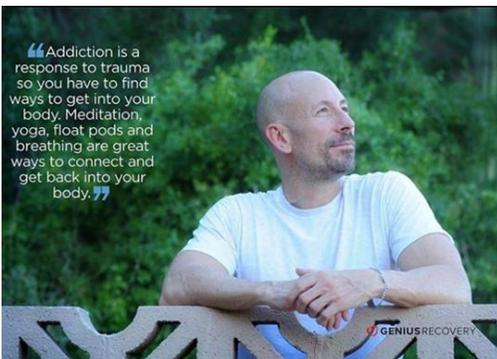




## Reshaping the Future of Addiction with Floatation Therapy

*True REST Float Spa Supports National Recovery Month and Suggests Float Therapy as a Supplement to Recovery*

PHOENIX (September 9, 2019) – Every September, people from around the nation celebrate [National Recovery Month](#). While each person's addiction is unique, many face the same triggers: stress, anxiety, pain and sleep issues. Float therapy, among many other complementary therapies, is being incorporated into traditional addiction treatment due to its effectiveness and holistic nature. [True REST Float Spa's](#) floatation therapy is just one example of these addiction therapies. Backed by scientific studies, floatation therapy helps practitioners reduce stress, anxiety and chronic pain, and helps with sleep. In turn, it is a successful supplement to cognitive behavioral therapy or a full treatment program.



Float therapy is often used by physicians and treatment facilities as an all-natural mental health practice that promotes balance by returning the body back to its internal homeostasis so the body can heal itself. Joe Polish, the entrepreneur behind [Genius Network](#), [GeniusX](#), [Piranha Marketing Inc.](#), and co-founder of [10Xtalk.com](#) and [iLoveMarketing.com](#), completely agrees. Polish serves as an Advisory Board Member for True REST Float Spa as a recognized expert on addiction. Having been in recovery for more than twenty years, Polish says, "Addiction is a response to trauma, so you have to find ways to get into your body. Meditation, yoga, float pods and breathing are great ways to connect and get back in your body."

Also called sensory deprivation and floatation REST, float therapy was pioneered in 1954 by John C. Lilly. In the early 2000s, the practice experienced a rebirth with a plethora of published scientific studies supporting the alternative treatment. Most sessions are an hour long, allowing the client to float effortlessly atop the water in a float tank or float pod. The pod is 8 feet long and over 4 feet tall and filled with 10 inches of water mixed with 1,000 pounds of magnesium sulfate, also known as Epsom salts. The special solution creates a relaxing anti-gravity environment in a space with zero distractions – a result of removing sensory stimuli such as light, sound and smell.

While members float in water for the entire duration of their session, it's virtually undetectable to the touch. Both the room and water are set to body temperature, offering a zero-gravity environment that decreases the production of the stress hormone cortisol, thus leaving a person feeling refreshed and serene after the float. The brain then enters the theta brain wave state, associated with deep sleep and dreaming. Theta brain waves are seen in REM sleep and hypnosis, and scientists have said that theta wave states produce vivid imagery, intuition and information beyond normal consciousness awareness.

The nature of REST is discussed in terms of processes and effects. Essentially, two processes – refocusing and rebalancing – contribute to the various physical and mental effects of restricted environmental stimulation. These effects include profound relaxation, relief from pain and a shift in consciousness to a state that is more introspective, less defensive and more receptive. The most recent research suggests that floatation therapy can be [an effective supplement to treatment programs for substance abuse](#) and addiction.

"Floatation therapy in combination with traditional treatment helps fight substance abuse withdrawal and addictive triggers within the brain," said James W. Rowe, CEO of True REST Float Spa, the world's largest float spa brand. "When floatation practitioners reach deep relaxation, the brain releases natural endorphins that help relieve pain and stress, which in turn holistically heal the body mentally and physically. Floatation therapy helps with the compulsion most addicts experience, whether substance

abuse, alcohol, nicotine or food, by calming the brain and reducing stress, and creating mindfulness meditation. National Recovery Month is a time when we can spread the crucial message that behavioral and mental health is important, prevention works, treatment is effective and individuals can recover.”

Taking a closer look, here’s how float therapy benefits and addresses common problems:

- **Stress Reduction:** The lack of external stimuli is extremely rare in modern society. In the floatation environment, without the hustle and bustle of the world imposing itself, people experience a profound calmness of mind. An hour of zero gravity and zero distractions decreases the production of cortisol, a stress hormone, creating a positive health effect that leaves practitioners feeling refreshed and serene after a float.
- **Chronic Pain:** One thousand pounds of Epsom salts can relieve pain and prevent inflammation in joints and muscles, and treat sprains, strains or sore muscles by creating a state of equilibrium. Floating provides weightlessness, resulting in zero pressure points on the body, which can provide almost 100% in pain relief.
- **Anxiety:** Since float therapy removes all external stimuli, practitioners are able to achieve a sense of calm and stillness. Experts claim that humans experience anywhere from 50,000 to 80,000 thoughts per day. Forcing the mind to relax is a great relief for most. When deep relaxation is achieved, one’s body doesn’t have to work as hard. The benefits of deep relaxation are slower heart rate, slower and deeper breathing, increased blood circulation and lowered blood pressure.
- **Sleep:** A study in the [Journal of Addiction Medicine](#) found that people in recovery are five times more likely to have insomnia than the general population. Sleep specialist Michael Breus, Ph.D., says, “Evidence dating back decades demonstrates that float therapy can be effective in treating sleep problems, including insomnia. For example, a study from 1989 found that a series of four two-hour floatation sessions over a two-week period led to improvements in symptoms of insomnia. Participants who received float therapy experienced reductions to their sleep latency – in plain terms that means they were able to fall asleep more quickly. The improvements to sleep lasted for up to 12 weeks after the float session, indicating that floating as a sleep therapy can have lasting effects beyond the short term.”



For more information about True REST Float Spa, visit <https://www.TrueREST.com> or contact [info@truerest.com](mailto:info@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 34 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 membership programs and packages. For more information, go to [www.TrueREST.com](http://www.TrueREST.com). Or visit Facebook: <https://www.facebook.com/TrueREST/>, Twitter: <https://twitter.com/truerest> or Instagram: <https://www.instagram.com/truerest/>. For franchising opportunities, go to <https://www.TrueRESTfranchising.com>.

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