

## The KLAFS Wellness Trends 2025 - a new era of holistic health

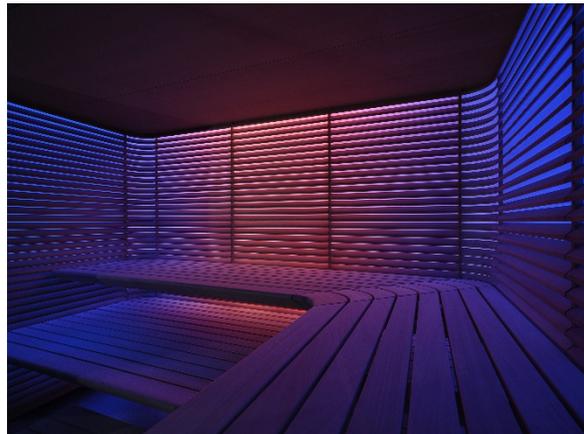


The cosy design of the GESA sauna creates a harmonious connection to the living space.

The desire for profound relaxation for the body and mental well-being characterizes the current wellness trends. After all, holistic health, sustainability and conscious living are more important than ever. Short breaks instead of parties, silence instead of constant availability and closeness to nature instead of sensory overload - quality time and sustainable regeneration are increasingly coming to the fore and becoming an essential part of our lives. Wellness solutions are becoming more and more accessible in the private sphere and are inspiring people to adopt a mindful lifestyle and active health care. Compact, highly aesthetic saunas and steam baths with modern technologies support this trend. KLAFS - a pioneer in the sauna, spa and wellness sector - shows where the journey is heading and provides insights into the most important wellness trends that will shape the future.

## Multi-sensory experiences: Relaxation with all the senses

Nature, technology and design merge to create a new dimension of well-being. The idea of wellness is constantly evolving. It is no longer just about the traditional spa treatment, but about a multi-sensory experience that appeals to all the senses. KLAFS is shaping this trend with innovations for saunas and spas in an incomparable way. The latest KLAFS saunas and steam baths combine innovative functions with natural elements and integrate sound and color ceremonies as well as aromatherapy to create an immersive atmosphere for holistic relaxation. Innovations such as the ESPURO® foam steam bath or the S11 Design by Studio F. A. Porsche sauna take wellness time-out to a new level by specifically promoting both physical and mental health.



The light and sound concept of the Sauna S11 appeals to all the senses.

## Regular wellness breaks at home

A stressful everyday life and the desire for spontaneous time-outs in an intimate atmosphere are increasing interest in a private wellness oasis at home. And instead of placing the sauna in the cellar as in the past, it is becoming an expression of one's own conscious lifestyle - and part of the living space. When redesigning its saunas, KLAFS therefore paid particular attention to a homely aesthetic and harmonious integration into open-plan living concepts. This turns the sauna into a design statement. Natural materials, organic shapes, indirect light and warm colors are in perfect harmony with a contemporary, modern style and create an inviting design with a soothing lounge atmosphere. What could be better than a relaxing sauna bath with your loved ones at home - skin care, some music and atmospheric lighting? These are the true moments of luxury from which we draw new strength for our demanding everyday working lives.

## Compact wellness solutions: Luxury in the smallest space

As cities grow and living space becomes smaller, the demand for compact wellness solutions is increasing. There is not enough space for a large relaxation oasis everywhere - but everyone should have access to regeneration and relaxation in everyday life. KLAFS meets this urban lifestyle with suitable solutions: the space-saving retractable S1 SAUNA makes the dream of having your own sauna a reality, even in small city apartments. The clever use of space offers multifunctional possibilities and places the sauna at the center of the bathroom, living room or study. When

retracted, it is just 60 cm deep, the same depth as a wall cupboard - at the touch of a button, the S1 unfolds into a fully-fledged sauna. With a variety of external claddings, it also becomes a stylish interior statement that harmonizes perfectly with the room's furnishings and increases the aesthetic value of the home. Many of the S1 models can be conveniently connected to a 230V household socket.



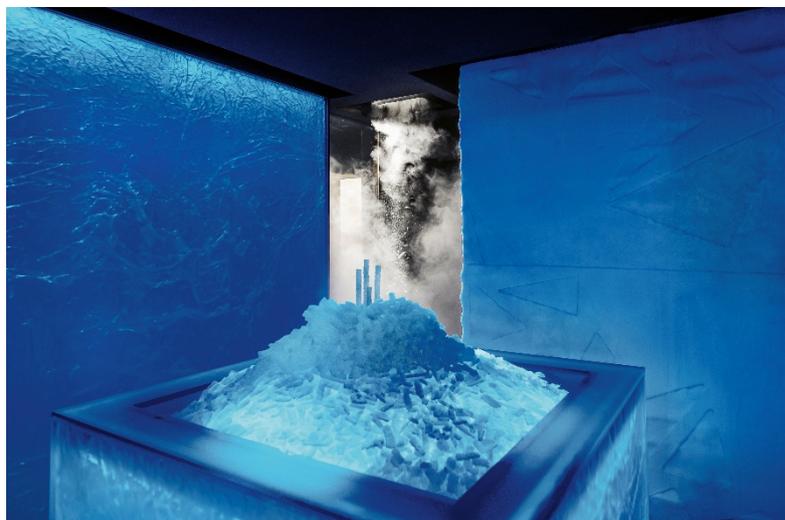
Thanks to innovative technology, the extendable S1 SAUNA brings wellness to any room.

## Multifunctional applications

Saunas are undergoing a transformation and are evolving into holistic, multifunctional retreats that offer more than just the effect of heat. Additional applications such as infrared or dry salt inhalation, which can be individually integrated into your own wellness concept, take the traditional sauna experience to a new level of well-being. The deep-acting infrared radiation, for example, directs the heat specifically at the back, shoulders or neck area and eases painful cramps. Joint pain caused by wear and tear and other non-specific back pain can also be alleviated with this application. With the handy Microsalt SaltProX, KLAFS also makes the positive effect of dry salt available simply and everywhere. The patented technology produces a fine salt mist that is distributed throughout the cabin. Regular inhalation of microscopically fine salt particles cleanses and moisturizes the airways in a targeted manner. They penetrate deep into the lungs, promote mucus clearance and support the regeneration of the airways and vocal cords. Low humidity, such as in a sauna, creates a special microclimate with a high concentration of salt aerosol, which intensifies the effect.

## Thermal journeys: the invigorating effect of cold and heat

More and more people appreciate the vitalizing effect of the alternating heat and cold stimuli. This not only stimulates the circulation, but also strengthens the immune system and promotes mental clarity. Cold applications such as cold water pools, experience showers and cold rooms are now popular and inspire manufacturers of wellness solutions to integrate them into the daily wellness routine. KLAFS has also developed numerous options for refreshment after a hot sauna bath, using natural elements - as in the sauna itself. All forms of water, from ice and snow to cold mist, become part of the wellness treatments. With the FRIMAS ice mist bath, KLAFS combines all these facets of the natural element of water and enables naturally gentle cooling after the heat bath - for the perfect balance between tranquillity and vitality.



The FRIMAS ice mist bath provides gentle, natural cooling.

## Automated wellness experiences: the future of regeneration

Smart technologies will play an even more central role in the world of relaxation in 2025. They not only improve comfort, but also enhance relaxation and increase the effectiveness of spa experiences. A perfect example of this trend: the SANARIUM® stove with VITALITY BOOST. Without having to interrupt the moment of relaxation in your private sauna bath at home by getting up, the fully automated infusion begins with precise air wafting. A simple voice command "Hey KLAFS, start infusion" is all it takes. Sauna bathers can remain lying comfortably and enjoy the soothing warmth with full effect. There are also other conveniences: Whether dimming the lights, starting your favorite music or adjusting the temperature - all this is possible via voice control. Neither a smartphone nor an internet connection are required in the KLAFS sauna. Digital detox is combined with smart convenience to intensify the wellness experience.

## Sustainability in the focus of the wellness trend 2025

The topic of sustainability and the careful use of resources also remain in focus. With solutions such as the GREEN SAUNA package or the insulating glass fronts, KLAFS has set itself the goal of minimizing the ecological footprint of the sauna. These equipment elements ensure that the heat from the sauna is stored in the cabin for longer and that energy consumption is generally reduced. However, the commitment to sustainability goes beyond pure energy efficiency. KLAFS uses sustainable materials - such as wood from responsibly managed forests. Many KLAFS saunas have therefore been awarded the Blue Angel, the quality seal for particularly low-emission products made of wood and wood-based materials. This underlines the responsible use of resources and gives users a consistently positive feeling during their regular wellness routine - a further step towards sustainable relaxation.

More individual, more multi-sensory, smarter and even more sustainable: the wellness trends of 2025 are not only shaping the future of the sauna and spa industry, but are also increasingly improving general well-being in everyday life - with exclusive, highly effective wellness solutions that strengthen body and mind through holistic experiences.



The sauna as a design object: the Sauna S11. Design by Studio F. A. Porsche.



The ESPURO® foam steam bath offers a new sensory experience with nourishing foam.



Additional applications such as salt inhalation with the Microsalt SaltProX and deep infrared heat with the InfraPLUS seat expand the individual possibilities for active health care in the sauna.

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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.

— 90 °C

— 60 °C

— 40 °C