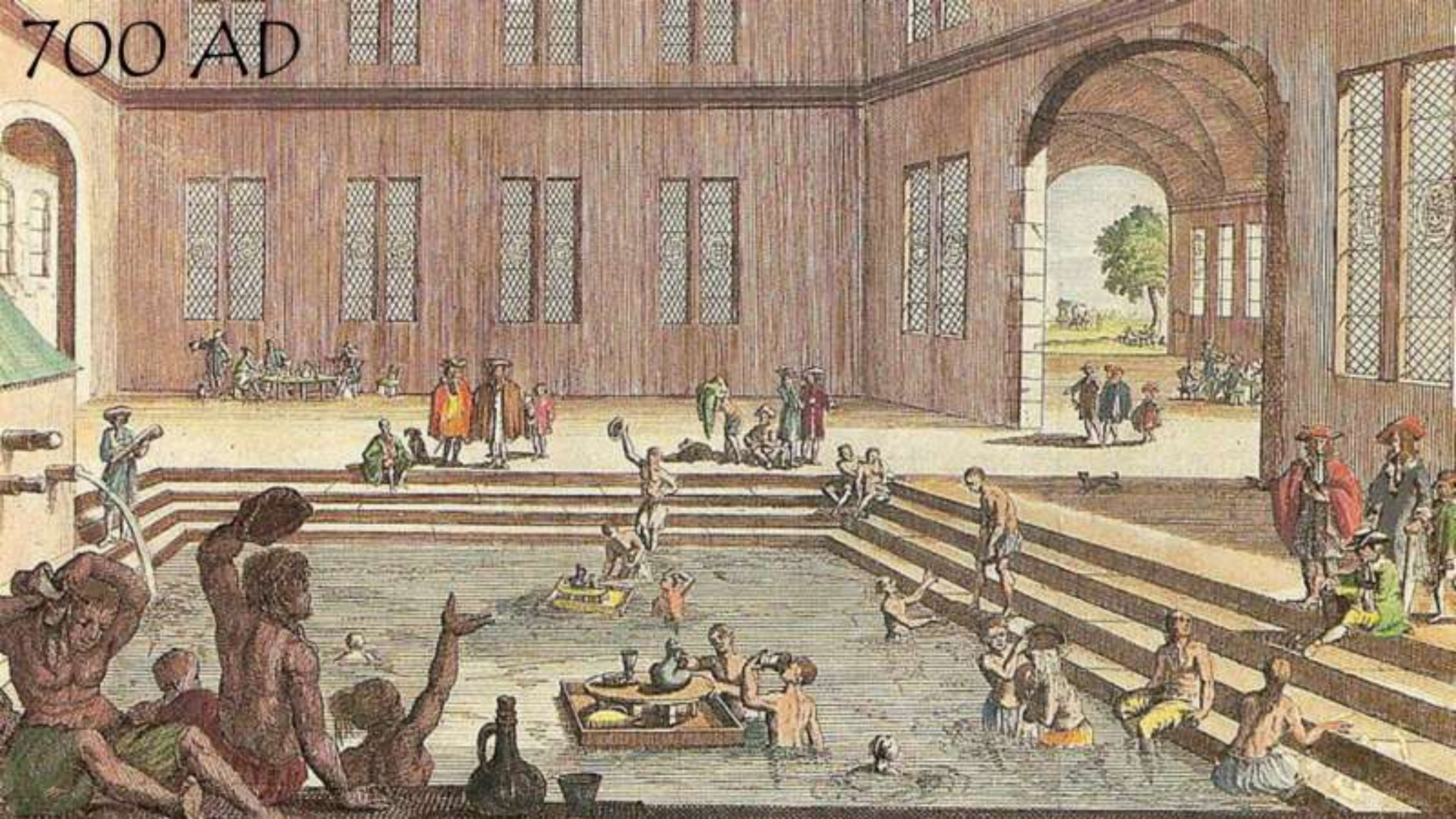
The image is a composite of three vertical panels. The left panel shows the interior of a Gothic cathedral, with a tall, narrow window featuring intricate tracery. The middle panel depicts a dark, atmospheric landscape with a large, multi-towered castle silhouette rising from a misty plain. The right panel shows a classical sculpture of a woman seated on a horse, possibly a Roman or Greek work, with a figure lying on the ground in the foreground.

500 AD





700 AD



1000 AD



1150



St. Bernard

*“We all stink.  
No one smells.”*

1340-1350



1360





1400 AD





1600







OH MY

**5 CENTURIES!!!!**



1700 BC

Trice!!



















LASTED UNTIL 19TH CENTURY





1830 - Liverpool baths

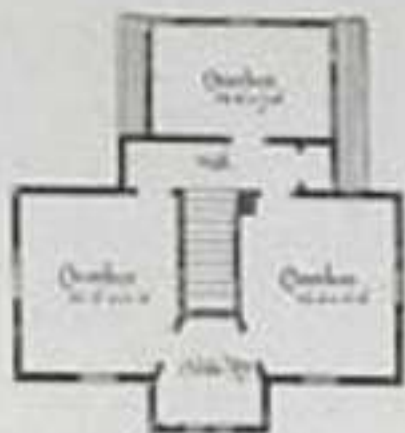




1840



First Floor.



Second Floor.



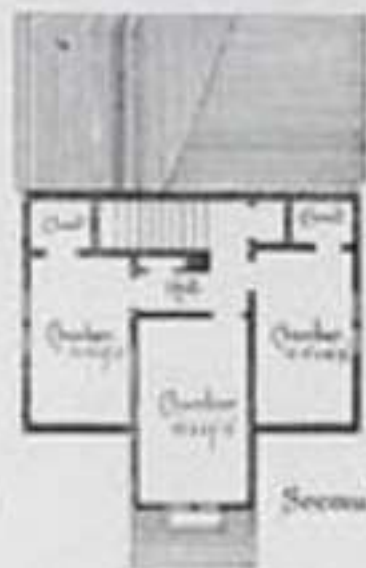
Front Elevation.



Side Elevation.



First Floor.



Second Floor.



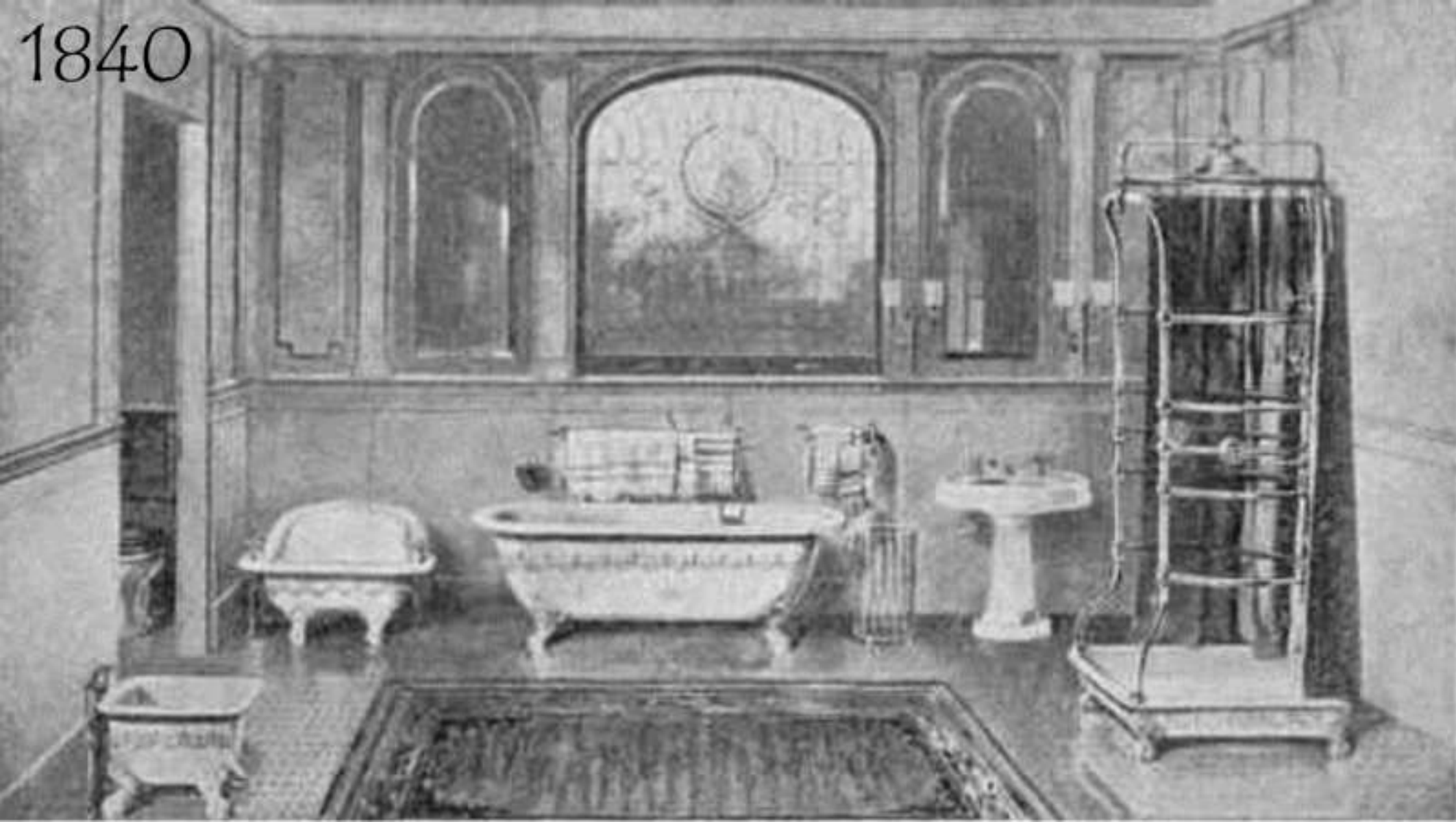
Front Elevation.



Side Elevation.



1840







**Cleanliness  
is not next to  
Godliness!  
It is Godliness!**

2016

**RESTORE  
GOOD BACTERIA  
TO YOUR SKIN.**

**Rebalance your skin.**

**Cut down on products.**

**Reduce water use.**





ONE YEAR of 'NO-POO'  
*(the results)*







A photograph of a person sitting in shallow, rippling water. The person's head, shoulders, and arms are completely covered in a thick, dark grey mud. Only their legs and lower torso are visible, which appear to be clean and wet. The water is a light blue-grey color with white foam from the ripples. The overall scene suggests a traditional mud bath or a therapeutic treatment.

Current European bathing traditions









*It's not true that I  
had nothing on.  
I had the radio on.*

Marilyn Monroe

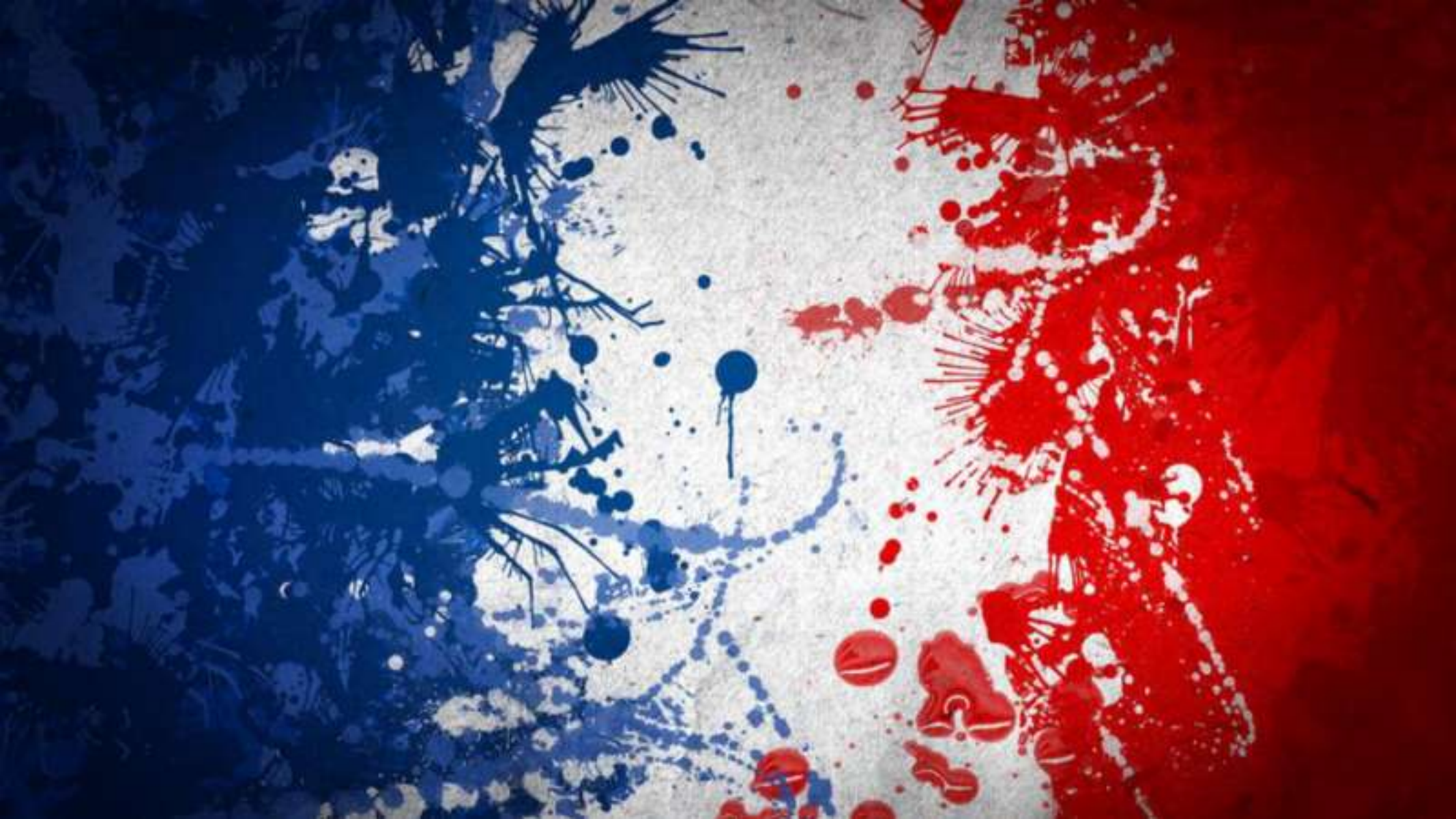




**GLOBAL WELLNESS  
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**PANEL**







THALASSOTHERAPY IS a gift from  
nature

The regenerating power of  
Seawater

# A NEW CONCEPT OF PREVENTION THROUGH SEA WATER IN 1895



RENE QUINTON : PIONEER IN OCEAN SCIENCES

<https://www.youtube.com/watch?v=5jJSVz17f9U>



No naked part part back in 1900,  
sorry....



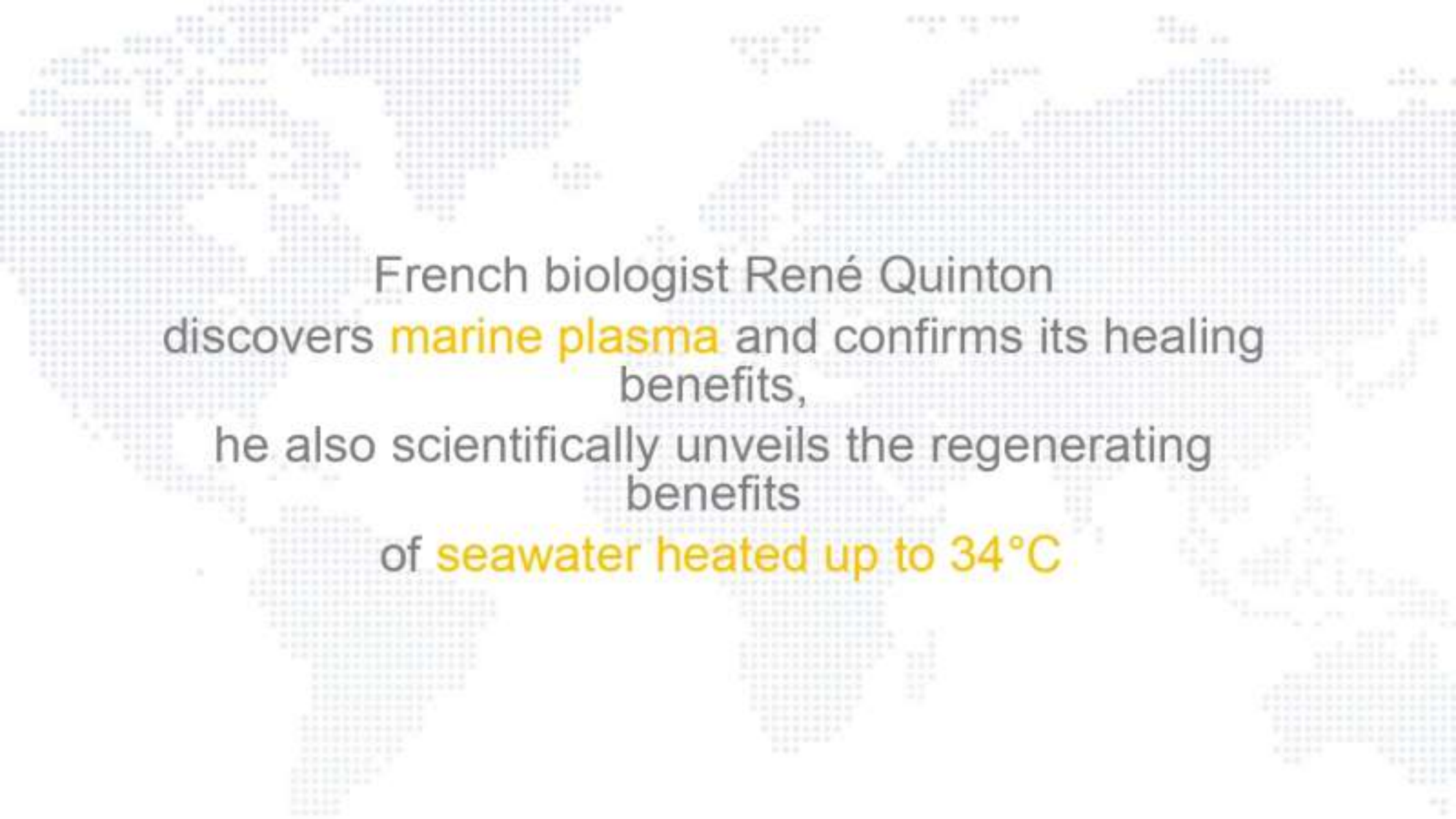
323



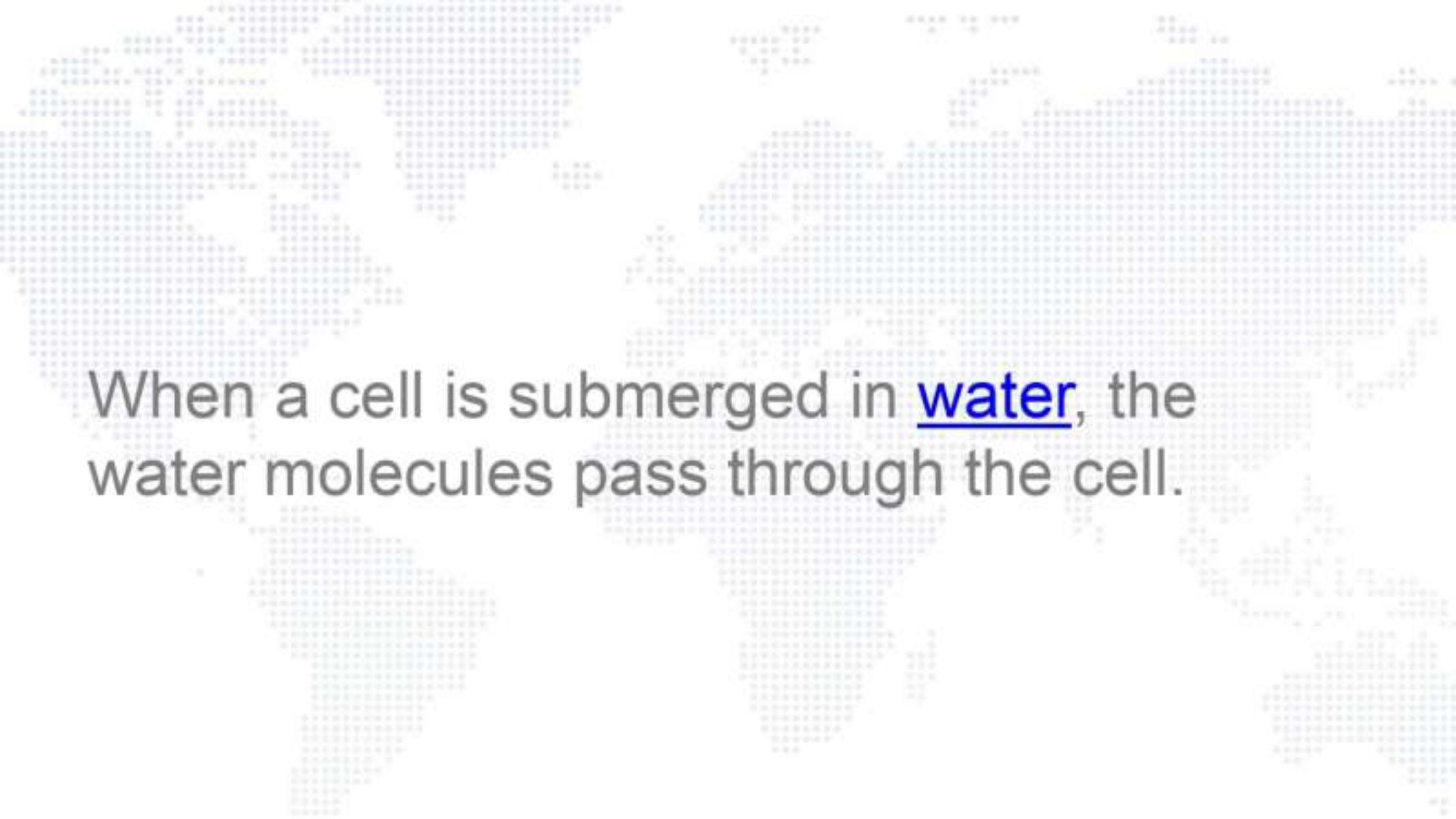


325





French biologist René Quinton  
discovers **marine plasma** and confirms its healing  
benefits,  
he also scientifically unveils the regenerating  
benefits  
of **seawater heated up to 34°C**



When a cell is submerged in water, the water molecules pass through the cell.















# THALASSOTHERAPY IS A PREVENTIVE APPROACH OF WELL BEING

The appeal of thalassotherapy is already incredibly wide and varied; it provides spa clients with scientifically-proven results as well as a fantastic guest experience that appeals to both male and female clients.

It's a fantastic heritage with a very bright future.

A world map composed of small blue dots on a white background. The text is centered over the map.

And Remember :  
it's always better naked!







## **Baltic Bathing Traditions - The Naked Truth**

Alla Sokolova  
Founder&CEO  
Inbalans



















Sokolovskij  
hani







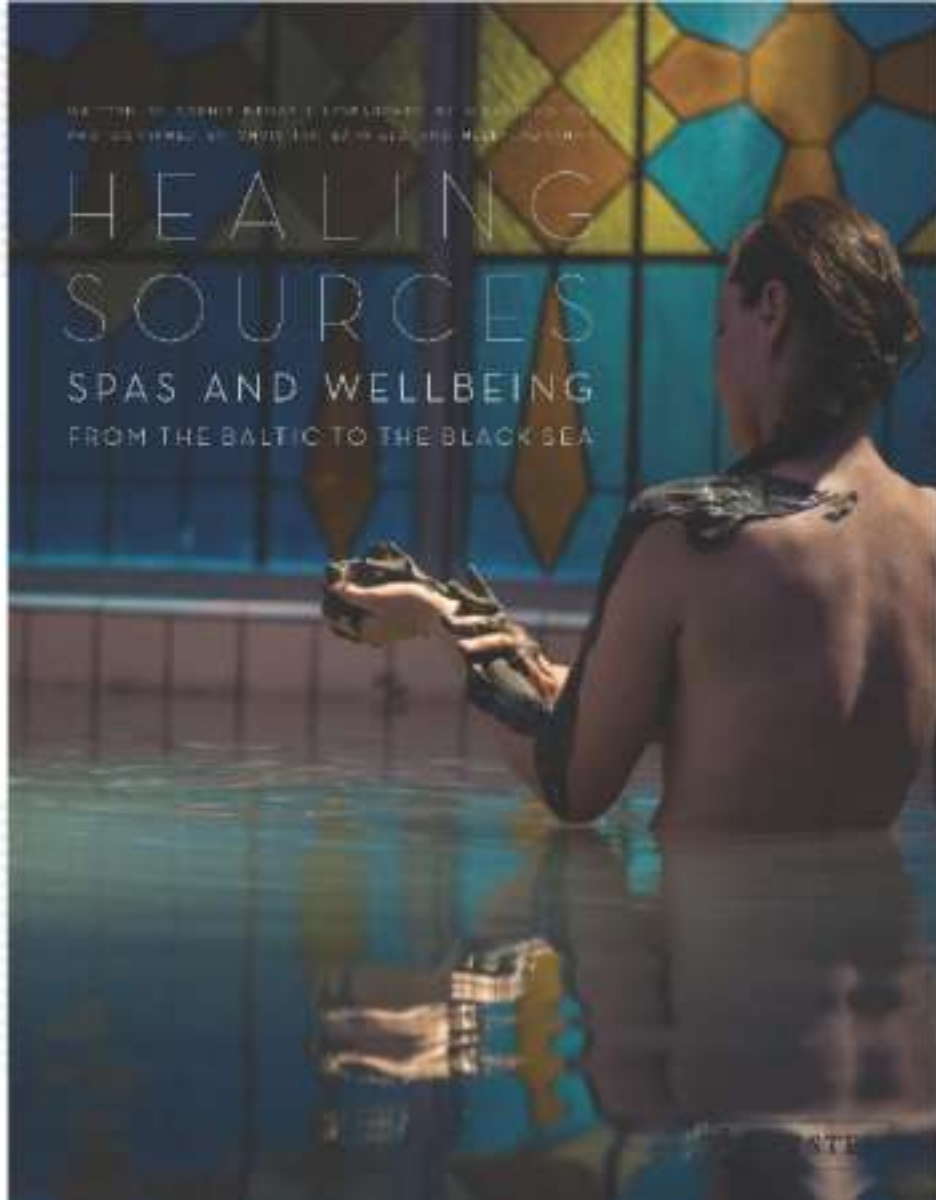




WRITTEN BY JENNIFER BERRY & ILLUSTRATED BY HEATHER WOOD  
PHOTOGRAPHY BY SHANE TAYLOR AND KYLE ANDERSON

# HEALING SOURCES

SPAS AND WELLBEING  
FROM THE BALTIC TO THE BLACK SEA









# BATHING TRADITIONS & MEDICAL TREATMENTS

body wash  
hair cut  
shave  
relax

**BODY – MIND & Soul**

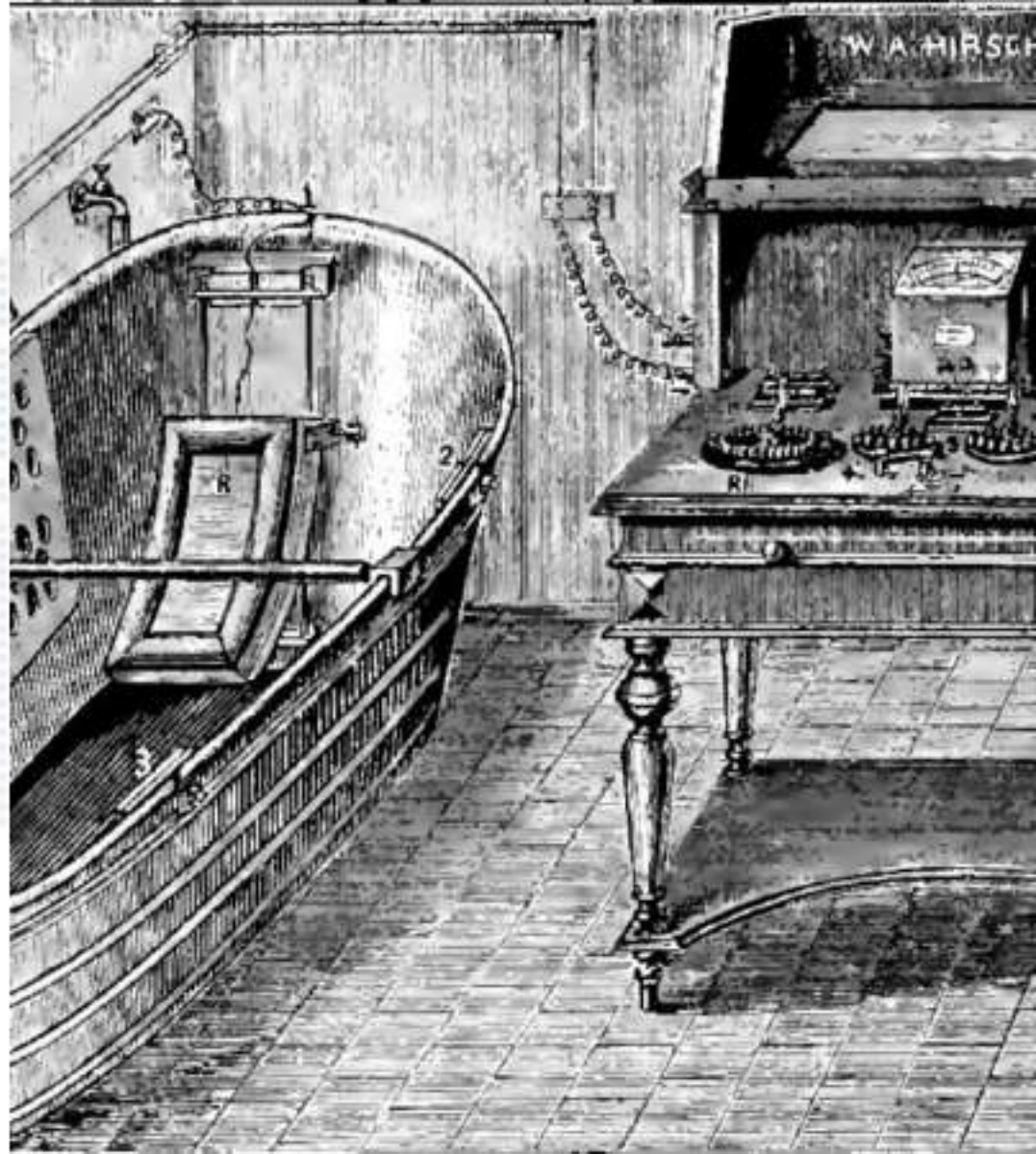
first medical  
treatments

cupping  
bloodletting  
dental,  
sun bathing  
Air bathing

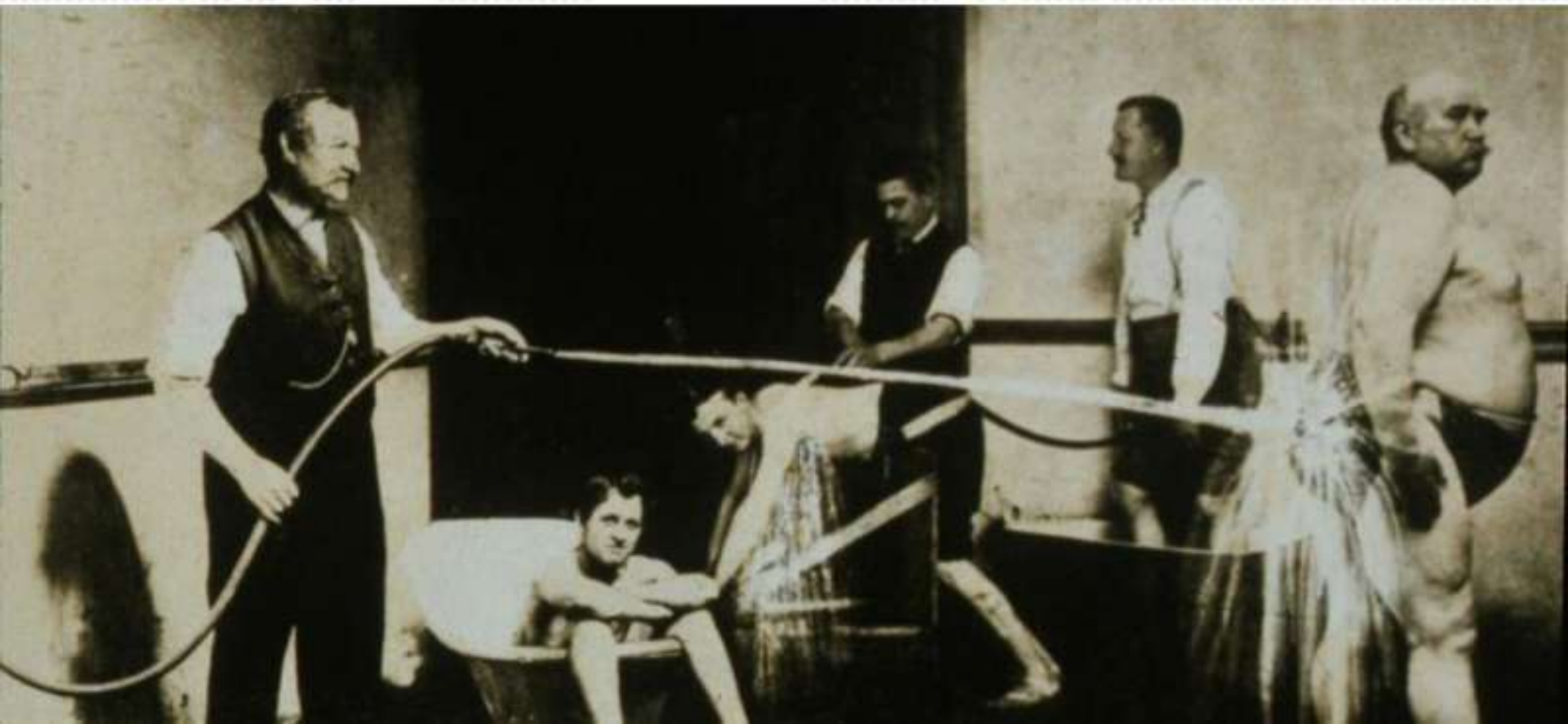


# END OF THE 19TH CENTURY

First development of “new”  
treatments



# KNEIPP



# MUD BATH



# HAY BATH



# STANGER BATH



Until 1950's mainly water based  
but already  
**BODY MIND AND SOUL**





# Triumph of the sauna



## SAUNA ARRIVED IN CENTRAL EUROPE

Olympic Games  
1936

Finnish athletes

after 2<sup>nd</sup> world war  
public saunas have  
been available for  
everybody

in 1960 in germany  
already 1000 public  
saunas



## GERMANY TODAY

31,4 MIO SAUNA USER

>12.000 SAUNAS IN PUBLIC  
PLACES SUCH AS PUBLIC  
BATHS, HOTELS, ...

>1 MIO PRIVATE SAUNAS

14% OF GERMAN POPULATION  
USING A WELLNESS OFFER  
ONCE A MONTH





Tourism made  
it big

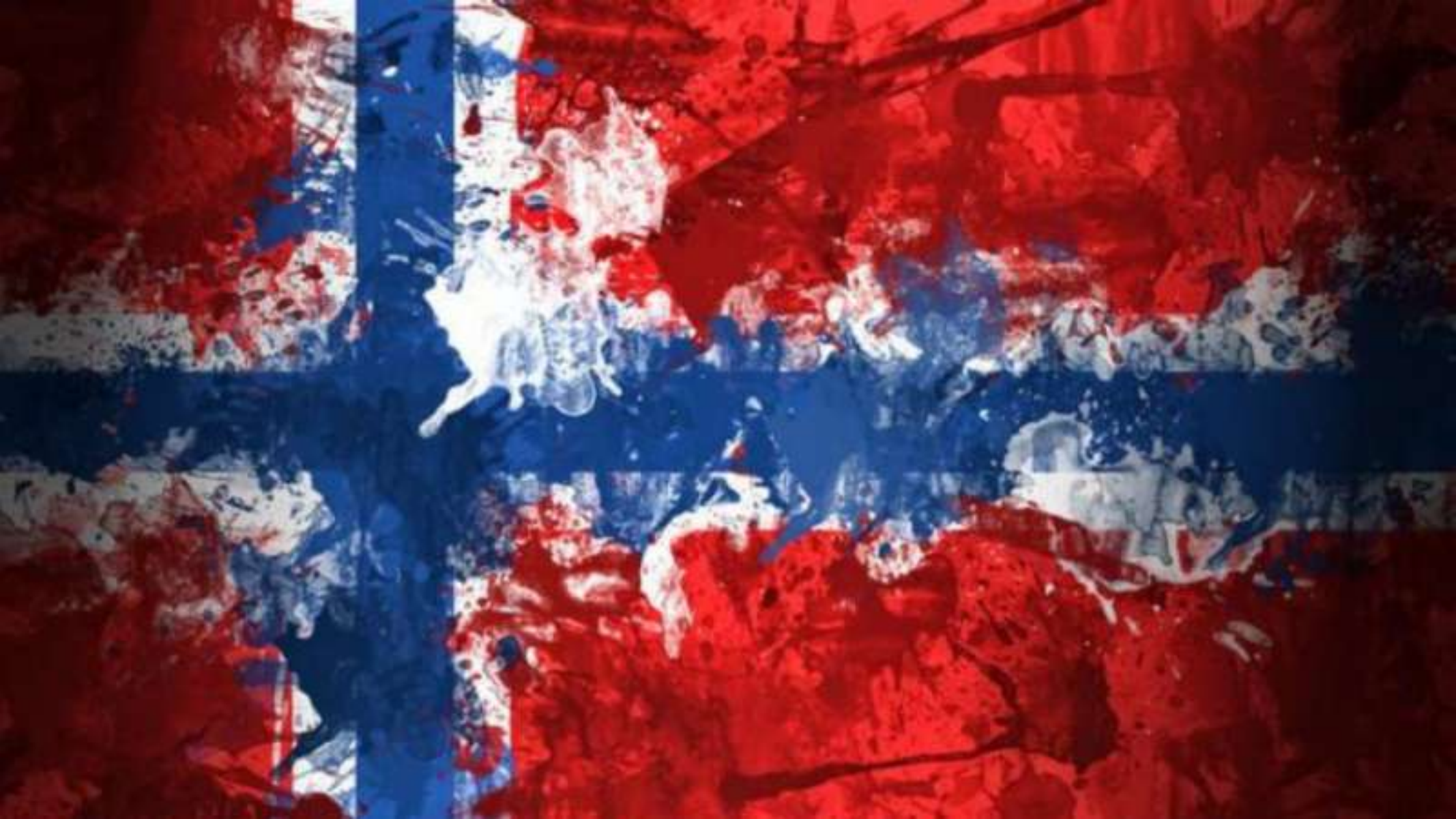


too big to fail

Ca. 3.500 wellness hotels  
highest density of wellness  
offers worldwide











A world map is formed by a grid of small blue squares. The word "PANEL" is centered over the map in a larger, bold blue font.

PANEL

A world map composed of small blue dots, with the word "FUTURE" centered in a larger blue font.

FUTURE



# connectivity to nature

*A DEEP ABIDING LOVE FOR NATURE*

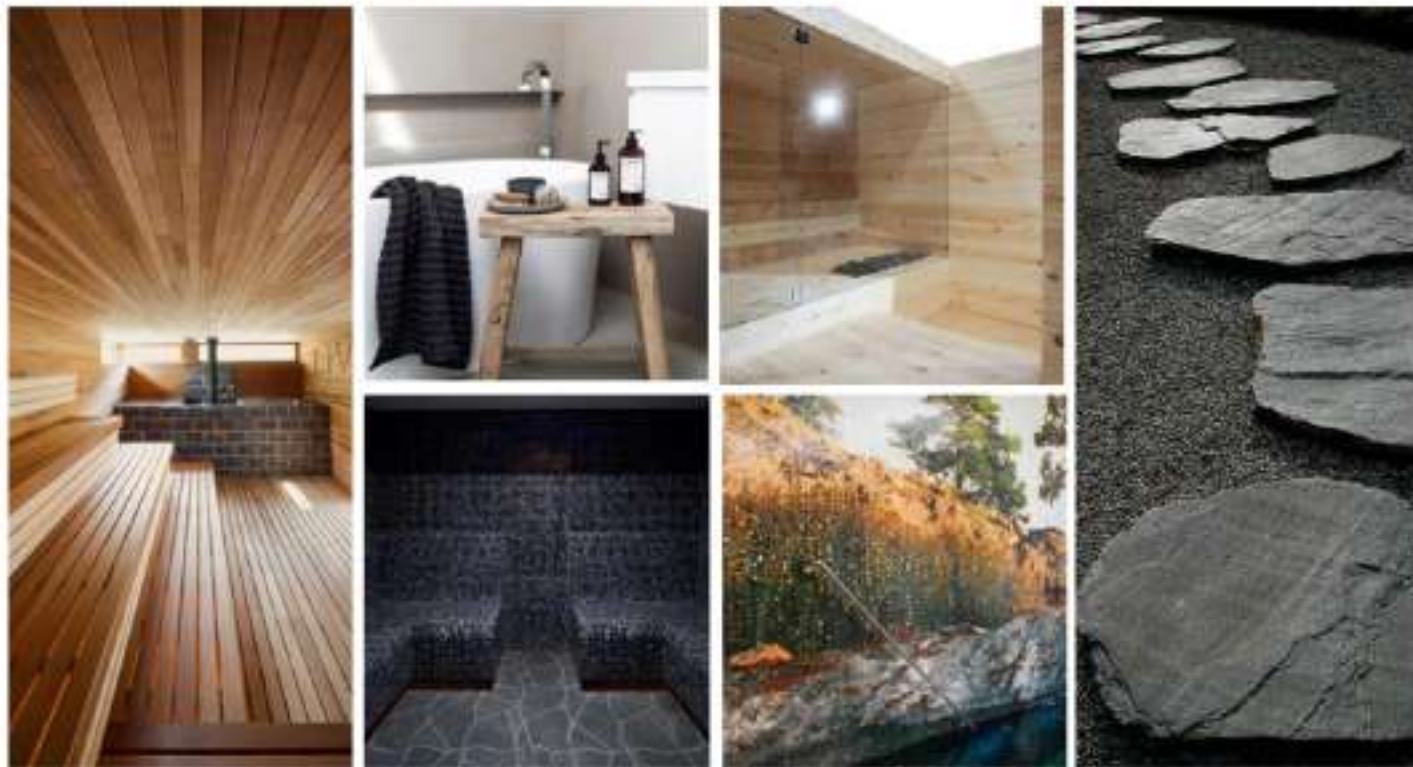


# hotel room

## MINI-SAUNA FOR 2



# nordic wet area



The logo for Lighting Science, featuring a stylized arc of yellow dots above the company name.

LightingScience®

A large, curved view of the Earth from space, showing the blue atmosphere and white clouds against the black void of space.

**LIGHTING SCIENCE HELPS  
NASA ASTRONAUTS ON  
INTERNATIONAL SPACE  
STATION**

