# NO LIGHT, NO SOUND, NO GRAVITY, NO STRESS Deep relaxation therapy at Bangkok Float Center at SHOW DC





BANGKOK, Thailand – Ever wished you could shut off the world and take a break from the sights and sounds of everyday life? Well now there's a way to re-centre and re-set your mind and body in complete tranquillity at Bangkok Float Center – the first and only one of its kind in Bangkok.

The idea of therapeutic floating – in a sensory deprivation tank in total darkness – has been around since the 1950s, but it has only gained significant popularity in recent years as urban dwellers are increasingly seeking natural but effective ways to stay healthy.

Some of the benefits floating provides include:
• Stress management
• Elimination of fatigue and jet leg
• Pain relief from arthritis, migraines, and injuries
• Improvement in athletic performance and muscle recovery
• Increased mental clarity and alertness
• Boosting the immune system

It's no wonder that top athletes have been utilising floating alongside their training for years. Track and field Olympian Carl Lewis reportedly used float chambers to prepare for the 1988 Seoul Olympics; Olympic gymnast Aly Raisman and NFL star Tom Brady have also been known as float enthusiasts.

"People love the deep relaxation therapy and the unique liberation sensation of floating which most of them have not experienced before," said Mr Sam Hanna, Director of Bangkok Float Center. "Your muscles no longer have to fight against the constant pressure of gravity, the single greatest cause of wear and tear to bones, joints and body tissue."

At Bangkok Float Center, the relaxation experience starts with a short personalised orientation when participants are guided through the entire process before they are led to a private float suite complete with Dreampod, private shower, dressing area and chill-out lounge. Earplugs are provided to ensure silence, but throughout the process, guests are in complete control of the experience, including getting in and out of the tank at will or leaving the lights on inside the tank.

The temperature of water is heated to match the outer body temperature, so guests don't feel the water. With 600kg of dissolved Epsom salt also dissolved, the high-density water makes guests feel like they're floating in space.

Feedback received since the centre opened has been excellent, and Bangkok Float Center is also highly ranked on TripAdvisor. The hygienic environment and friendly service are two of the most regularly cited elements loved by clients. Between visits, the water is fully filtered three times through a hot tub calibre filter, a UV light disinfection system and disinfection system.

Floating is suitable for everyone, including pregnant women, with a suggested minimum age of 12

years old. Single float sessions start from 2,100THB for a 60-minute session and 2,500THB for an extended 90-minute session.

Pre-paid float packs of 3-, 4-, 8-, and 20-pack sessions for both 60 or 90 minute sessions, are valid for one year from the time of purchase, and offer up to 50% off the regular price.

“The clientele of Bangkok Float Center aligns perfectly with SHOW DC which offers a diverse range of value retail options to Thailand’s international visitors, as well as the country’s local residents and expatriates,” said Mr. Goh Soo Sing, Chief Executive Officer of SHOW DC.

Bangkok Float Center is located on the 4th floor of SHOW DC in Rama IX area of Bangkok, within easy reach of the city centre and public transport systems.

For more information about SHOW DC, tel: 0 2203 1890 and follow SHOW DC news and promotions at https://www.facebook.com/showdc.co.th.