

THE LODGE AT WOODLOCH UNVEILS SNOW ROOM, TYROLEAN BUCKET SHOWER, AND CO-ED HIMALAYAN SALT SAUNA

The first resort in the United States to offer this type of cryotherapy



FOR IMMEDIATE RELEASE: HAWLEY, PA: The Lodge at Woodloch commits whole-heartedly to the holistic approach to health and wellness, and embraces the idea that wellness efforts paired together are stronger than any individual act. The new Snow Room is a luxurious and beautiful marvel that is first of its kind in a United States resort. And, when paired with the new Tyrolean Bucket Shower and Co-ed Himalayan Salt Sauna, the trio can pack a powerful punch for one's overall well-being.

The brand-new extension is adjacent to the Aqua Garden area of the spa. Featuring over 718 square feet, guests will walk into a relaxation area with floor-to-ceiling windows overlooking the woodland trails and sundeck. Just past the lounge will be a foyer surrounded by the Himalayan Salt Sauna and Snow Room, both with glass fronts. The inside of the Snow Room has been designed to look specifically like the nature that surrounds us, reminiscent of a snowy forest. The Snow Room will have benches, trees, a snowy forest mural, and lighting to enhance relaxation. Just outside the Snow Room, there is a Tyrolean Bucket Shower for a refreshing splash between sessions.

The concept of a Snow Room stemmed from Sebastian Kneipp, a Bavarian priest from the 1800's who was a naturopathic pioneer in his time, and who taught about the health benefits derived from the alternation between hot and cold. With its fusion of dry snow and cold air, the Snow Room offers a gentle and pleasant cooling effect. Cooling down is one of the most important processes in the sauna routine and should be done as quickly as possible. The body cools down gently from head to toe in the Snow Room at 14° to 23°F. Deep breaths will clear the respiratory passages and, depending on the individual needs, a snow (self) massage can greatly intensify the refreshing and cooling effect: starting with arms and legs, then moving to the back and torso (working from the extremities towards the heart) and finishing with the head. The pulse rate returns to normal, the blood vessels constrict again, and the circulation increases. The rule regarding the length of time in the Snow Room is to stay only as long as it feels good. Benefits of the alternation of hot and cold include blood vessel training (cardio-vascular health), fat burning, detox, strengthening the immune system, pain relief, revitalization, stress- reduction and more.

"We love the natural wellness benefits that come with the Snow Room and that it emulates our seasons and natural habitat. Anything that brings our guests closer to nature and provide natural healing is something that we can get behind," explains Robert Baldassari, General Manager.

The Snow Room by TechnoAlpin® and Sauna extension will be unveiled for use in the New Year, 2022. The new amenity will be part of the many offerings already available in the all-inclusive experience at The Lodge at Woodloch. Weekday rates start at \$344 per person, per night and vary by season.

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About The Lodge at Woodloch:

The Lodge at Woodloch is a luxurious all-inclusive destination spa resort in Northeast Pennsylvania. The award-winning property offers renowned spa treatments, outdoor experiences, fitness and wellness activities, art classes, cooking demonstrations, golf, and more, in a pristine mountain retreat environment. Located on over 500+ wooded acres with a private lake, The Lodge at Woodloch provides an oasis for personal awakening and renewal just 2 ½ hours outside of New York City. The heavily accoladed property features 59 luxury accommodations, a 40,000-square-foot spa, gourmet restaurant, farm-to-table garden, and more. Additional information and reservations are available at 1-800-WOODLOCH or visit TheLodgeatWoodloch.com, [Facebook.com/LodgeAtWoodloch](https://www.facebook.com/LodgeAtWoodloch), [Twitter \(@LodgeatWoodloch\)](https://twitter.com/LodgeatWoodloch) and [Instagram \(@theLodgeatWoodloch\)](https://www.instagram.com/theLodgeatWoodloch).

About TechnoAlpin:

TechnoAlpin is the worldwide leader for snowmaking systems, holding numerous patents that today set the industry standards in the snowmaking segment. TechnoAlpin has been planning and realizing snowmaking systems for ski resorts worldwide since 1990, and also invented solutions for the production of snow indoors. The Snow Room is a unique product for cryotherapy with real snow, cooled to -10°C and snowed every night with only water and air. Already more than 60 European hotels, thermal baths, cruise ships and fitness centers count on this new technology, The Lodge at Woodloch is the first resort in United States. TechnoAlpin operates in more than 50 countries worldwide and has more than 700 employees. <https://indoor.technoalpin.com/en.html>

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