



ZENESTAR



© Zenestar Wellness 2019

ZENESTAR<sup>®</sup>  
Pure Bliss & Zen

Design award winner  
wellness space  
for hotels, spas &  
beach resorts

# PROBLEM.

Saunas in 5-star hotels:





**SOLUTION.**





Zenestar works in every temperature, even when the heater is not on.

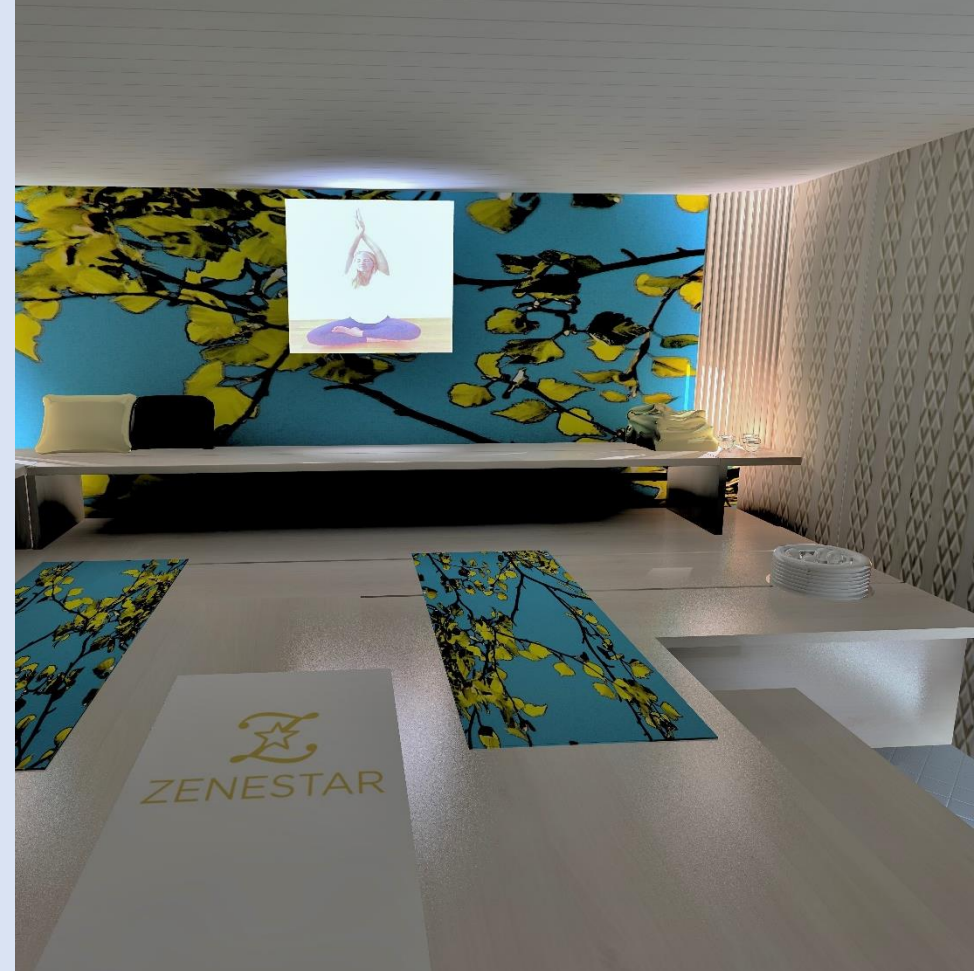
Virtual personal trainer available 24/7. 5 different programmes + guiding video for sauna bathing. No personnel needed.

All surfaces of can be customized by using newest 3d-woodwork techniques and UV-printing.

Design lightning and heater.

Smart tech wellness mats, linen bathropes, natural cosmetics and drinks available.

Turn-key solution: designed, delivered and installed.



## CABANA

Sauna cabin made of pre-cut wooden elements.  
External dimensions: 2,7 m x 2,7 m x 3 m.  
Can be installed inside or out.

### SURFACE EXAMPLES



## RENO

High-tech sauna renovation solution that creates a luxury Zenestar wellness experience to already existing saunas. Reno has same components than Cabana, but in all sizes. Technically the best sauna in the world!

# COMPETITIVE ADVANTAGES

## MULTIFUNCTION

Zenestar is a sauna that works in every temperature, even when the heater is not on. No need for separate rooms for exercises and sauna. No need for personnel. Works 24/7.

All wooden materials are produced ecologically and manufactured locally in Finland, avoiding long supply chains. Woodwork techniques are patented.

## PRIVACY

5 virtual training programmes: stimulating, relaxing, refreshing, regenerating and soothing, to help user to have guided but still private practice.

New, fresh training programmes every year.

## LUXURY

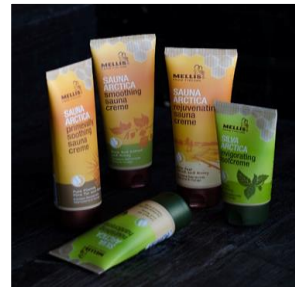
Zenestar is customized to support every customer's brand image. Zenestar is a turnkey solution – designed, delivered and installed. We also serve maintenance and updating service for our Zenestar saunas.

## SILENCE

Zenestar smart wellness mats have music and vibration inside. This is to keep both interior and exterior silent and comfortable.



## SUBCONTRACTORS



**Zenestar lifestyle brand includes all products needed for enjoyable sauna wellness experience:**

**Alcohol free sparkling drink, linen textiles, smart mats with music, honey-based cosmetics and natural fragrances; no parabens or plastic.**

**100 % designed and made in Finland, the happiest and cleanest country in the world.**



ZENESTAR



# ZENESTAR

## CREATIVE TEAM



WELLNESS & SPA  
INNOVATION AWARD

WINNER 2019

German Wellness Association



Suomi  
Finland  
100



**SUSANNA HALLA**

Brand Owner and  
CEO of Hallaus Architects.  
Master of Arts and  
Business Administration.

The happiest sauna  
designer on Earth, who  
has a genuine interest in  
wellbeing and healthy  
environments.



**MARIANNE VALOLA**

Product Designer,  
Master of Arts.  
Zenestar living –executive  
manager.

Award-winning,  
multitalented designer,  
who is specialized in  
customer oriented research  
and product design.



**ELINA VAITTINEN**

Bachelor of Sport and  
Leisure Management.  
Mastermind behind the  
Zenestar virtual training  
programmes.

Yoga teacher and sauna  
lover, who wants to help  
others to feel good and  
find a balance between  
body and mind.



All supplies are manufactured by subcontractors in Finland. Design, assembly and sales office of Zenestar is in Heinola, which has great connections: it takes just over an hour to drive to Helsinki airport, and less than half an hour to drive to Lahti. For the future expanding operations: Russian border is near, as well as the direct train connection to Xi'an, China.



# REVENUE MODEL

Zenestar is a turnkey solution for luxury hotels, sport centers and spas.

Selling price starts from EUR 60.000, -, depending how much customizing and side products is needed.

The end user's price of Zenestar can be assimilated to prices of a live personal trainer:

If one Zenestar session costs EUR 40, - and the average amount of daily users is 5 persons, then the prime cost for the hotel is **repaid in 10 months at the latest.**

However, Zenestar works 24/7, so the maximum user amount can be over 70 persons per day. So in best possible scenario, Zenestar is **repaid in just one month!**



PROMOTING HOLISTIC NORDIC WELLNESS LIFESTYLE.  
COMBINING SMART TECH AND TRADITION.

[www.zenestar.fi](http://www.zenestar.fi)

蒸星 - 尽享舒心与喜悦

Чистота Блаженство и дзен

**CONTACT:**

**Email**

susanna@zenestar.fi

**Tel.**

+358 442 085 685