

I.H.C. "Eden-Dead Sea" Ltd

DEAD SEA RECOVERY SPACE



Imagine yourself at a resort of the Dead Sea

Breath - and every cell of your body is being saturated with oxygen. Sea air contains 10% more oxygen than it does anywhere on the planet and you can feel it. You can control your body and your thoughts and the energy fulfils you. Every minute spent here makes you stronger, younger, more attractive and self - confident.

The Dead Sea microclimate is a combination of fixed temperature (37-42°C), high concentration of bromide ions and the predominant green and yellow within the visible light spectrum. These factors have the positive effects on the nervous and immune systems. All of the benefits and positive effects are accurately recreated in climate rooms International Health Centre "Eden-Dead Sea" Ltd.

Recovery space I.H.C."Eden-Dead Sea" Ltd based on the innovative climatic equipment created by the Israeli scientists. Mineral salt and mud of the Dead Sea, music therapy, warm midday beach effect and wide range of aromatherapy are used to increase the health recovery effect.



SINCE 2006 I.H.C."Eden-Dead Sea" Ltd HAS SUCCESSFULLY WORKED IN THE FOLLOWING COUNTRIES:

USA Cyprus Ukraine Russia South Korea Estonia Finland

Climate rooms I.H.C."Eden-Dead Sea" Ltd promotes the eternal values of health and beauty by introducing unique modern technologies.

We are constantly expanding our geography, offering service and marketing support within the franchise.

Our franchise is a guarantee of a successful business that is in demand in the modern world.

HEALTHFUL CLIMATE OF THE DEAD SEA IS AN INCREDIBLE COMPLEX OF NATURAL FACTORS

There is a number of combinations of physical and chemical parameters: temperature regimes, salt composition and concentration in water, healing mud and ions in the air as well as solar insolation, air flows temperature alteration and even audio and visual background.

All these factors contribute to the health recovery effect.

Nevertheless, the Dead Sea is controlled only by nature: there can be too hot or too windy. After all there is night and day time. There can be perfect days for rest and health as well as bad weather conditions.

Climate rooms I.H.C. "Eden-Dead Sea" Ltd with the "Midbar" equipment has made the Dead Sea resorts accessible anywhere in the world is always the best day at the Dead Sea resorts in any season, anywhere, anytime.



Lev Orenshteyn

CLIMATE ROOMS I.H.C."Eden-Dead Sea" Ltd as INNOVATIVE PROGRESS

The members of the Israeli Association of Physicians Prof. L. Khovers, Dr. L. Orenshteyn and Dr. R. Reidler, who studied and recreated the healing phenomenon of the Dead Sea, made a scientific and technological breakthrough and called it climate room Recovery space I.H.C."Eden-Dead Sea" Ltd .



Leon Khovers

The long-term microclimate observations and experiments led scientists to the sensational conclusion: the healthful phenomenon is a combination of 31 parameters, including a complex of aero-ionic factors, temperature, the nature of air flow, humidity, concentration of natural substances, therapeutic mud and acoustic effects.

The scientists recreated these parameters in restricted space with the special climatic equipment. Its pilot sample was constructed in 2001.

This unique device ionizing air, making appropriate temperature and controlling air circulation completely replicates the climate of the Dead Sea resorts.

The climate room I.H.C."Eden-Dead Sea" is a unique space for relaxation and health recovery in the natural conditions of the Dead Sea that are beneficial for human health. The innovative climatic equipment and special cosmetics provide anti stressing, immunization and rejuvenation effects.

Design and audio effects together with applications of natural salts and mud make up the atmosphere of the Dead Sea resort.





**Equipment needed
for 2 people space:**

**Equipment needed
for 3 people space.**

**Equipment needed
for 6 people space.**

**Equipment needed
for 12 people space.**

Treatment room

7-11 square meters,
height 2.40-3.60
meters

9-17 square meters,
height 2.40-3.60
meters

30-35 square meters,
height 2.40-3.60
meters

50-55 square meters,
height 2.40-3.60
meters

**Floor equipment (thermo and
aero climatron):**

Weight - 60 kg;
Diameter - 3550 mm;
Height - 300 mm.

Weight - 85 kg;
Diameter - 5250 mm;
Height - 450 mm

Weight - 170 kg;
Diameter - 1050 mm;
Height - 900 mm.

Weight - 340 kg;
Diameter - 2100 mm;
Height - 1800 mm.

**Upper equipment (air flows
generator):**

Weight - 5 kg;
Diameter is 350 mm;
Height is 100 mm

Weight - 7.5 kg;
Diameter is 500 mm;
Height is 150 mm.

Weight - 15 kg;
Diameter is 1000 mm;
Height is 300 mm.

Weight - 30 kg;
Diameter is 2000 mm;
Height is 600 mm

Power consumption

0,7 kWh

1,1 kWh

1,8 kWh

3,5 kWh

Locker room

1 Locker room,
1 shower

2 showers in each
locker room

2 showers in each
locker room

4 showers in each
locker room

Personnel

1-2

1-2

2-3

3-4

31 FACTOR OF HEALTH AND BEAUTY



Air ions
factors

Air ion K +
Air ion Ca +2
Air ion Br -

Air ion Na +
Air ion Cl -
Air ion Mg +2

Total - 98,5%
Other pairs of air
ions - 1,5%



Air
factors

Air flow temperature 36.7 – 39.8 C
Ascending and descending air counterflow
Upper air flow - horizontal
Low air flow - horizontal
Air relative humidity - 25% +35%



Light and
heat

Visible light spectrum - 550 – 750nm
Thermal radiation - sand $t \sim 82\text{ C} (+ -) 7\text{ C}$
Light variability parameters - optimum



Natural substances of
the Dead Sea

Salts:	contain:
Na +	4 g/L
K +	0,76 g/L
Ca +2	1,72 g/L
Mg +2	4,4 g/L
Cl -	22,4 g/L
Br -	0,53 g/L



Mud

Dead Sea natural mud



Audio effects

Harmonies synthesized within the models of
natural configurations.

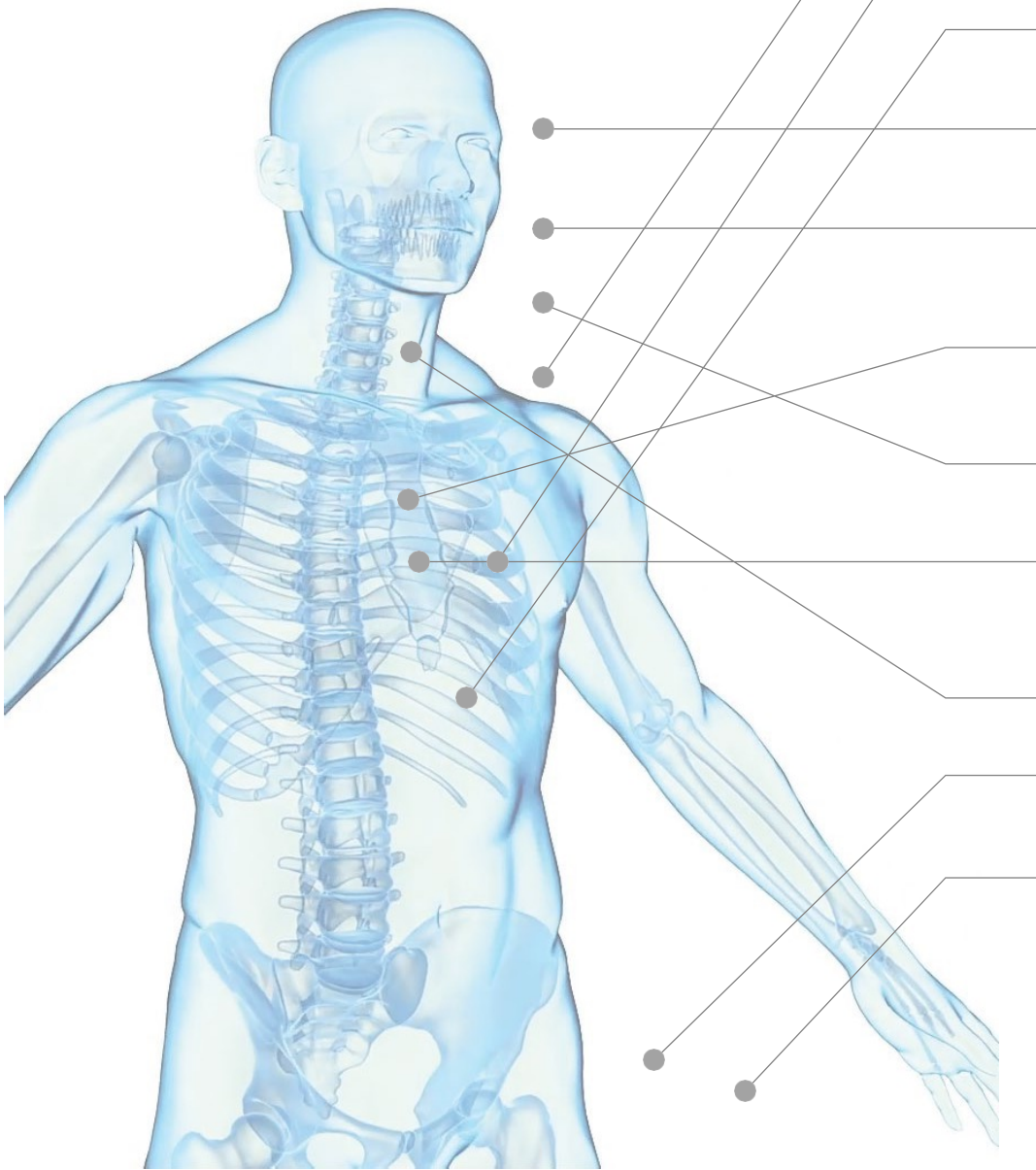


REJUVENATION IS A DREAM THAT EXISTS AS LONG AS HUMANITY DOES

Regular sessions in the recovery climate room Recovery space I.H.C. "Eden-Dead Sea" Ltd increase cell regeneration and activate metabolism. These two processes have a general rejuvenation effect. The body self-cleaning fixes it, and appears as well stimulation of collagen which restores the skin structure. Based on the impact of climatic factors, the anti-stress effect of recovery climate room eliminates the effects of overload and nervous tension contributing to healthy sleep and a stable psychological state.

Visiting the relaxation and recuperation zone is recommended for everyone who looks after his or her health, knowing that age exists only in the passport. The climate room helps to restore the radiance of the skin, eliminates signs of fatigue and harmonizes the inner world. Actually, several sessions allow you to feel younger, stronger, more beautiful and happier.

THE CLIMATE ROOM: CONCENTRATION OF BENEFICIAL PROPERTIES OF THE DEAD SEA



Perfect natural therapy of skin diseases - psoriasis and eczema and contact dermatitis

Long wave infrared radiation contributes to the increase of capillaries slowing down the aging of the body

Bromine and chlorine ions can heal the respiratory diseases and relieve neuroses, they are helpful for patients with depressive syndrome and fibromyalgia

Small doses of yellow-green light spectrum are extremely good for vision and skin

Visiting climate rooms relieve the consequences of the urban environmental stress, chronic fatigue syndrome, depression, and help reset sleep cycle

The effect of both air ions and long-wave infrared radiation is good for treating arthritis, osteoarthritis, back pain and ankylosing spondylitis

It is helpful for clients with rhinitis, tonsillitis, pharyngitis and sinusitis

Cardiovascular diseases are treated well in our salons, especially stage 1-3 hypertension, obliterating endarteritis and thrombophlebitis

Clients with thyroid disorders, diabetes, adrenal insufficiency or other endocrine disorders are highly recommended to visit our recovery room

For women it helps cope with sexual disorders and fertility problems

Men can increase their libido and improve erectile function being treated at our salons

Recovery space is extremely shown for children with allergies, hyperactivity and autism

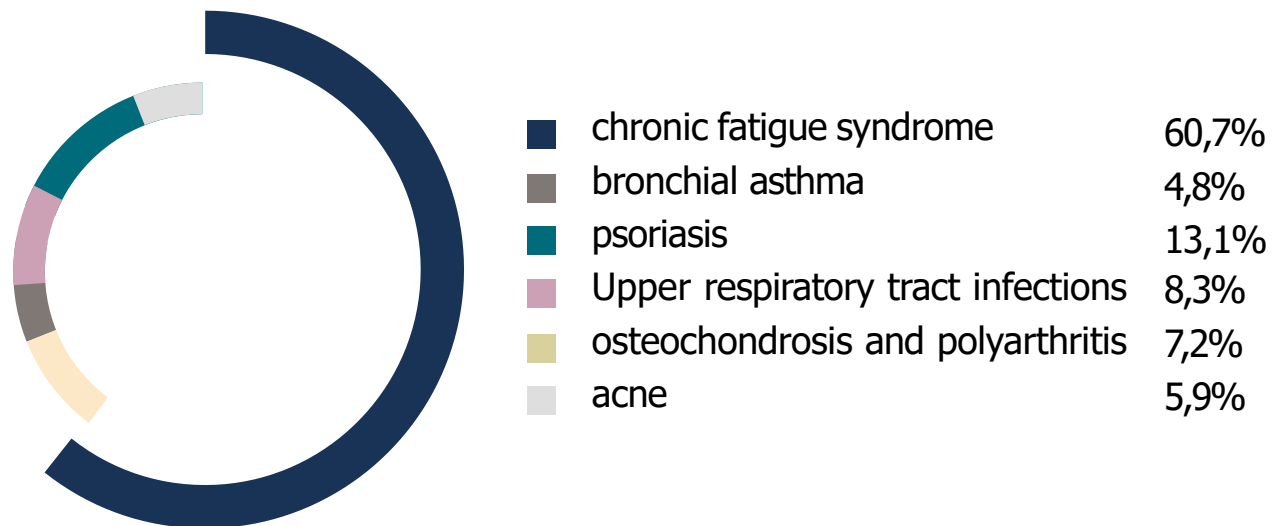


THE EFFECTS OF THE SESSIONS IN OUR CLIMATE ROOMS I.H.C."Eden-Dead Sea" Ltd

The result of visiting the relaxation zone is increasing tone of the body, excellent health, strong immunity and good mood. This is confirmed by 500 people who took a part in a stud.

The focus group consisted of people of different social status, national origin and age. The youngest respondent was 13, the oldest - 59 years old. A third of the participants were men. The focus group task was to estimate MYRENSI-effect. The participants put the scores that reflected their body changes and psychological state after each session in the questionnaire.

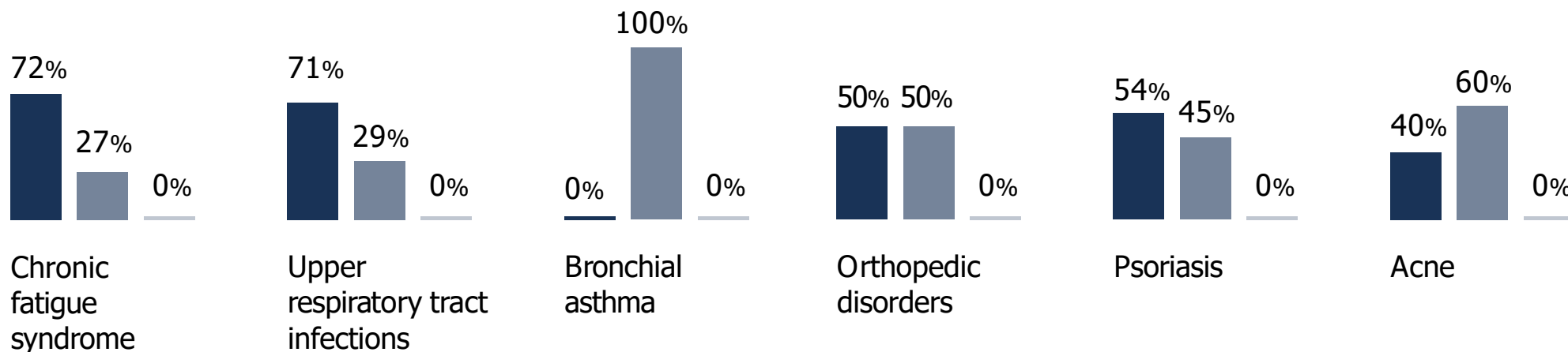
According to the nosology the participants of the experiment were divided as follows:



The participants were offered to take 5-9 sessions depending on their diagnosis. Everyone noticed considerable anti-stress effect after the very first session.

The participants emphasised that their mood became better and they felt confidence in their own powers. After visiting the health and recovery space they did not doubt they were able to cope with the disease.

■ Considerable improvement
■ Improvement
■ No change





CLIMATE ROOM SESSION AS INNOVATIVE APPROACH FOR BEAUTY AND HEALTH

Recovery space I.H.C."Eden-Dead Sea" Ltd are opened at SPA-centers, hotels, sanatoriums and other institutions. During the sessions in the climate salon all procedures are provided by trained consultants.

Our guests lie down on special sun loungers, made of environmentally friendly materials. Our innovative climate-forming installation creates the necessary temperature and generates air currents, saturating the space with negative ions. First of all, ions of bromine salts, which enhance the processes of inhibition in the central nervous system.



Clients concentrate their attention only on audio-visual accompaniment. Our staff makes an application with therapeutic mud or mineral salts from the Dead Sea, multiplying the rejuvenating and healing effect.

PROCEDURES LAST ABOUT

45-50^{min}

This is the optimal time to achieve a tangible effect after the first procedure. At the end of the full course, the specialist evaluates an effect and gives further recommendations.



EFFECTIVE AND EFFICIENT DESIGN

The design of climate salons I.H.C."Eden-Dead Sea" Ltd carries both an aesthetic and a technological intentions. The interior, colours, area and height of the relaxation and recovery zone are part of the recovery effect.

Our design, along with other factors, contributes to the implementation of innovative climate technology.

The visual component of recovery room is an entire infrastructure, the task of which is to allow the client to achieve the maximum anti-stress effect.





Visualization of triple recovery space I.H.C."Eden-Dead Sea" Ltd

THE DEAD SEA IS THE ONLY ONE AND ITS LOCATION IS UNCHANGEABLE. OUR RECOVERY SPACE CAN BE ANYWHERE IN THE WORLD

Our project is an innovative breakthrough. It has made the Dead Sea resorts accessible anywhere on the planet.





THE MOST SUCCESSFUL FRANCHISES

Cyprus, one of the leading recreational centres in terms of relaxation, beauty and health, was the first who has increased its potential and competitive advantage using the system of climate rooms. The main owner of the franchise is the world famous Hilton Hotel, whose guests are already sophisticated by a variety of spa treatments.



Our project received a high score in the country that revealed to the world a healing sauna. Finland appreciated the multi-effect of the device, its relaxing and recovering effects. Every year, thousands Finnish guests explore climate salons benefits, being separated from the Dead Sea by 5k kilometres.

Recovery rooms I.H.C."Eden-Dead Sea" Ltd in Seoul is especially popular among South Koreans who live in an endless loop of anxiety. Asians, who are known as admirers of meditation practises, have admitted and valued a relief of stress after visiting our recovery spaces.

GUARANTEED ADVANTAGES OF CLIMATE ROOM I.H.C."Eden-Dead Sea" Ltd FRANCHISES

A team of engineers and Israeli scientists in the beauty and health industry is working with the franchisees, they regularly improve the staff skills, develop new techniques and maintain equipment. All our franchisees get service and marketing support.

We guarantee:

- Discount on the retail price of equipment for the provision of services
- Corporate style identity and design
- Business organization
- Marketing
- Technical support

Methodical supervision and support of professors and engineers from Israel

- Online consultations
- Training
- Holding conferences, seminars
- Release of new articles, updating of methodological materials



CLIMATE SALON I.H.C."Eden-Dead Sea" Ltd —YOUR COMPETITIVE ADVANTAGE

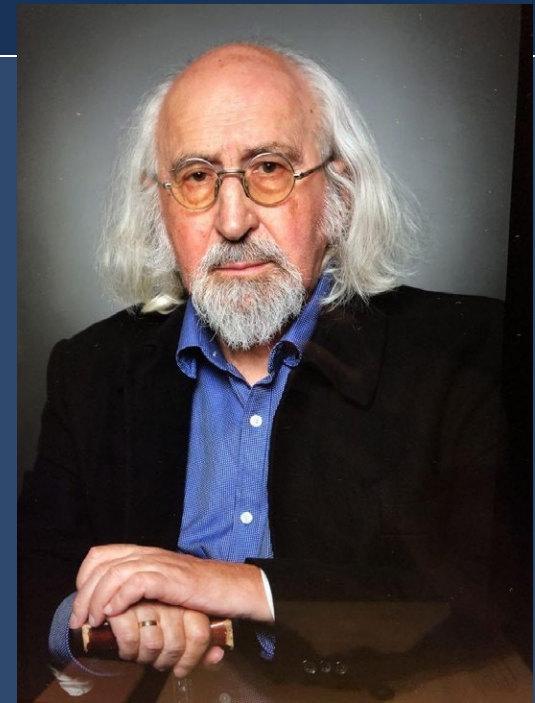
Apart from the direct use, the recovery space I.H.C."Eden-Dead Sea" Ltd is excellent platform for combining procedures. If you offer respiratory exercises – then you have now these exercises on the Dead Sea shore. Yoga classes? Why not in the healing atmosphere of the famous resort? Let your procedural chains be comprised of our climate salon, and create your competitive advantage!

Include our climate room in your treatment methods and create your competitive advantage!

I.H.C. "Eden-Dead Sea" Ltd

HEALTHY CLIMATE AS INVESTMENTS

The health care industry will always be the most honourable business. This is a business with a great mission and great prospects. The climate room is modern and effective tool in this industry. The uniqueness of climate rooms is not only its technology, but also it is ability to create a unique competitive advantage. The I.H.C."Eden-Dead Sea" Ltd relaxation and wellness zone in your hotel or SPA center always broaden your offers.



Grigory Grosman

OUR FRANCHISE WILL IMPROVE YOUR BUSINESS,
AND PERHAPS YOU WOULD START A NEW SUCCESSFUL PROJECT!