

PRESS RELEASE

SnowBliss: the snowfall shower with snowstorm effect

Kurland brings the Arctic to wellness areas

Ainring, Germany. April 2017 – **In Scandinavia it is a tradition to warm up in the sauna in winter and then cool down in the snow afterwards. If there’s no snow, then part of the Nordic ritual is missing. With SnowBliss, the latest invention from Kurland, this experience can be integrated into any wellness area – regardless of the time of year, climate or spa’s geographical location. The snowfall shower brings the power of nature up close and right into the spa at the touch of a button.**

Snowbliss from Kurland, a Haslauer GmbH brand, is the result of responsive research and development. The guest can choose between the “snowfall” and “snowstorm” modes and either be sprinkled with snow or have snowflakes swirling around them on all sides in a snowstorm with thunder and lightning. In both cases the snow crystals have the properties of corn snow, which skiers will be familiar with. The snow therefore only melts on the skin, and not in the air. The effect is an exceptionally refreshing feeling that can be experienced immediately at the touch of a button and with all the senses.

“Unusual wellness concepts are our expertise. As a result our SnowBliss can be integrated into any spa in any conceivable design. The cabin can be individually customised with walls made from glass, natural stone, tiled or with any photos you like. Sound and lighting effects are integrated into the SnowBliss. This allows for an unique experience that addresses all the senses,” explains Esa Ranta, CEO of Haslauer GmbH.

Check out the SnowBliss video here: [https://www.youtube.com/watch?v=dx - Pt8xbIQ](https://www.youtube.com/watch?v=dx-Pt8xbIQ)

Photos:

Photo 1: SnowBliss from Kurland is more than just cooling down after a sauna or steam bath.

Photo 2: The perfect amount of snow for an extremely refreshing experience.

Photo 3: SnowBliss – The snowfall shower with cyclone effect

Credit: Haslauer GmbH, Kurland



Kurland: With the power of nature

Innovation meets tradition in the spa, wellness and natural products sector

Recognising tomorrow's trends today and setting completely new standards in the spa and wellness market: That is what Haslauer GmbH in Ainring has stood for with its Kurland brand for around 50 years. The successful, innovative company ranks among the pioneers in the field of spa systems and equipment, as well as offering a unique range of natural healing products. Focussing on therapeutic aspects, the in-house Kurland training center passes on the decades of knowledge about Kurland signature treatments and the Kurland treatment products range.

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