Today's spas are like Heaven on Earth

by Laurie Batter

Morning, noon-time or nighttime beneath the stars, your personal spa is the most peaceful place on earth. Each year more people are turning to spas to create enchanting retreats in their homes. More than 3.3 million American families currently own spas, and key manufacturers continue to report strong sales.

With all of the exciting consumer products on the market, why are more and more people purchasing spas? Industry experts say reasons range from an increased awareness of the health benefits derived from spas, to the strong recreational and social appeal, with relaxation and relief from stress the most important motivation to own a personal spa. "We are in an era when people are looking for new and better ways to improve their health and add personal enjoyment to their lives. Spas are not only a great way to improve the value of one's home, but they also greatly improve the overall quality of one's lifestyle," says Steve Hammack of Hot Springs Portable Spas. "There's no better way to unwind than to soak in a spa in the comfort of your own home," he adds.

This lifestyle trend is echoed by Jonathan Clark of Sundance Spas when he talks about hydrotherapy.
He explains, “It is a collective term for the various physical effects from heat, buoyancy and hydro-massage. Buoyancy is the sense of weightlessness that one experiences when floating in water, giving the feeling of well-being and comfort. Heat affects blood flow and muscles, producing the relaxation experience from spas. The various jets deliver a massage that is beneficial to muscles and beneficial to overall health. Combining these three positive experiences is what properly designed spas do superbly well.”

Portable spas offer options and features to fit anyone’s lifestyle and budget. These types of spas are extremely convenient—just fill with water, plug into a dedicated electrical outlet, and you are ready to relax in the privacy of your own home. Today’s spas come in a wide variety of colors and sizes, with specially designed jets, seating and control panels to give you maximum enjoyment.

Moving into the millennium, life is filled with daily demands that test our energy and our patience. Work and our personal lives challenge us to be more exacting and to be more adept at exceeding expectations. It’s no wonder, then, that the overwhelming number of spa owners cite “spa time” as their ideal way to reduce stress and to eliminate aches and pains.

Bob Morgan is a senior member of the customer satisfaction team at a local car dealership. Bob loves to talk about his spa time. He notes the purchase of his spa four years ago as a turning point in his ability to reduce the daily stress from work. “After work, I look forward to getting into my spa. I ease up against the neck and back jets and feel my muscles relax as the jets gently massage all the stress points from the day. My spa sits outdoors, and I love to be back and just stare up at the stars. After 10 or 15 minutes, I feel everything is right with the world. I sleep great, and wake up refreshed for the next day’s challenge.” Bob’s spa is his sanctuary.

The rise in body temperature from hot water helps induce restful sleep. Alice Cunningham of the Olympic Hot Tub Company, a spa retailer in the Northwest, finds that more and more people have become aware of these sleep benefits. “The way to ensure a good night’s sleep is to soak in your spa before bedtime, with the water at a temperature of 103°F. The heat and jet action take away the stress and muscle tension you’ve built up during the day. Therefore, you have a totally restful sleep,” she says.

Many stress experts agree that a spa creates the sensation of supreme comfort, absolute relaxation and unencumbered peace of mind. And having a spa in your home or backyard provides an intimate setting where you can find that retreat—either alone or with loved ones and friends. Your spa can be your special hideaway at home.

Today, more and more Americans are seeking ways to spruce up their homes, to spend additional quality time with their families and to escape the pressures of everyday life. Many have found that a backyard spa is the perfect way to achieve all three goals.

Home is where more of us choose to spend our time these days, whether it be for relaxation or exercise, and spas do double duty of helping us keep physically as well as mentally fit. Besides soothing away day-to-day tensions, your spa lends itself to a variety of stretches and exercises that help you get and stay fit. It’s far more convenient than going to a health-club.

Buying a spa can be almost as easy and enjoyable as owning one. Most spa professionals offer you a no obligation “test soak” in the models you are considering. So, when you’re shopping, come prepared with your bathing suit and get ready to have some fun while you shop!

A hot bubbling spa at home may be just what you need to keep yourself healthy, relaxed and ready to enjoy each new day.