



True REST Float Spa Father's Day Gift Offer Float Therapy Sessions Provide Unique Benefits for the Mind and Body

PHOENIX (June 1, 2019) – What do dads across the United States have in common? STRESS. Whether dad is a weekend warrior, a competitive athlete or a busy executive, stress seems to be the common denominator. Even dads need a serious REST every now and then. From June 1 – 18, [True REST Float Spa](#) is offering a buy one, get one free gift card that will give customers two visits for the price of one, #FloatDad.

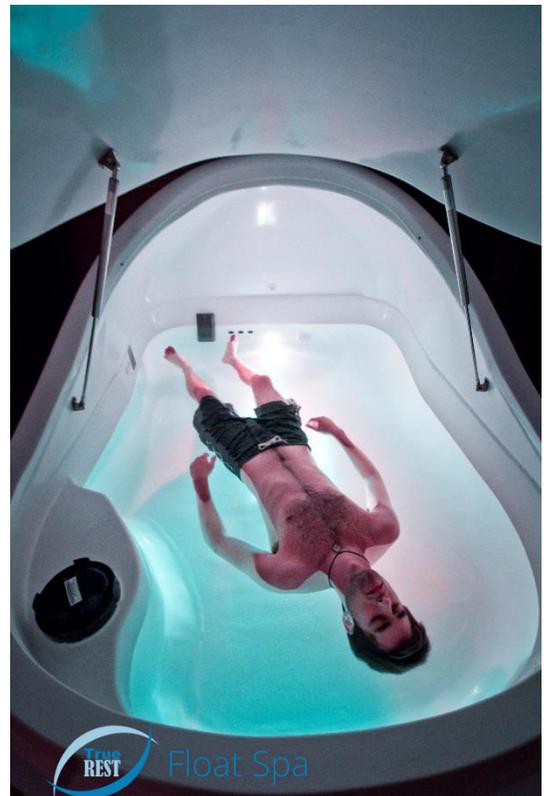
Floating is a relaxing, fun and effortless way to reduce stress and get pain relief by rejuvenating both the mind and body. The all-natural approach helps alleviate a wide range of ailments including inflammation, sore muscles, arthritis, sleep disorders and stress. In observance of Father's Day, the limited-time offer allows new members to experience the benefits of an hourlong float therapy session with the purchase of a buy one, get one free gift card for \$79. Current members are able to take advantage of the same deal at a deeper discount for \$49.

"We know dads are famous for not putting themselves first, and we want to give them an opportunity to experience the self-care they deserve," said Nick Janicki, founder and president of True REST Float Spa. "With True REST Float Spa, we guarantee 60 minutes of uninterrupted intense relaxation. Dads will be thrilled to know that they are in good company. The New England Patriots, Steph Curry and others have used floating for conditioning and recovering for years. So why not dad?"

True REST Float Spa members float effortlessly in hourlong sessions that provide a sensory and gravity-free environment, restricting external sources of distraction for an extreme form of rest. Each pod is filled with 1,000 pounds of Epsom salts and 180 gallons of water that creates a 30% salt solution, enabling effortless floating. Epsom salts have established healing effects that treat inflammation of the joints and muscles and ease chronic pain for areas of the body like the neck and back. The high level of salt is great for the skin, hair and nails, acting as an exfoliant while also drawing out toxins and lactic acid from workouts to reduce stress and relax the body.

The water is set to body temperature and provides a weightless sensation, promoting psychological benefits of feeling inner peace. The brain enters the theta brain wave state, associated with deep sleep and dreaming. This allows a natural increase in dopamine and other neurotransmitters, which creates feelings of euphoria that aid in mental relaxation. An hour of zero gravity and zero distractions decreases the production of cortisol, a stress hormone, leaving members feeling refreshed, serene and with a profound sense of calmness.

Stress is an underlying issue of mental and physical systems, which True REST Float Spa combats with float therapy as a medicinal alternative. The member-based program founded in 2010 offers a holistic solution to wellness by featuring a luxurious spa-like environment. Every location offers tailored services to meet customers' individual needs.



According to Men's Health, "the practice is particularly popular among athletes. That's because floating can have a tremendous impact on recovery and performance," says Brandon Marcello, Ph.D., a former director of sports performance at Stanford University and high-performance consultant who has worked with professional sports teams like the Atlanta Braves and the San Jose Sharks. Marcello says floating can also create a kind of positive feedback loop: when athletes recover faster, they can perform better, too."

To take advantage of this Father's Day deal or for more information about True REST Float Spa, visit TrueREST.com.

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About True REST Float Spa

True REST Float Spa is the world's largest float spa brand. With over 78 awarded locations, including 32 open locations and another 15 opening this year across the country, it is on its way to servicing 1 million floats. True REST Float Spa has created a luxury float spa experience in 10 inches of water and 1,000 pounds of Epsom salts. Members float effortlessly in their float suite. Each location is dedicated to providing pain relief, relaxation and better sleep through a 60-minute float session. True REST Float Spa offers monthly memberships programs and packages. For more information, go to TrueREST.com. For franchising opportunities, go to <https://www.TrueRESTfranchising.com>.

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