

THE MILESTONE DETOX

transformed for life in the Cotswolds

Our Infrared Sauna Buying Experience

To make a *great* decision I wanted to find a *great* company, with *great* people and with a *great* service, with a *great* product, with *great* technology, with *great* build quality and with a *great* warranty! So I embarked on my research for **The 7 Greats** - a tall order, I know, but aiming high is important.

1. COMPANY

I wanted a company that is innovative with strong R&D but also commercially minded. It was also important that they were proven in the marketplace.

2. PEOPLE

I wanted to deal with people who love their product, have good product knowledge, a passion for their customers and have solid values and principles.

3. SERVICE

I wanted to be assured of good service especially throughout the purchase, delivery and installation phases.

4. PRODUCT

I wanted a WOW product because we offer our clients a WOW experience! The sauna must be of the highest quality and very good value and above all, it must deliver outstanding results.

5. TECHNOLOGY

I wanted some 'secret sauce' - something unique and special that we could brag about to our clients. Something that would make them feel very special as they experience The Milestone Detox sauna experience.

6. BUILD QUALITY

I wanted a sauna that breathes quality at every level, which includes design, materials used and build quality. It was also important to me that it could be assembled efficiently.

7. WARRANTY

I wanted a product that was so good the supplier would offer a great warranty. This would be a good indication their own belief in their product.

DEAL CLINCHERS FOR ME:

1. HEATER TECHNOLOGY - CERAMIC OR CARBON OR BOTH?

There are two types of infrared heater technology - ceramic and carbon. Ceramic was the standard until carbon came onto the market less than ten years ago.

- Ceramic heaters produce a lot of heat and help you to sweat. However, they have a shorter wavelength and therefore do not penetrate the body as deeply as carbon generated infrared heat.
- Carbon heaters have a longer wavelength similar to the infrared heat that our body emits naturally. This allows for resonant absorption of 1-3 inches into body tissue. However, they do not produce a lot of heat which is why to produce enough heat for you to sweat, you often see them going all the way up to the ceiling and heating the 'head space' which is not good. Most older manufacturers still use ceramic heaters, the cheaper ones use industrial heaters that were made to sit inside water heaters. Recent entrants to the market use carbon heaters, the cheaper ones may use industrial underfloor heaters.
- Avoid repurposed industrial heaters used in cheap saunas and only buy heaters designed specifically to be used inside a sauna.
- Do not have heaters above shoulder height, heating the skull 1-3 inches deep is not a good idea.
- Ideally use a combination of ceramic heater technology (to generate sufficient heat to sweat profusely) and carbon heater technology (to produce the deep penetration required for deep cleansing).
- Look for a sauna that has front heaters, many have good looking glass fronts that have no heaters attached. These will struggle to generate enough heat to make you really sweat.

DEAL CLINCHER:

COMBINATION OF BOTH CERAMIC AND CARBON HEATER TECHNOLOGY



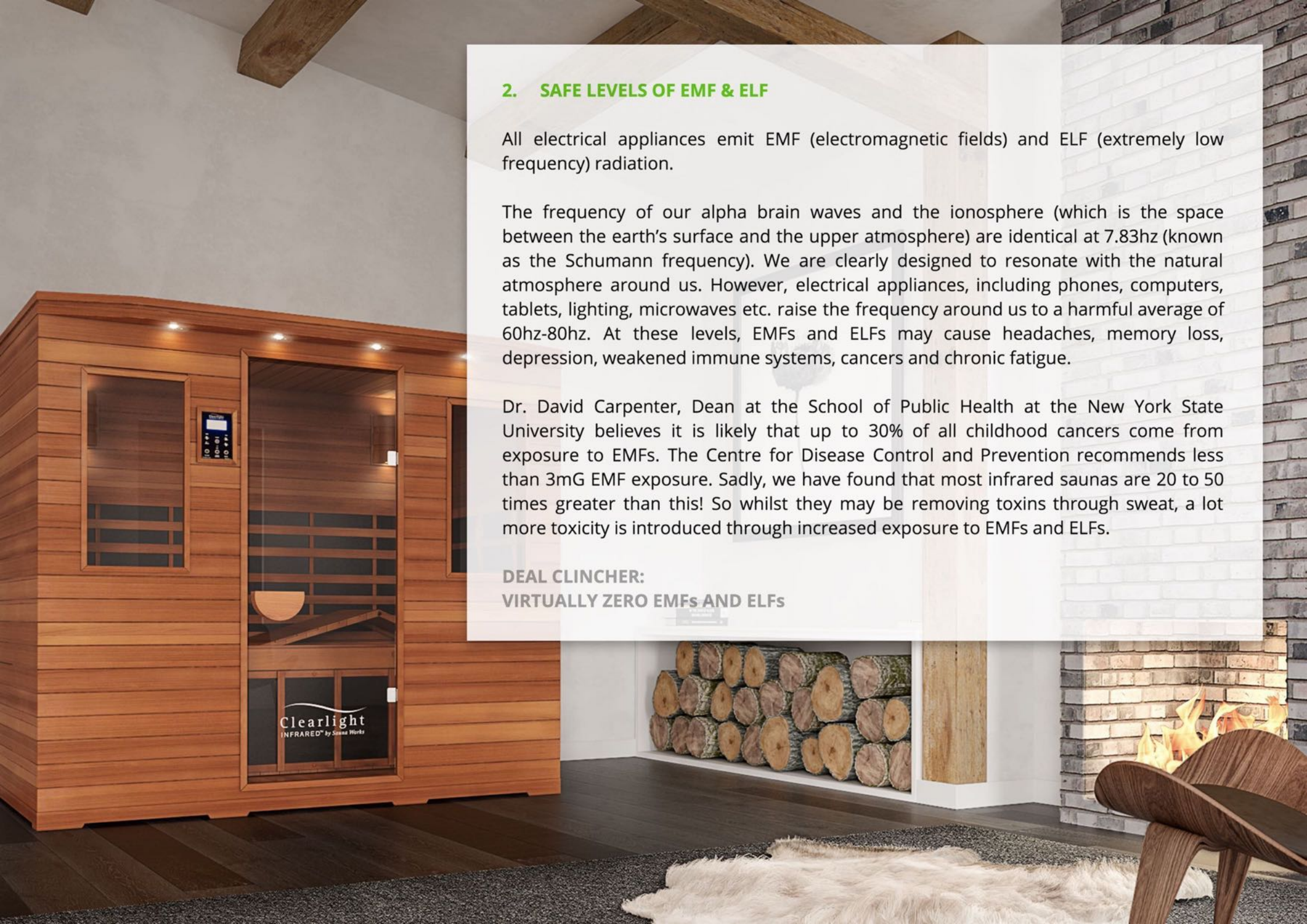
2. SAFE LEVELS OF EMF & ELF

All electrical appliances emit EMF (electromagnetic fields) and ELF (extremely low frequency) radiation.

The frequency of our alpha brain waves and the ionosphere (which is the space between the earth's surface and the upper atmosphere) are identical at 7.83hz (known as the Schumann frequency). We are clearly designed to resonate with the natural atmosphere around us. However, electrical appliances, including phones, computers, tablets, lighting, microwaves etc. raise the frequency around us to a harmful average of 60hz-80hz. At these levels, EMFs and ELFs may cause headaches, memory loss, depression, weakened immune systems, cancers and chronic fatigue.

Dr. David Carpenter, Dean at the School of Public Health at the New York State University believes it is likely that up to 30% of all childhood cancers come from exposure to EMFs. The Centre for Disease Control and Prevention recommends less than 3mG EMF exposure. Sadly, we have found that most infrared saunas are 20 to 50 times greater than this! So whilst they may be removing toxins through sweat, a lot more toxicity is introduced through increased exposure to EMFs and ELFs.

**DEAL CLINCHER:
VIRTUALLY ZERO EMFs AND ELFs**



3. MATERIALS USED

Historically, saunas have been made using cedar wood and for very good reason. Cedar wood has been proven to withstand temperature changes without warping or cracking and will therefore last for a very, very long time. Cedar wood also has health benefits: it's anti-bacterial, anti-fungal, naturally relaxing and emits a beneficial aroma that aids both the healing and detox process.

When considering a sauna manufacturer, ask how the wood is dried. Kiln drying processes are often used because they are faster and therefore cheaper, however, they can use toxic chemicals such as formaldehyde. Some cheaper saunas have been found to contain lead paint, brominated fire retardants, polystyrene filling and formaldehyde in the glue. Check the quality of all electrical connections and ask if the wiring is run through metal conduits as this shields toxic radiation.

Air-dried wood is best because the slow process ensures the wood will not warp over time. I recommend you choose an air-dried cedar wood sauna. It may be more expensive up front but it will last for many, many years, ensuring you get the best value overall.

**DEAL CLINCHER:
AN AIR-DRIED CEDAR WOOD SAFE SAUNA WITHOUT ANY TOXINS**



4. LONG TERM WARRANTY

Many companies offer a limited warranty, sometimes on the heaters only. This is because they are made using cheap processes and materials. If a company is prepared to offer a lifetime warranty on ALL components then this says a lot about the product quality in terms of materials used, build quality and overall quality standards employed by the factory before shipment.

DEAL CLINCHER:

LIFETIME WARRANTY FOR DOMESTIC CUSTOMERS ON ALL COMPONENTS

CONCLUSIONS

In conclusion here are my final thoughts:

- Set a high bar with regards your buying criteria, this will eliminate many of the 40+ new entrants to the Infrared Sauna market in the last 18 months offering substandard materials, build quality and warranties.
- Avoid all toxins including EMFs, ELF's and those found in the building materials.
- Choose air-dried cedar wood to ensure sauna longevity.
- Choose a combination of Ceramic and Carbon heater technology for best results.

Best value = highest quality + longest lasting. Don't buy on price alone.



Our Decision

In the end, we decided to purchase the **Clearlight Sanctuary II Full Spectrum Infrared Sauna**. We use it for up to 8 hours a day at the Milestone Detox and it has performed flawlessly for 2 years.

If you're a discerning buyer, we strongly recommend that you consider the Clearlight range. At the moment, Clearlight distribute their saunas to the UK from Germany and there is about a 2 week lead time for delivery.

If you would like to book a visit or have any questions please call me, Jonathan Cavan, on 01242 374084 or email us at office@themilestonedetox.com.