

STARPOOL

wellness concept

Healthfarm by Stilnuovo, the new health gym in Florence, chooses Stapool as Wellness Partner

In a natural and evocative environment, within walking distance from the historic city centre of Florence, Healthfarm by Stilnuovo is the health gym designed to offer a bespoke experience for healthy physical and mental longevity.



What matters in sports is not just intense training, or strain, but also being able to measure our mental health, rest and muscle recovery in a smart way. Thanks to scientific research and its experience of nearly 50 years in the field of wellness, Starpool created an innovative format entirely dedicated to full psycho-physical recovery and performance enhancement, which are essential for everyone that practices physical activity.

The Starpool method revolves around the individual, ensuring benefits for both mind and body keeping them in balance. This approach is reflected in the design and realisation of technologies and spaces dedicated to wellness, which are conceived not only for daily psycho-physical well-being, but also to support the phases before and after the training.

Starpool applies scientific research to the creation of wellness technologies. These innovative products are Wellness solutions aiming at mental and physical regeneration, at the improvement of the ability to manage stress, at the strengthening of the immune system and at the promotion of perceptive, motor and cognitive processes.

In order to complete the offer and maximize the members' well-being, Healthfarm chose the innovative solutions by Starpool, which favour both the right pre-training activation and the adequate recovery and relaxation after the training.

HEALTHFARM BY STILNUOVO: An integrated approach to full well-being

This exclusive space was designed to offer a customised training experience, with an integrated approach that combines sophisticated technology and attention to psycho-physical health. The Health Coaches working at Healthfarm - all of them kinesiologists with a degree in motor sciences - guide the members through customised wellness experiences, planning and organising both memberships and training protocols meeting the specific requirements of each individual.

Longevityfarm: a Project for Long-Term Health

The project Longevityfarm by Healthfarm aims to realise the company vision, "Your Healthy Longevity", for each person. The Farmcoach, a specialised kinesiologist, creates and supervises a customised protocol based on training, nutrition, stress management and sleep quality. Using advanced technologies, they evaluate parameters such as body composition, posture, metabolism and strength to define the ideal program for each member.

Pilatesfarm and Biolisticfarm: Well-being and Posture

These programs are ideal for those who want to improve their well-being, strengthen their muscles and correct their posture, preventing joint pain. The activities promote the mind-body connection through conscious breathing and posture exercises, improving flexibility, mobility and neuromuscular coordination. Before the training, Infrared Lounger enhances the benefits of these activities, preparing deep muscles for stretching and strengthening exercises. On the other hand, the Zerobody Dry Float sessions with guided breathing exercises help to focus on the present and facilitate a smooth transition to following biolistic activities.

Healthcarefarm: Tertiary Prevention

These protocols are designed to support people with chronic diseases, like obesity, diabetes and heart diseases, osteoporosis, metabolic syndrome and menopause, adjusting the training to individual needs thanks to the Biocircuit technology by Technogym. For people with reduced mobility or with a sedentary lifestyle, the infra-red therapy promotes muscle activation before and after the training. At the same time, the sessions on Zerobody Dry Float help to reduce the stress connected to chronic inflammation.

Fitnessfarm e Skills' Improvementfarm: Metabolic Training

These programs aim to improve body composition, physical shape, functional abilities and to release energy in a fun and active way. Using music, movement and equipment, the training is shaped on different levels of intensity to combine metabolism and strength according to the goal of the lesson. After the sessions, Zerobody Cryo helps to reduce the inflammation caused by the training, favouring recovery and offering a sensation of energy and well-being.

Strengthfarm: Training Strength

These programs target the development of strength and muscle mass and the improvement of techniques, using heavy loads through isotonic equipment and free weights. Using Zerobody Cryo before the training ensures fast activation and optimum neuromuscular connection, thus improving performance during strength sessions.

In addition to two Zerobody Cryo beds and four Infrared Loungers, the recovery area features a Sport Sauna, which, thanks to its dry and intense heat, favours blood flow and enhances athletic performance. The facility also features a medical area with a section dedicated to longevity, where Molecular Hydrogen Booster for the inhalation of molecular hydrogen is combined with Zerobody Dry Float. This powerful antioxidant promotes muscle recovery and improves cognitive function - all of which during a dry floatation session.

Healthfarm by Stilnuovo represents the perfect union between innovation, health and well-being. It is proof that a combined and technologically sophisticated approach can improve members' life. Thanks to the collaboration with Starpool, the centre offers a unique and complete experience, encompassing training, recovery and wellness.

Starpool - Wellness Concept made in Italy

For almost 50 years, Starpool has realised products and services designed to achieve mental and physical well-being. Focusing on the individual, with the goal of making wellness an accessible and daily practice, it creates spaces and programs to suit everyone, with the collaboration of designers, companies and operators in the sectors of hospitality, health, sports and beauty. All of this is done on the basis of a tailor-made wellness mission, for a customised wellness that makes its way in the home private world, as part of everyday life.

At the root of it all, there lies Starpool's DNA: heat, water and rest, whose alternation generates genuine benefits that positively influence people's lives, from preventive care to muscle recovery, from the daily exercise to live well to mental wellness.

Casa Starpool is located in a true open-air spa, the Fiemme Valley, from which it draws constant inspiration in a continuous exchange, borrowing its raw materials, like the wood, and giving back a constant and daily commitment for a future in name of sustainability, starting with the development of innovative technologies for energy monitoring and saving.

With over 4.000 realised spas, Starpool is present in 83 Countries worldwide, with 4 foreign branches and 32 distributors.

<http://www.starpool.com/>

Media Relations | Francesca Riccardi +39 335 77 00 526

Press Office | Giorgia Giulianelli +39 347 290 4699

starpool.press@doc-com.it - www.doc-com.it