



## News Release

FOR IMMEDIATE RELEASE – 9 JANUARY, 2010

### **A New Year, a New You:**

#### **Ideal Standard helps take care of the post-Christmas blues**

Brussels, Belgium – After the cheerful times but also the excesses of the Holiday Season, the New Year can often be a difficult new beginning. One of the best ways to combat this somewhat stressful period is to relax, pamper and reinvigorate oneself. Over the last years, the bathroom has increasingly become a focal point in the house for well-being.

To offer consumers a wellness moment at home, Ideal Standard, a leading brand of innovative and design-driven bathroom solutions, has put together some tips to enhance relaxation and pleasure in order to help remedy any post-Christmas blues:

- If it's cold, rainy or snowy outside, just take a bath and relax. A simple soak will already help alleviate any stress you have and make you feel nice and warm. Add some fragrant products and relaxing music for maximum effect!
- While very hot baths should be limited to once a week only, choosing various temperatures can have beneficial effects on your health. This kind of hydrotherapy can improve blood circulation and lymphatic drainage.
- Perfect on a grey winter day, put some colour in your bathroom Chromotherapy (treatment by means of colours) can have different effects on the body, such as calming, stimulating or restraining the appetite as well as revitalize the immune and nervous systems. Alternatively, you can also use aromatherapy (treatment by means of smell), to help strike a healthy mental and physical balance.

#### **Bringing wellness into the home**

Today, consumers not only demand beautifully designed products but also want to combine the newest innovations and features in the bathroom. Ideal Standard strives to transform any ordinary bathroom into a blissful space and has developed several different solutions to help do just that.

## **Soft Bath**

With Ideal Standard's Soft Bath you will be able to have the perfect long soak, as it cleverly maintains water temperature up to twice as long as a normal bathtub, meaning double the soak time. Soft Bath uses a patented material which is warmer upon touch and moulds to your body for maximum comfort.



## **Tonax**

Ideal Standard Tonax is a next-generation showering system combining functionality with innovation. For the first time, a new material was used to produce the shower cubicle which allows for more silent showering and retains 20% more steam than a traditional glass shower cubicle. Tonax is a perfect vision of the shower of the future. It is available with chromotherapy and an MP3 player inlet. Additionally, storage with mirrors is included, as well as a comfortable seat. It also offers wellness features including a Turkish bath/steam feature, a comfortable seat, powerful body massage jets and a gentle rain showering system.



## **TRIS**

Ideal Standard TRIS is the ultimate luxury home wellness product: the world's first combined shower, sauna and steam system. TRIS offers spacious normal and tropical showering, steam, drying sauna, aromatherapy, hydro massage, removable bed/seating area, elegant and reliable touch pad in a comfortable and stylish environment.

For more information, visit [www.idealstandard.com](http://www.idealstandard.com) or contact:

Gilliane Palmer  
+32 2 662 8134 (direct)  
+32 495 597 183 (mobile)  
[gpalmer@idealstandard.com](mailto:gpalmer@idealstandard.com)

### **About Ideal Standard:**

As Europe's leading bathroom brand, Ideal Standard's goal is to create a life space that reflects personalised well-being. The brand follows three main philosophies: design, functionality and innovation. Ideal Standard is the flagship brand of Ideal Standard International.

### **About Ideal Standard International**

Ideal Standard International is a privately-owned company headquartered in Brussels, Belgium, operating independently in Europe, Middle East and Africa as well as in Latin America. With bathroom solutions as its core business, the company provides bathroom furnishings, fixtures and shower enclosures for residential, commercial and institutional buildings. Its products are sold under its strong international brands Ideal Standard, Jado and American Standard (Latin America), as well as leading local brands including Incesa Standard (Latin America), Armitage Shanks (UK), Ceramica Dolomite (Italy), Porcher (France and Incesa) and Vidima (Eastern Europe). The company employs over 12,000 people and is operating in over 20 countries.