



THERE IS
A REASON
WHY.

ilovesauna®

I LOVE SAUNA

In Finland, there are more than 3 million saunas but only a little over 5 million people so you can imagine that sauna is really important part of the Finnish lifestyle.

It is estimated that 99% of Finns goes to sauna on regular basis, once or twice a week. The traditional sauna day is Saturday. Sauna plays an important role also on public holidays like Mid Summer and Christmas. At these festive seasons the sauna is cleansed thoroughly and on the eve of the holiday we all go to sauna to settle down and start the holiday period refreshed leaving the wordly worries on to the sauna benches.

The sauna has been considered to have a special, even supernatural, cleansing effect and especially the sauna sessions during the eve of the Mid Summer and Christmas holidays were considered very ritualistic and this is the case still today.

In the Finnish folklore there are legends about sauna spirits who lived in saunas and which were honored by behaving really good in the sauna so that the spirits would allow you to have a relaxing sauna experience.

Finnish sauna culture was chosen to the Unesco Intangible Cultural Heritage list on 2020.

Nowadays we consider sauna to be more like a meditative place where we can relax, enjoy our own sauna rituals and get away from the hectic daily routines. It is hard to overstate the importance of the sauna in Finnish culture. It is an integral part of the lives of the majority of the Finnish population. In a sauna, people cleanse their bodies and minds and embrace a sense of inner peace. It is actually a state of mind rather than a ritual of cleanliness.





If you visit a Finn in Finland you are likely to end up in a sauna. There is nothing more Finnish than sauna, and many Finns think you can not grasp Finland or its culture without bathing in a sauna. However, Finns understand that foreigners have certain inhibitions and concerns when it comes to stepping in a heated box with no clothes on.

Getting invited to a sauna in Finland is an honour. Bathing in sauna almost or totally naked with people is also a bonding process. In sauna, the shy and reserved Finns often open up and reveal their secrets, as well as have deep conversations. It is also said that, in Finland, the most important decisions are made in sauna.

The basic sauna ritual is the same as it always was: warming up, sweating, taking löyly vapour and whisking, washing and cooling off. Cooling off nowadays often includes swimming. Many people like to cool off in the open air, and there are also brave ones who want to roll in the snow or take a dip in the sea or lake through a hole in the ice.

The following words of advice from the Finnish Sauna Society are worth remembering: “Big meals and alcohol should be avoided before the sauna.” However, “the sauna leaves you not only content but also thirsty and hungry.” Then, of course, refreshing drinks should be taken to quench the thirst and restore the body’s fluid balance.





PAIL 4L + plastic insert.



Material / Detail Radiata Pine	Batch 10 sets	Product code E10011
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Notice! Pails and ladles will be sold together in sets.



LADLE 36 cm.



Material / Detail Radiata Pine	Batch 10 sets	Product code E10010
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Notice! Pails and ladles will be sold together in sets.



SAND TIMER 15 min. Black sand.



Material / Detail Radiata Pine	Batch 20 pcs	Product code E10012
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THERMO-HYGROMETER Vertical. Black dial.




Material / Detail Radiata Pine	Batch 20 pcs	Product code E10032
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THERMO-HYGROMETER Horizontal. Black dial.



Material / Detail Radiata Pine	Batch 20 pcs	Product code E10062
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Sauna bathing does not only clean the body but also purifies the mind. The bather's frame of mind after a leisurely relaxed sauna ritual could be best described as euphoric. It is like a rebirth; all unpleasant feelings fall away and you feel at peace with the whole world. This is what Finns mean by the care of the soul received in the sauna.

According to recent research on Finnish sauna bathing, the long-term health benefits from sauna are received when you spend at least 30 minutes in the sauna. You don't need to do that all at once, in fact it is probably wiser to have two 15 minutes sessions than a single half an hour – at least before you know your limits! To subtly track time you can use sandtimer to inform you about 15 minute sequences.

The sauna may also provide cosmetic care.

Ilmari Kianto (1874-1970) describes a countrywoman's facial transformation in his novel *The Red Line*: "There in the gentle löyly, the wrinkles on her face smoothed away, and the deep-blue shadows under her eyes gave way to a healthy colour. It was as if the heat had also melted away the darkness of her soul...".



PAIL

4L + plastic insert.



Material / Detail Radiata Pine	Batch 10 sets	Product code E10011
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Notice! Pails and ladles will be sold together in sets.



LADLE

36 cm.



Material / Detail Radiata Pine	Batch 10 sets	Product code E10010
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Notice! Pails and ladles will be sold together in sets.



SAND TIMER

15 min. White sand.



Material / Detail Radiata Pine	Batch 20 pcs	Product code E10044
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THERMO-HYGROMETER

Vertical. White dial.



Material / Detail Radiata Pine	Batch 20 pcs	Product code E10013
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THERMO-HYGROMETER

Horizontal. White dial.



Material / Detail Radiata Pine	Batch 20 pcs	Product code E10014
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A sauna bath without a birch whisk is like food without salt & pepper as the saying goes. The bather uses the whisk to beat himself lightly; this raises the blood circulation on the skin, speeds up perspiration and produces a pleasant aroma in the hot room. This has a relaxing effect on the muscles and also helps to soothe the irritation from mosquito bites.

The whisk is normally made of young birch twigs which are aromatically superior to all other trees. Out of season this birchy smell of summer can be reproduced by using dried or frozen whisks.



PAIL 4L + plastic insert.



Material / Detail Cedar	Batch 10 sets	Product code E10019
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Notice! Pails and ladles will be sold together in sets.



LADLE 36 cm.



Material / Detail Cedar	Batch 10 sets	Product code E10018
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Notice! Pails and ladles will be sold together in sets.



SAND TIMER 15 min. White sand.



Material / Detail Cedar	Batch 20 pcs	Product code E10020
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THERMO-HYGROMETER Vertical. White dial.



Material / Detail Cedar	Batch 20 pcs	Product code E10021
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THERMO-HYGROMETER Horizontal. White dial.



Material / Detail Cedar	Batch 20 pcs	Product code E10022
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For a long time, the sauna was thought to have a magical effect on those who entered. Today, we know that the “magical” feeling comes from genuine medical benefits.

Relieves insomnia. A sauna session does wonders to help relieve tension and stress, and for many people, this translates into a wonderful night's sleep.

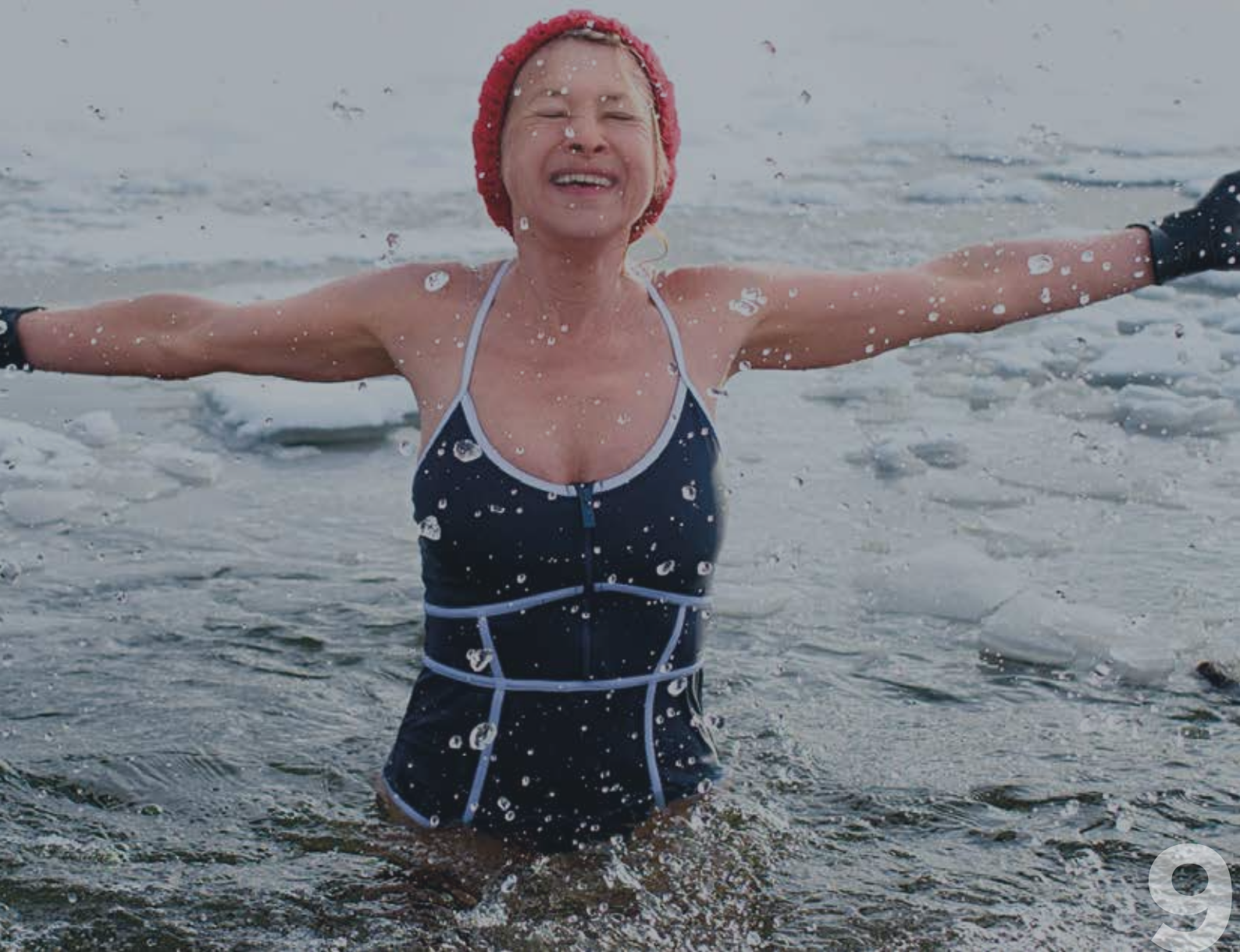
Provides gentle cardiovascular exercise. The repeated heating and cooling of the body promotes contraction and dilation of the blood vessels, which in turn become stronger and better maintained. The heat also encourages a higher heart rate, which acts as a gentle form of exercise.

Improves blood circulation. As you might expect, the previously-mentioned dilation of the blood vessels helps improve circulation throughout the body.

Improves the immune system. Regular sauna use - at least twice a week, has been shown to reduce the risk of contracting pneumonia by around 30%.

Maintains health and clarity of skin. Increased blood flow and opened pores are only a few of the factors that result in healthy, clear, younger-looking skin.

Soothes muscles. Whether you're an athlete or just on your feet all day, the heat of the sauna encourages your muscles to relax.





PAIL
4L + plastic insert.



Material / Detail
Thermo Aspen

Batch
10 sets

Product code
E10063

Notice! Pails and ladles will be sold together in sets.



LADLE
36 cm.



Material / Detail
Thermo Aspen

Batch
10 sets

Product code
E10064

Notice! Pails and ladles will be sold together in sets.



SAND TIMER
15 min. White sand.



Material / Detail
Thermo Aspen

Batch
20 pcs

Product code
E10065




THERMO-HYGROMETER
Vertical. White dial.



Material / Detail
Thermo Aspen

Batch
20 pcs

Product code
E10066

A photograph of a Finnish sauna interior. In the foreground, a Harvia metal sauna stove is filled with smooth, grey stones. Above it, a metal bowl filled with dried herbs hangs from a chain. To the right, a wooden bucket sits on a wooden shelf. The background is a wall of dark wood with two small framed pictures.

The sauna temperature is not everything. The essential part of the Finnish sauna is steaming, pouring water on the rocks of the stove to release water vapor called löyly. Löyly is the magic part of the Finnish sauna most people talk about when referring to the quality of the sauna experience. Release of löyly is something everyone expects from a sauna session.

Löyly does not mean that sauna is a steam bath! The steam of Löyly is visible and felt only for a short period of time. It does not constantly linger, but is instead summoned when needed. Thus the term steam room in association with the Finnish sauna has a special meaning.

There are two very well-known literary characters, a pair of countrymen friends created by Maiju Lassila (1868-1918) in his novel *Borrowing Matches*, and their view of the hereafter: There they sat, side by side, amidst the steam and enjoyed the pleasure of the flesh. Antti was musing: "Do you think there might be a sauna in heaven?" "Course there must be," said Jussi.



BLACK SAND TIMER

15 min. White sand.



Material / Detail Radiata Pine	Batch 20 pcs	Product code E50035
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WHITE SAND TIMER

15 min. Black sand.



Material / Detail Radiata Pine	Batch 20 pcs	Product code E50036
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AROMA BOWL

2 L, Ø 20 cm.



Material / Detail Stainless steel	Batch 20 pcs	Product code E30001
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DRIED HERB

250 g / bag



Material / Detail Lavender	Batch 5 pcs	Product code E30002
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DRIED HERB

250 g / bag



Material / Detail Peppermint	Batch 5 pcs	Product code E30003
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There are no real rules when it comes to sauna in Finland, and the way it is done totally depends on the occasion. The most important thing is to relax, socialise, have a couple of drinks and enjoy the blissful post-sauna feeling of having cleaned both your body and your mind.

Many times the post-sauna gathering is the "best" part of the sauna ritual - having all your best friends around you is something we all cherish for. Being close to one another in the sauna and afterwards brings you extra pleasure which has positive impact on your mood and general wellbeing. Nothing beats sauna sessions like these! There might be one exception to the rule...

The Mid Summer sauna that is. Imagine the nightless night when the sun doesn't go down at all, the birds are singing their lovely concert in the woods, the summer air with its' aromas, smooth lake where to dip in during and after the sauna, being surrounded with your loved ones, having long talks with them etc. Even a thought of this all brings a smile on your face.



We have redesigned the product packages to reflect more like gifts which can be given on many occasions and during all seasons.

These I Love Sauna product boxes can be nicely used in your shop for demonstrating the products and creating the “fuzz & buzz” around sauna and wellbeing. Also, we believe that these branded product boxes create nice atmosphere when demonstrated e.g. In your web shop for the consumers.

Sand timers and thermo-hygrometers are always packed into these boxes. For creating set boxes of your own like, we provide the Sauna Set Boxes according to your order, free of charge.



I Love Sauna products all in all have been designed and selected having all the sauna lovers in mind. We feel that these selected products with the inspiring and earthy packaging are great gifts for any sauna lover, no matter where in the world they are.

The product packaging has its' origins in the deep love for sauna that we experience and feel every time we go to sauna. Therefore, we want to emphasize all those positive effects sauna can have! That is why we created the I Love Sauna brand.

We hope you and your customers will enjoy these I Love Sauna products!

A serene winter scene featuring a dense forest of tall evergreen trees heavily laden with snow. The trees are illuminated by a warm, golden light, likely from the low sun. In the foreground, a body of water is partially frozen, with numerous circular and irregular ice floes floating on its surface. The overall atmosphere is peaceful and cold.

THAT'S WHY

ilovesauna.fi