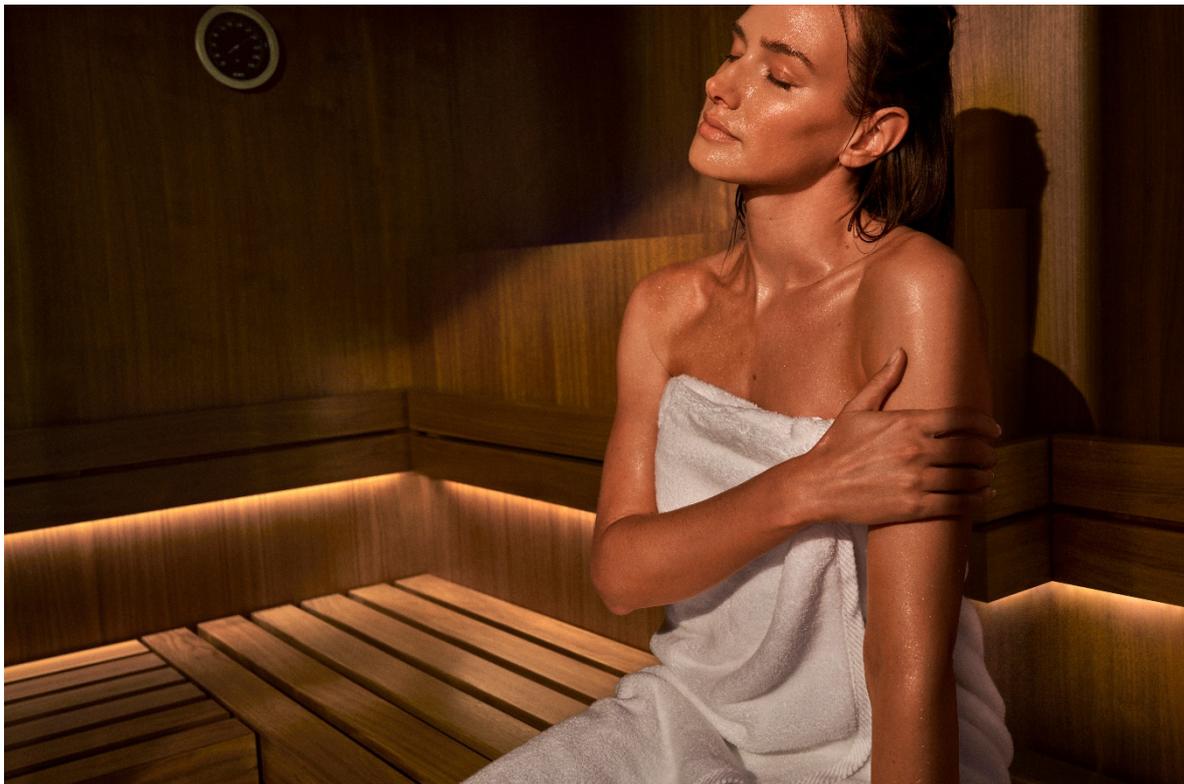


## Sauna at the summer solstice: what we can learn from Finland



When the nights in Finland are no longer dark, traditional celebrations surrounding Juhannus, the summer solstice, begin throughout the north. For Finns, it is more than just a calendar event – it is a cultural pause, a celebration of nature, purification and new beginnings. Life takes place outdoors – barefoot in the grass, with simple food, music, fire, closeness – and at the centre of it all: the sauna. For KLAFS – the global market leader in saunas, wellness and spas – Finland's timeless, beneficial sauna culture has always been a source of inspiration. This deeply rooted tradition has given rise to many ideas that today bring people all over the world the pleasure of genuine relaxation.

### No Juhannus without sweating: sauna as a ritual centrepiece

The summer solstice, around 21st of June, is the highlight of the Finnish summer. And there's one rule: no Juhannus without sweating in nature! It is probably Scandinavia's most ancient ritual – a combination of purification, mindfulness and freedom. 'In northern Europe, and especially in Finland, the sauna is part of life. It is a place of relaxation that connects generations,' explains Phillip Rock, CEO of KLAFS. On the evening of the summer solstice, Finnish families gather in the

sauna and enjoy the sauna bath as a silent rite of passage: a moment of inner purification and clarity between what was and what is to come – often accompanied by birch branches, known as ‘vihta’, which are gently stroked over the skin. They stimulate blood circulation, release tension and symbolise the shedding of the old.

## Nature, water, warmth – and community

Juhannus reminds us that luxury sometimes means having time – for yourself and your loved ones. It is a return to the essentials. This slowness creates a different kind of connection: genuine conversations without distraction and shared silence without discomfort. You sit together, sweat together and eat together – and suddenly feel completely at home. Children jump into the water at

Juhannus while the adults chat on the jetty and the grandparents prepare the meal.

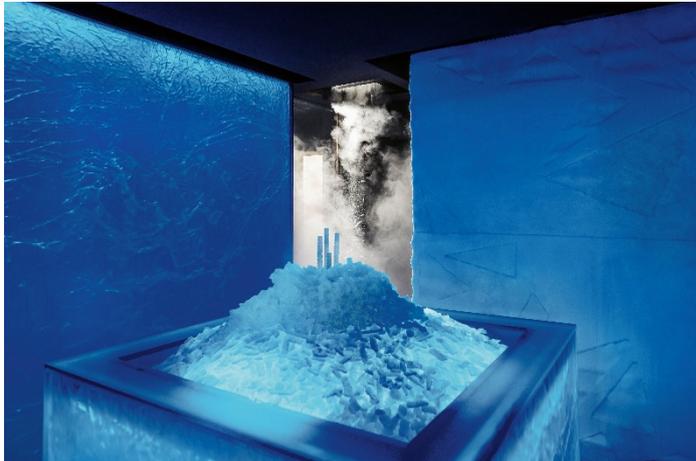
Noise, pressure, availability and plans have no place here. What matters is the present moment.

## ‘Sisu’ – inner strength as part of the experience

After the heat comes a

dip in a cold lake or river – a ritual that celebrates the balance of the elements. The cold water temperature is the perfect contrast to the cosy warmth of the sauna and symbolises renewal, clarity and the conscious moment of transition. That's why one thing above all else is needed when taking a sauna on Midsummer Night: sisu. This Finnish term describes a deep inner strength – a mixture of willpower and endurance. ‘Sisu’ manifests itself in perseverance and consciously stepping outside your comfort zone, such as courageously diving into cold water. It is precisely this interplay of challenge and reward that invigorates both body and mind. Whether it's an intense infusion or a cold stimulus – in nature, it becomes a holistic experience that has a lasting effect.





'This balance between warmth and cold, tranquillity and activity is a central principle of Finnish sauna culture – and also inspires us at KLAFS,' says Phillip Rock. One of KLAFS' latest innovations is the FRIMAS ice mist bath – an impressive way to experience the invigorating sensation of cold after a hot sauna in a particularly sensual and natural way. This gentle, natural form of

wellness cooling refreshes all year round, strengthens the blood vessels and clears the mind like a deep breath of fresh air.

## KLAFS saunas as spaces for retreat, rituals and new energy

With its wellness solutions, KLAFS creates precisely those Finnish moments in which time seems to stand still – whether with elegant designer saunas for the home, charming oases for the garden or individual spa concepts for hotels and chalets. With a stylish design language, a well-thought-out selection of materials and technical innovations, spaces are created that are more than just places to sweat. They fulfil the growing desire for a home that is completely dedicated to personal well-being. Here, they invite you to slow down, take a deep breath and recharge your batteries – alone, with friends or with family.



At KLAFS, aesthetic considerations have now given rise to a holistic design approach: architecture for all the senses. This is much more than simply beautifying rooms – it is the conscious staging of

experiences that have a mental and physical effect, touch the soul and serve as a personal source of strength. They bring the original idea of Finnish rituals into the here and now. For very personal moments of peace, relaxation and renewal.



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## About KLAFS

KLAFS has been creating places of relaxation for body and soul since 1928. Time and again, the company manages to surprise with groundbreaking innovations – such as the space-saving sauna KLAFS S1, which transforms from the size of a wall cabinet to a fully functional sauna within 20 seconds at the push of a button. Thanks to this innovative strength, KLAFS advanced from what was once a small family business to a global industry leader. Today, more than 800 employees work to meet - and exceed - the ever-increasing demands of customers. From small private sauna rooms to luxurious hotel spas. And they do this all over the world, with expert advice from carefully trained technical consultants and on-site service from experienced teams. As a trendsetter in the sauna, pool and spa industry, KLAFS continuously invests in research and development, for example to further increase the energy efficiency of its products..