





#### 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.



Photo: Hawkhill







Photo: Lapuan Kankurit Oy

# 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.



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.





#### **SAUNA BATHING AS CULTURAL HERITAGE**

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.



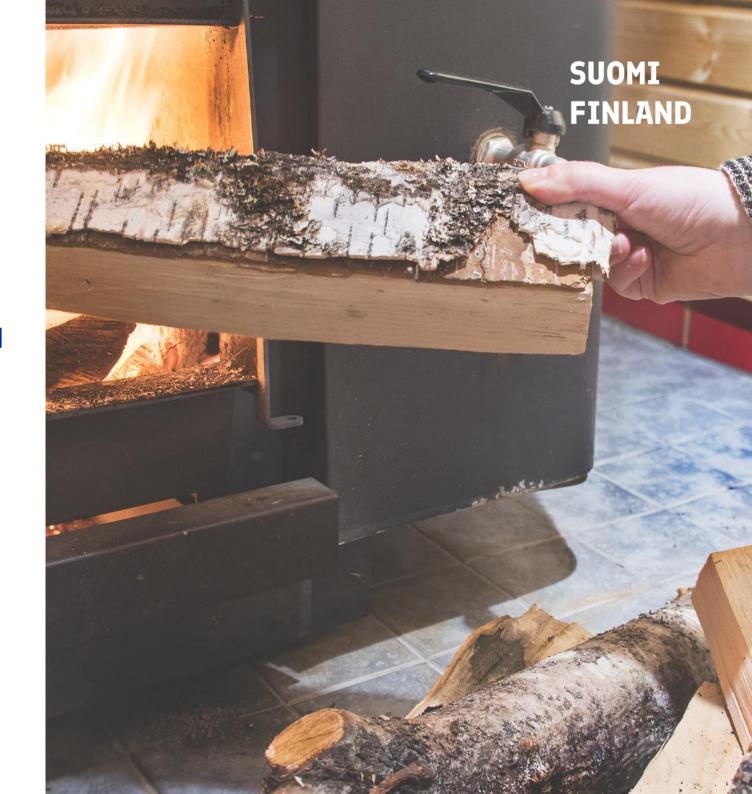




#### **BEFORE THE SAUNA – PEACEFUL PREPARATION**

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.





#### **DURING THE SAUNA – PRESENCE IN COMFORT**

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.

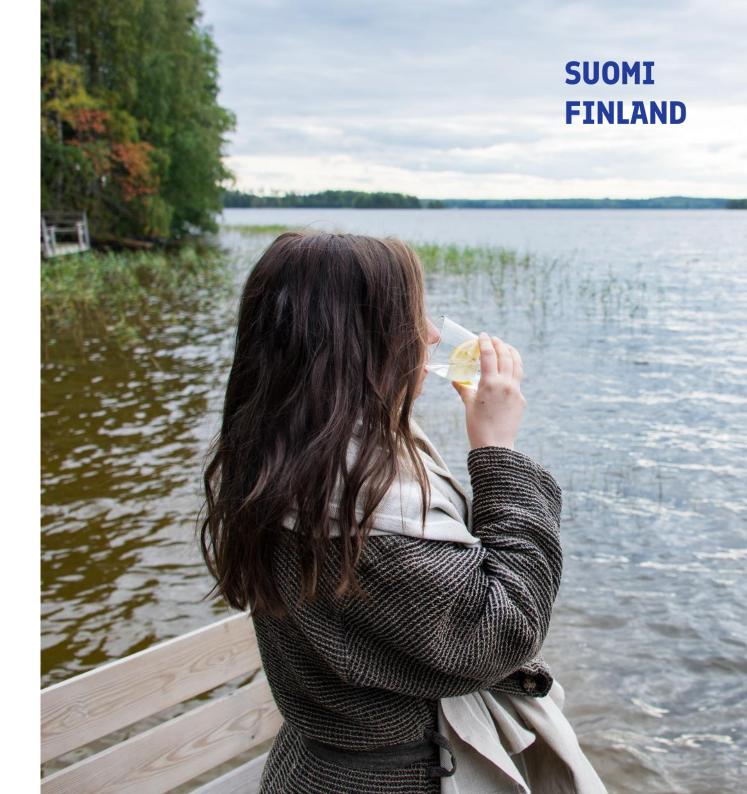
The sauna is a place for equality. Everyone can enjoy themselves, regardless of socioeconomic status. Titles mean nothing when sitting in the sauna.



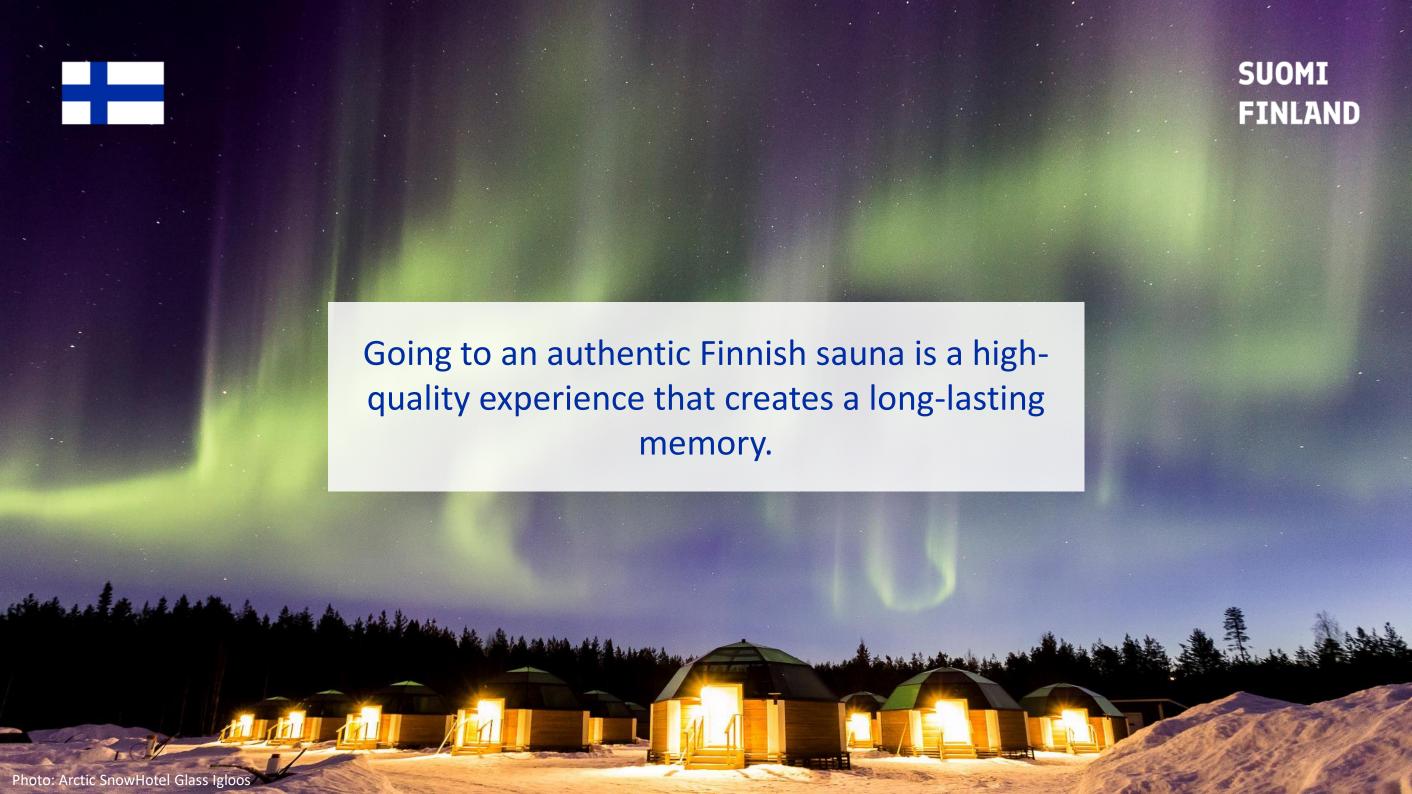


#### AFTER THE SAUNA – PROLONGED PLEASURE

Passing time after the sauna is all about enjoying the relaxed state that takes over the body.













#### Finnish sauna 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

Construction

GLAZING, TILING, PANELLING,

SAUNA BENCHES, HUMIDITY

SOLUTIONS, BATHROOM

**SOLUTIONS** 



ARCHITECTURE, INTERIOR DESIGN, ACCESSIBILITY, PRODUCT DESIGN

Cosmetics

SOAPS.

CONDITIONERS,

SHAMPOOS, SKIN

CARE



**SUOMI** 

**FINLAND** 

Decor and furniture SAUNA STOVES AND HEATERS, LIGHTING, FURNITURE



Textiles SAUNA PILLOWS, BENCH TOWELS, BATH TOWELS, BATH ROPES, 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, COLDWATER POOLS/
SHOWERS



Cleaning and maintenance CLEAN-UP, MAINTENANCE, HYGIENE SOLUTIONS



Piers and pier equipment



Digitality REMOTE CONTROL, VR/AR, MEASURE EQUIPMENT



Clean Tech ENERGY SAVING SOLUTIONS



Scientific research and development



Something new?



saunafromfinland.fi

Sauna from Finland ry 20.



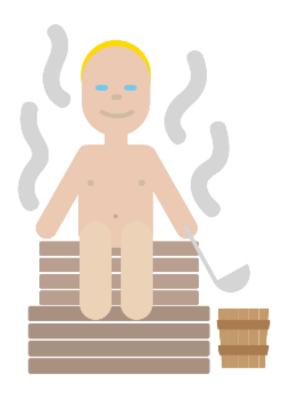
# Finland is the leading country in sauna product development because the sauna experience and its impact on wellbeing can be studied in an exceptionally large user base.



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.



