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Betreff: Vichy showers vs Aquaform horizontal showers
Datum: Sonntag, 1. Oktober 2023 12:59:18
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Dear Markus ,

I am confident that I've previously mentioned **horizontal showers** as one of Aquaform's standout assets in our product portfolio. However, I may not have provided a detailed explanation of why our Aquamotus model, for example, stands apart from **traditional Vichy showers**.

While you're likely familiar with Vichy showers, let me briefly summarize their features and typical use in spa settings. This will enable me to **clearly differentiate between Vichy showers and Aquaform's horizontal showers**.

Technically, a traditional Vichy shower consists of five or six showerheads positioned over a massage bed. Its **primary purpose is to shower water onto the bed**, serving various purposes such as providing a warm water contact to soothe muscles or assisting therapists in rinsing guests after exfoliation, preventing them from having to get up and walk to a shower covered in exfoliant products.



That's essentially what a Vichy shower does. Now, let's compare this to Aquaform's horizontal showers, using the Aquamotus model as an example.

First and foremost, even before considering its functional advantages, **Aquamotus significantly enhances the room's aesthetics where it is installed**. Its flush-ceiling design, the option to choose from various finishes, and its stand-by lighting capability all contribute to creating a warm and inviting atmosphere, aligning with interior designer preferences. - Figure 1



Regarding the practical functions, it's important to note that the **water nozzles are strategically positioned** on the shower to mimic the contours of the human body, as depicted in figure 2

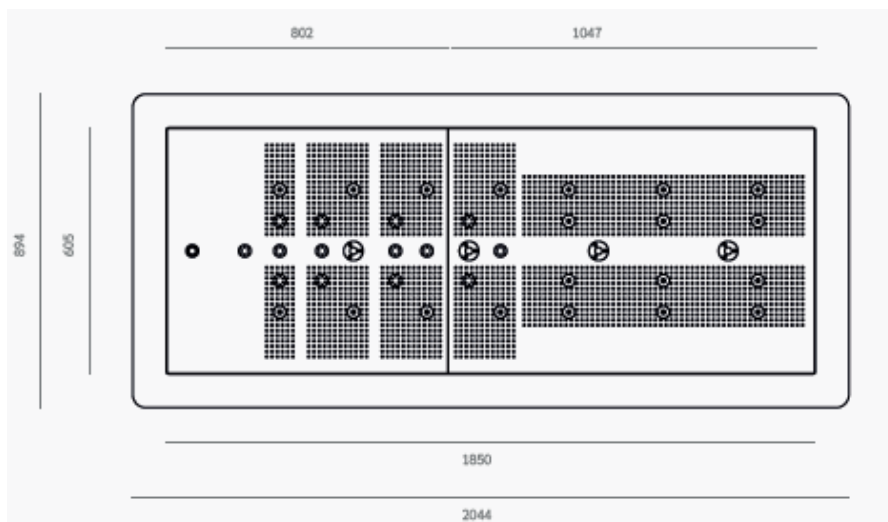


Figure 2

Additionally, we offer **five distinct types of jets**. This variety is essential because each part of the body requires specific water pressure levels to maximize the effectiveness of the massage, as illustrated in figure 3

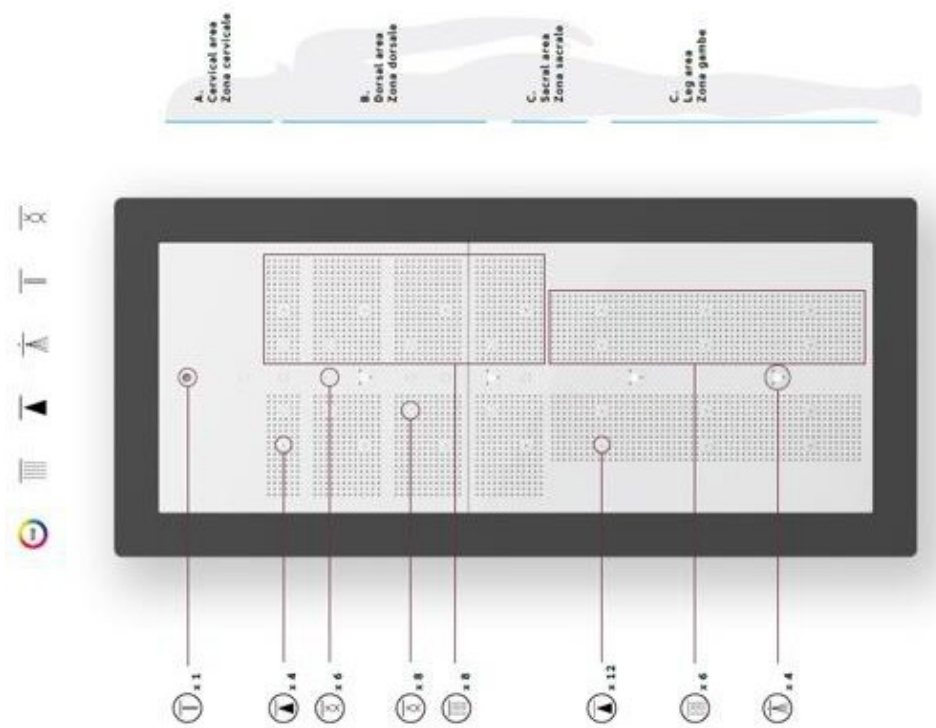


Figure 3

The unique arrangement of the nozzles and the variety of water massage options enables us to target specific areas of the body more effectively – Figure 4 and 5

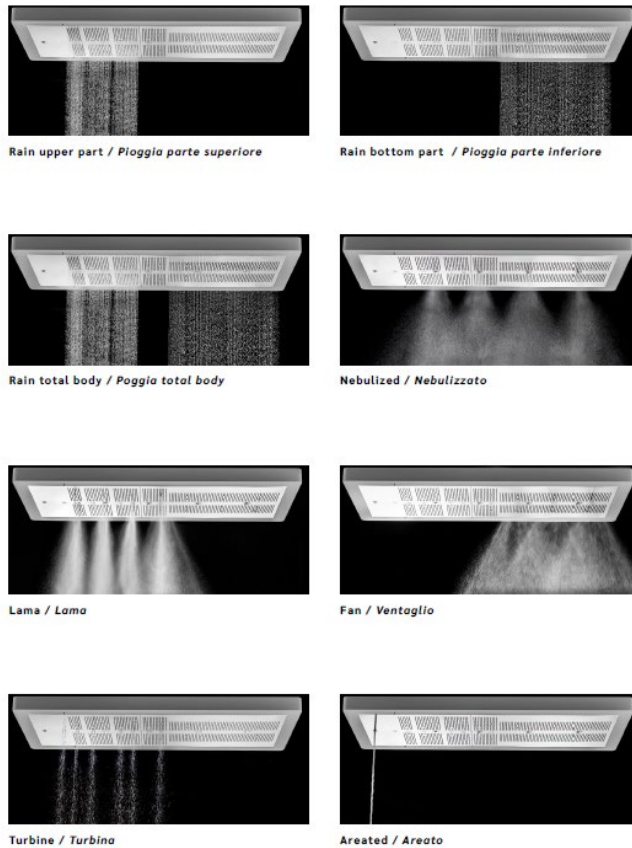


Figure 4

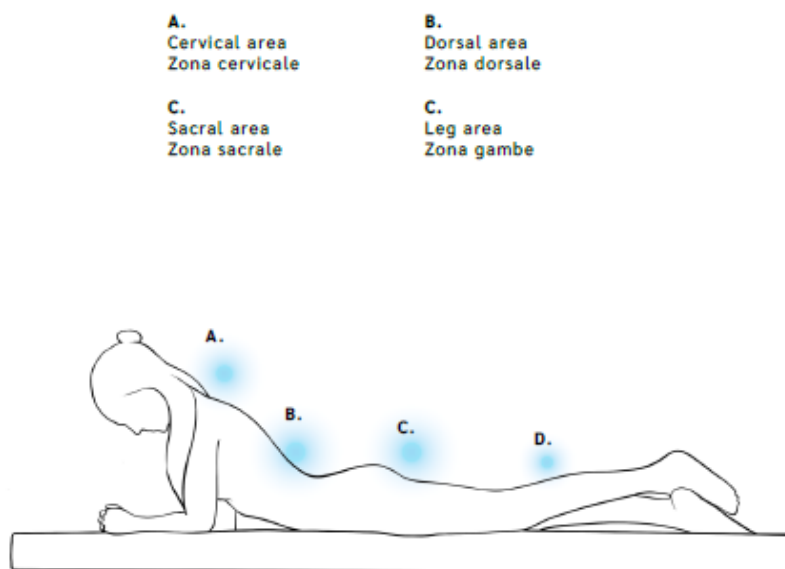


Figure 5

Everything is managed by a central control unit, which executes automatic programs. These programs strategically sequence the various jets, adjusting pressure and temperatures to achieve specific desired effects. Depending on the parameter combinations, we offer both relaxing and energizing programs. In total, there are **four unique programs, each with four different time settings** to cater to individual preferences.



Numerous studies confirm that colors profoundly affect people's moods. That's why each of our programs is complemented by colored lighting to enhance the desired effect.

Now, let's delve into the **remarkable benefits of these highly sophisticated machines**, with a primary focus on the emotional advantages. The experience they provide is immersive and utterly delightful, making it one of the most enjoyable journeys you can embark on within a spa setting.

Furthermore, we mustn't overlook the numerous other positive effects:

Muscular System : The horizontal shower, equipped with numerous electronically programmed water jets, employs water spraying in a unique way to stimulate and tone tissues while inducing deep relaxation. These water jets flow over your skin in varying sequences, intensities, and temperatures, providing comprehensive interaction with every part of the body.

Nervous System: The synergy of colors, aromas, and melodies, combined with the water massage, enhances the benefits on the nervous system, promoting mental well-being, emotional balance, and overall feelings of positivity.

Cellular Regeneration : The fast cell regeneration process detoxifies and oxygenates the tissues, with purifying effects beneath the skin's surface, resulting in a comprehensive anti-aging action.

Neuro-Vegetative System : Each jet delivers an intense yet soothing micro-massage to the skin's subtle reflexes, stimulating the neuro-vegetative system and releasing tension in nerve endings. This process allows your body and mind to relax and realign, effectively regenerating the entire organism, offering a highly efficient de-stress action that rivals manual massages.

Lymphatic System : In addition to massaging, water pressure stimulates lymphatic circulation, enhances tissue oxygenation, drains excess fluids, and facilitates the elimination of toxins. This, in turn, alleviates leg discomfort, promotes a feeling of lightness, and combats the effects of cellulite.

These multifaceted benefits showcase the profound impact of our horizontal showers on both physical and emotional well-being, making them an invaluable addition to any spa experience.

I won't take up more of your time in these brief lines. However, I do hope I've piqued your interest in horizontal showers and their potential uses and benefits. If so, please feel free to reach out to arrange a conversation where we can explore the range in greater detail. We can discuss technical specifications, pricing, and other products within the range, among other topics. I look forward to the opportunity to delve deeper into these aspects with you.

Thank you for your attention

Talk soon

Davide.

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