FINLAND
A land of saunas

#SaunafromFinland #AuthenticFinnishSaunaExperience #VisitFinland
THE FINNISH SAUNA
FINNISH SAUNA – A PLACE FOR JUST BEING

• Throwing water on the rocks ("Löyly")
• Scientifically proven health benefits
• No specific rules or timing → ultimate relaxation
• Natural materials
• Temperature higher than in other saunas
One of differences between Finnish sauna bathing and other sauna cultures is that Finnish sauna habits are flexible. The bather can control the level of heat in the sauna by throwing water on the sauna heater—or “throwing steam,” as we Finns call it.

Photo: Julia Kivelä/ Visit Jyväskylä, Hotel Alba
Many studies have shown that sauna bathing has multiple health benefits, such as decreasing the risk of heart disease and dementia. Scientists have researched the health effects of sauna on the heart, the skin, recovery, and even sleep.
Finnish sauna has been scientifically proven to be good for your health. It’s good for your heart, blood circulation, brain, and respiratory system.

Read more about the most recent research:
Kunutsor et al. (2019)
Kunutsor et al. (2018)
Laukkanen et al. (2018)
SAUNA – AN ESSENTIAL PART IN THE CULTURAL HISTORY OF FINLAND

- Sauna has been one of the key aspects of Finnish culture for centuries - the first saunas were built already during the Stone Age.
- Sauna has served as a place to give birth, wash off the dust of hard work and look after one’s health.
- Many Finnish folklore songs and stories tell about the spirits and elves of the sauna.

Photo: Lapuan Kankurit Oy
Finland has around 3,2 million saunas for 5,5 million people.

Nearly ninety percent of Finns sauna bathe at least once a week, and forty percent go to sauna several times per week. The sauna is truly an essential part of the Finnish heritage and lifestyle, and one thing that separates Finland clearly from the other Nordic countries.
In June 2018, the sauna and sauna bathing was chosen as Finland’s first candidate for the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.
90% of Finns go to the sauna at least once a week.

40% of Finns go to the sauna multiple times in a week.
THE AUTHENTIC FINNISH SAUNA EXPERIENCE
BEFORE THE SAUNA – PEACEFUL PREPARATION

The preparations for sauna evening often include connecting with nature, for example by cutting and burning wood.
Heating up the sauna and setting the right mood with bench covers, candles, and fresh water for drinking is a great way to calm down for the sauna.
The ideal temperature depends on the wishes of everyone. Cooling off between the sauna sessions can be done whenever it feels necessary by taking a cold shower or a swim.
Whether the sauna is private or public, it is an environment where everyone is meant to feel safe.

The sauna is a place for equality. Everyone can enjoy themselves, regardless of socioeconomic status. Titles mean nothing when sitting in the sauna.
AFTER THE SAUNA – PROLONGED PLEASURE

Passing time after the sauna is all about enjoying the relaxed state that takes over the body.
Finnish sauna expertise association Sauna from Finland has defined eight core values for the Finnish sauna experience:

- Authenticity
- Multisensoriality
- Presence & relaxation
- Wellbeing & health
- Contrast
- Cleanliness
- Safety
- Responsibility
Going to an authentic Finnish sauna is a high-quality experience that creates a long-lasting memory.
THE FINNISH SAUNA INDUSTRY

Photo: Harvia
In Finland, there are around 30 sauna construction companies and around 20 companies that manufacture sauna stoves and heaters.

In addition, there are thousands of companies that produce other elements to the Finnish sauna experience.
Finnish sauna experience

Industries that produce products and services for the Finnish sauna experience

- **Creative industries**: Music, arts, theatre, events, (video) photography, graphic design
- **Saunas**: Mobile saunas, outdoor saunas, tent saunas
- **Products**: Sauna scents, candles, decor, sauna equipment
- **Cosmetics**: Soaps, conditioners, shampoo, skin care
- **Textiles**: Sauna pillows, bench towels, bath towels, bath robes, blankets, slippers
- **Travel industry**: Customer saunas, public saunas, booking saunas, guide services
- **Wellbeing**: Treatments, therapies, yoga, pilates
- **Food**: Meals and snacks, drinks
- **Kitchen and tableware**: Cooking, dishes, cutlery, presentation
- **Pool industry**: Swimming pools, hot tubs, jacuzzis, cold-water pools/showers
- **Cleaning and maintenance**: Clean-up, maintenance, hygiene solutions

- **Construction**: Glazing, tiling, paneling, sauna benches, humidity solutions, bathroom solutions
- **Design**: Architecture, interior design, accessibility, product design
- **Decor and furniture**: Sauna stoves and heaters, lighting, furniture

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Source: Sauna from Finland
Finland is the leading country in sauna product development because the sauna experience and its impact on wellbeing can be studied in an exceptionally large user base.

The recent development areas and trends focus on:
- Sustainability and clean tech
- Accessibility
- Safety
- Remote control
- Individualization and custom-made experiences
The estimated value of the sauna and sauna heater construction industry is around 1 billion euros but when all the industries producing elements of the sauna experience are considered, the value rises to multiple billions.
The Finnish sauna offers multiple possibilities. It is a unique wellbeing product that fits in hotels, spas, and health clubs, and as a service of its own.
Learn more

www.saunafromfinland.com
www.sauna.fi