



Healthy Pools. Healthy Bodies.

For Immediate Release

**New Book, “Hot Water & Healthy Living” published by NSPF®
Explains the Science of Hot Water Immersion:
How it Promotes Healthy Bodies, Hearts, Minds and Lifestyles.**

Startling research will help retailers bring more people into the store.

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An exceptional new book published by the National Swimming Pool Foundation® entitled *Hot Water & Healthy Living* explains how the simple act of immersion in hot water helps create healthier bodies, hearts, minds, and lifestyles.

The book, authored by Dr. J. B. Smith of Indiana University of Pennsylvania, translates science into language for the general consumer and is based on interviews with leading scientists and over 25 scholarly research publications. Startling research shows that both the body and mind benefit from the simple act of immersion in hot or warm water. “Our industry has not had the science that explains how hot tubs improve our health and the benefits have not been communicated to society,” says Thomas M. Lachocki, Ph.D, CEO of NSPF. “The great news is that science is on our side,” he concludes. “Hot tub retailers and manufacturers alike have been asking the foundation for something like this book for two years,” says Laurie Batter, Publicist for NSPF and a past chair of the industry Hot Tub Council. “We are excited about the early response, having received orders for over 16,000 books before the book is even printed, with new orders coming in weekly. This is fantastic news for the industry because for every book sold, NSPF will be reinvesting a portion back into hot tub immersion research.”

This well-written and beautifully illustrated book has six chapters, plus a bibliography of scientific references. Lifestyle and science-oriented photos and charts are throughout. It begins with the Potential for Warm Water Immersion to introduce the general concept of how immersion benefits health.



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Chapters two through five reveal the benefit of Hot Water & Healing; Hot Water & Heart Health; Hot Water & Relaxation; Hot Water & Mental Health; and Hot Water & Living. Consumers are encouraged to imagine how a warm water soak can add quality to their daily lives.

Author Smith writes in the chapter, *The Potential of Warm Water Immersion*, “Our bodies make adjustments when we are immersed in water. These changes are similar to those that occur when we exercise. The changes include increased circulation, more efficient breathing, and improvements in mood.” [Science referenced from the textbook *Comprehensive Aquatic Therapy* by Drs. Bruce Becker and Andrew Cole]. Recently quoted in an interview with InHealthNW magazine, Dr. Becker commented, “It really is incredibly profound...simply immersing in warm water to chest depth changes cardiac function in a way that virtually mimics aerobic exercise.”

“The retailers we met at the winter trade shows are buzzing about NSPF’s investment in hot-tub research and how ‘Hot Water & Healthy Living’ ~~this book~~ can help turn around hot-tub sales,” adds Lachocki. Two of the nation’s leading hot tub retailers, who are competitors in the Seattle and northwest Washington market, have committed to using the books to help them create new hot tub sales. Brian Quint President and CEO of AquaQuip has already ordered 360 books and expects to reorder. “I have always believed that hot tubs are good for you. It is a dream come true to finally have the scientific information in one beautiful package we can give to consumers who want to learn more,” he says. “The fact that we can now say that soaking in a hot tub is good for your heart is huge! Alice Cunningham, co-owner of Olympic Hot Tub Company agrees, and says “Our businesses compete. But, We may be competitors, but we always agree always agree that getting more people into hot water is a good thing. This book is a powerful tool to move us to that target.”

Both Quint and Cunningham ~~also~~ agree that every hot tub retailer should order these books and incorporate them into their sales process. Both businesses are coordinating a complete lead generation effort and marketing campaign for the season.



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~~In addition to the excitement with the retailers, manufacturers are throwing their marketing muscle behind promoting health benefits described in this new book, and retailers are ordering books in quantity and making them available to their customers and prospects.~~ Master Spas is creating a large campaign promoting the books in electronic, print, and television promotions. “We will make the books available to each of our dealers so they can give them away to prospective customers,” says Bob Lauter, CEO, Master Spas.

Master Spas is not the only major hot-tub manufacturer to show their support ~~for this new NSPF publication.~~ Watkins Manufacturing, who manufactures and markets the Hot Spring and Caldera brands, are big supporters. They plan to promote the book on their consumer websites and give each of their retail partners a book. A marketing program that explains to dealers how to use the book encourages them to stock books for prospective customers interested in the health benefits of soaking regularly in a hot tub. “We encourage our retail partners to use this book to promote the health benefits of hot tub immersion. Providing scientific evidence that confirms what so many satisfied hot tub owners have reported over the years is extremely valuable,” says Lissa Poincenot, Director of Marketing.

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The 36-page, four-color book is available to industry members and consumers at www.nspf.org. Quantity discounts are available via the NSPF Shopping Cart or by contacting NSPF at 719-540-9119 or email media@nspf.org.

The suggested retail is \$10.95 per book ~~plus~~ includes shipping. NSPF has also created 'hot buttons' that retailers and manufacturers can place on their websites to promote hot water and healthy living, test soaks and more, using the book as the hook to bring them into the store. NSPF will reinvest a percentage of revenue from the book to fund additional health benefit research to help grow the industry.

About NSPF Health Benefit Research

The NSPF is the leading research sponsor and educator in the aquatics fields and is the largest funding source for grants to study aquatic health benefits in swimming pools and hot tubs. Purchases of the *Hot Water & Healthy Living Book* will help to fund more health-benefit research in the future, some of which will be performed at the newly formed National Aquatics and Sports Medicine Institute at Washington State University which was funded in part by a \$1 million grant from NSPF in January, 2008. Additionally, from 2004-2008, the NSPF has committed \$819,226 to studying aquatic health benefits. "NSPF is taking a lead in demonstrating aquatic health benefits. This type of work will benefit mankind for decades," says Dr. Lachocki. "By once again investing one-half of its grants budget, the NSPF is commissioning research that positions pools and spas to be a key defense in the war on chronic disease. We will grow the body of evidence to make it more evident that water is good for your body," he emphasizes.

About the NSPF®

The National Swimming Pool Foundation® (NSPF®) is a non-profit organization founded in 1965, dedicated to improving public health worldwide by encouraging healthier living through aquatic education and research. The foundation works towards its mission with educational products like the Certified Pool/Spa Operator® (CPO®) certification training, the Aquatic Play Feature™ Handbook, the Pool Math™ Workbook, the annual World Aquatic Health™ Conference, Certified Pool/Spa Inspector™ (CPI™) training, the Aquatic Safety Compendium™, eProAcademy™ online training center, Pool Operator Primer™, and Pool Operator Fusion™. NSPF has partnered with



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Human Kinetics in its launch of the *International Journal of Aquatic Research and Education* (IJARE), the quarterly peer-reviewed source for aquatic research and educational information, available in print and electronic format.

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