

漂浮出来的健康

访FLOSAL Technology AG
有限公司市场总监
Angelika Petrick Böni女士

FLOSAL Technology AG公司由瑞士Petrick家族于2003年成立于瑞士苏黎士，致力于研发Flosaldrome漂浮池设施，在浓缩生理盐溶液保健设施研发和生产领域均拥有丰富经验。公司供应多款圆形和椭圆形漂浮池，在全球多个国家有售。市场总监Angelika Petrick Böni曾就读于北瑞士应用科技大学经济学系，后在苏黎世大学研习数学和生物学。从公司成立之初，Angelika女士就一直负责FLOSAL的国际市场开发和业务推广。SpaChina请她为您介绍Flosaldrome漂浮池。

Flosaldrome漂浮池是基于哪些原理设计生产的？

著名的脑部研究专家John C. Lilly博士曾经连续5年致力于研究漂浮对人体产生的影响，证明了漂浮对人体健康有诸多益处。NASA利用他的研究成果培训宇航员，帮助他们提前适应在外太空时产生的失重感。Flosaldrome漂浮池也是基于这一原理设计的。它带给客人一种独特的失重体验，使用者漂浮在加热至35-36摄氏度(华氏95度)的浓缩生理盐溶液表面，产生一种毫无时空束缚的感觉。

Floatarium漂浮池还利用了限制环境刺激疗法(又称“感觉剥夺疗法”)，也就是通过减少或控制周围环境刺激，激发神经系统，使使用者达到深度放松。使用Floatarium漂浮池益处颇多，包括压力管理和减压，调整血压，缓解疼痛，激发身心活力，提升大脑学习能力，戒除成瘾行为等等。它适用于各类水疗中心，如都市水疗、酒店水疗、度假村水疗和医护水疗中心等等。

Floatarium漂浮池内部宽敞，直径3米(9.8英尺)，高2.4米(8英尺)，即使患有幽闭恐惧症的客人也可以毫无顾忌的漂浮在池子里。Floatarium漂浮池在清洁方面也算是无可挑剔：每使用一次都会更换浓缩生理盐溶液，新溶液会经过3道过滤程序，确保溶液的高度清洁。如果客人需要，操作员还可以通过调制解调器连接，远程控制floatarium漂浮池内溶液的流速、温度和PH值，优化治疗效果。客人也可以通过漂浮池配备的一个15



Dornbirn FLOSALDROME



Angelika Petrick Böni

英尺宽的触摸屏，控制池内的背景音乐，颜色和图像等，提升体验效果。

Flosaldrome漂浮池在哪些国家有售？

我们的代理商分布于全球的10多个国家，外国客户占多数。Flosaldrome已经打开了欧洲市场，成为众多水疗中心的一个新型创收理疗项目。对于保健水疗中心，Flosaldrome漂浮池理疗可以说是最具创意的水疗护理之一，理疗效果显著持久。

在亚洲包括中国，漂浮池相对比较陌生。我们目前正在开发中国市场。语言和文化差异是我们首先需要解决的两个问题。我们相信中国的水疗中心和酒店很快也会引入Flosaldrome漂浮池。那时，中国的水疗客人们只需要在Flosaldrome漂浮池里泡上一个小时，就可以有效缓解工作和生活压力。

请介绍一款最新的Flosaldrome漂浮池？

德国萨克森州巴德·穆斯考的Fürst Pückler Parkhotel在我们的圆形Flosaldrome漂浮池里，加入了来自Moorbad的矿盐。我们对这种地方矿盐作了成分分析，并调整漂浮池溶液原有成分与之相适应。作为德国第



FLOSAL Tanks

一家使用Flosaldrome漂浮池的酒店，Fürst Pückler Parkhotel的水疗中心被誉为“德国的地中海”。

如何吸引水疗中心购买他们之前从未使用过的器材，如Flosaldrome？

推广一款新仪器时，不同国家的市场情况都不尽相同。我们在选择国外代理商时，会选择那些对当地文化和语言都比较精通的公司合作。把Flosaldrome推广到一个从未接触过这款产品的国家，有相当长一段路要走。我们需要向潜在的投资商介绍漂浮池的益处，讲解它作为一项单独的创新理疗，或者是协同其他传统理疗项目，能为水疗客人带来哪些益处，为水疗中心带来怎样的收益。开发中国市场，我们会借助一些媒体平台如杂志，首先将漂浮池的理念传达给潜在的中国客户。我们期待第一个Flosaldrome漂浮池早日进入中国。

Achieving Health By Floatation

An Interview with Angelika Petrick Böni, Marketing Director of FLOSAL Technology AG

FLOSAL Technology AG (LTD) was established by the Petrick family in 2003 near Zurich in Switzerland. FLOSAL has developed and patented a floating facility named FLOSALDROME, which includes a 30-percent concentrated saline preparation unit. With many years of experience in the construction of concentrated saline facilities in the field of dermatology, the company now offers floating facilities in round and oval designs and distributes them worldwide. The company's marketing director, Angelika Petrick Böni, studied economics at the University of Applied Sciences in Northwest Switzerland and also studied mathematics and biology for two years at the University of Zurich. She has been in charge of international marketing for FLOSAL Technology AG since its founding. SpaChina invited her to introduce Flosaldrome.

What are the principles behind Flosaldrome?

The well-known specialist in brain research, Prof. John C. Lilly, investigated the effects of floating on the human body in a five-year study. NASA used his results to help prepare their astronauts for the feeling of weightlessness in

outer space. Flosaldrome is partially based on the results of Prof. Lilly's investigation. Our spacious floatarium imparts the feeling of weightlessness, of being free of time and space, by floating in concentrated saline heated to 35-36 degrees Celsius (95 degrees Fahrenheit).

The scientific method REST (Restricted Environmental Stimulation Technique) predicts the effect of the floatarium; it produces a very deep relaxation and stimulates the nervous system by isolating the distractions of the outside surroundings. Benefits of Flosaldrome include: stress management/increased stress tolerance, blood pressure regulation, pain relief, body and spirit revitalization, improved ability to learn, and reduction of addictive behavior. It can be used in almost all types of spas.

Worth mentioning is the spacious interior of the floatarium. The drome has a pool diameter of 3 meters (9.8 feet) and a height of 2.4 meters (8 feet) to eliminate any fears of claustrophobia. Hygiene is also given special attention in the floating system: A fresh saline solution is provided for each use of the floatarium, passing through three filter steps, so brine is hygienically clean. And the facility is

laid out in accordance with Medical I (Swiss Certificate for medical Equipment). Besides all this, via a modem connection on request, an operator can optimize the relaxation effects of the floatarium by remotely controlling critical functions such as saline solution flow rates, temperatures and water pH. Also a user friendly 15" touch screen is provided to allow the user of the floatarium to choose music, color, or images to enhance his experience.

To which nations do you sell your equipment?

Our distribution partners are situated worldwide. The international market accounts for most of our turnover. Currently our products are in operation in 10 countries. In Europe, Iceland, Dubai etc..., the Flosaldrome is already well established as an additional revenue-generating treatment alongside the traditional offerings of most spas. In Asia and China, floating is a very new topic. We are currently developing our distribution in China.

Please introduce one of your latest pieces of spa equipment to our readers.

The Fürst Pückler Parkhotel in Moorbad Bad Muskau (Germany) uses its own salt from its Moorbad mine for our round Flosaldrome. This local salt was previously analysed by our company and the floating preparation unit adjusted to it. The spa hotel was awarded the title "med in Germany" as the first hotel with the Flosaldrome.

How do you promote the Flosaldrome in completely new markets?

Our distribution partners are culturally and linguistically rooted in the corresponding country. However, to take our Flosaldrome to a region where there is not yet any market for floatation technology takes a lot of hard work. We need to explain to the potential investors the many benefits of floating as a treatment that adds real value for the customer and brings synergies to the existing traditional spa offerings. For the Chinese market, we are motivated to draw the attention of the Chinese customers to the idea of floating through some media platforms first.



Pair floating FLOSALDROME