

## **Discovering the benefits of sauna therapy**

(Video for CGI - November 2012)

Video Shooting/Editing: Alex Somma  
Actress: Allegra Leland  
Script/Concept: Craig Ruvere  
Length: Approximately 4 minutes

CGI logo appears on screen; music plays in the background. Logo fades out and camera pans around the entire sauna area. Fade to black.

Title fades in - "Discovering the benefits of sauna therapy with Allegra Leland."

Title fades out and camera fades in on ladies locker room door. Allegra walks in from off camera.

ALLEGRA

Hi, I'm Allegra with CGI Holistic Fitness & Spa and I'm here to tell you how to get the most out of your sauna experience.

At CGI, our sauna is nestled deep within the walls of our sanctuary - providing a temporary oasis from your reality.

But beyond the peace and tranquility you will no doubt experience, I'm going to teach you a few simple practices you can do to achieve even greater health benefits while inside these walls.

Follow me and we'll get started.

Camera fades out as Allegra makes her way inside the locker room. We fade back up as she walks towards the sauna area.

From the moment you step inside,  
you immediately sense a peaceful,  
healing energy permeating through  
your body.

Unlike similar facilities which  
focus more on idle chatter, our  
sauna therapy is truly centered on  
inner healing with proven results.

Fade to black; text appears on screen. "The Mec Granite Therapy  
Room". Fade in on Allegra sitting on stone floor.

Found only in Korea, the Mec  
Granite stone contains over 40  
minerals designed to calm the  
nerves and strengthen the immune  
system.

As you lay comfortably on the  
stone, close your eyes, and bring  
your consciousness inwards.  
Gently breathe into your chest,  
feeling the space in your ribcage,  
and gently breathe out of your  
mouth. Allow all your tension to  
leave your body, as you visualize  
exhaling through your fingertips.

As your chest relaxes and tension  
dissipates, begin to feel the  
breath make its way down to the  
belly and breathe into the space  
inside your lower abdomen. At this  
point begin to breathe out through  
your nose. Imagine your breath is  
settling into your lower abdomen.  
This deep breathing technique will  
recharge your body, clear your  
mind, and increase your overall  
health and circulation.

Fade to black; text appears on screen. "Steam and Dry Saunas".  
Fade in on Allegra.

At CGI we have both Steam and Dry Saunas - each with powerful benefits towards wellness while providing your skin with a rosy afterglow.

But you don't have to sit stationary. This is a great time to practice your intestinal exercises for better digestive health.

To do this exercise is simple. Gently pull the area of the lower abdomen (beneath the navel) in towards the spine, and then gently push it out again. It may be difficult to isolate this part of your body, but practice makes perfect.

At first you will primarily move the outer abdominal musculature, but eventually you can feel the organs of your abdomen expanding and contracting as well. Find the proper rhythm, speed, and intensity for your bodily condition. Start with at least 100, work your way up to 300, and eventually you can do 1000 without effort. This is a sign you truly have good internal health.

Fade to black; text appears on screen. "Aromatherapy Bath and Soaking Tubs". Fade in on Allegra.

One of CGI's greatest amenities is the use of the contrabath.

By alternating between hot and cold water, the body's circulatory system is stimulated and the skin's pores detoxify. This results in increased function of the immune system, a perfect way

to stave off a cold during the winter time.

And speaking of colds, with the chill of winter months quickly approaching, many of us will inevitably battle the common cold. But we don't have to.

Try using the sauna at the first sign of a cold.

Fevers are the immune system's way of fighting an illness and is part of your natural healing process. In the sauna the body temperature rises - simulating a fever, which can help your body get rid of the cold faster.

Fade to black; Allegra now sits on the Mec Granite stone.

Your sauna experience should be about more than just tension relief. With just a few simple practices you'll benefit the body while calming the mind. Enjoy!

Fade to black; "Come Get Inspired" fades on screen. Fade to black; CGI logo fades on screen with contact information followed by video credits.