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For: SALT CHAMBER

FOR IMMEDIATE RELEASE

SALT CHAMBER MAKES HALOTHERAPY MORE ACCESSIBLE

Boca Raton, FL – You no longer have to travel to salt caves in Eastern Europe to breathe in the benefits of dry salt therapy. SALT Chamber is bringing dry salt therapy to urban environments across the world. The company, well-known in the wellness community for its expertise in all things salt, is creating salt experiences just about everywhere from New York City spas to Hollywood homes.

Allergens and pollution are at an all-time high. Lung and skin conditions are on the rise. Cold and flu season is approaching. People are looking for prevention and symptom relief. Dry salt therapy, also called halotherapy, is a time-tested, alternative treatment that is in demand.

According to Leo Tonkin, CEO of SALT Chamber, “The Western medical and wellness communities are discovering what Eastern Europeans have known for decades. Salt is super absorbent, anti-bacterial and anti-inflammatory. Dry salt therapy has been known to help with all kinds of health issues related to skin, lungs and overall wellness. Our company helps make salt therapy more accessible to more people.”

SALT Chamber provides design and development of salt therapy experiences, commercially and residentially. Traditionally, dry salt therapy is found in natural spaces like salt caves, mines or grottos. Through design and technology, SALT Chamber is able to recreate man-made environments that mimic nature. The heart of the dry salt therapy experience is the halogenerator, which grinds and disperses salt into the space. The company has created other convenient halotherapy experiences such as their S.A.L.T. Beds™ and S.A.L.T. Booths™ that can be used for more targeted and personalized salt therapy sessions.

Halotherapy sessions typically run 45 minutes and cost \$45. To create your own Halotherapy experience or business visit www.saltchamberinc.com.

ABOUT SALT CHAMBER: Founded in 2012, SALT Chamber has quickly become the world’s leading authority for educating, consulting, marketing, training and distributing the best salt therapy products and services around the world. SALT Chamber designs and builds unique salt therapy experiences that are easy to use and affordable. SALT Chamber also provides turnkey solutions for new business ventures and seasoned wellness and spa professionals.

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EDITOR'S NOTE: For more information about SALT Chamber and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com.

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STORY IDEAS YOU CAN USE **FROM SALT CHAMBER**

- Spas Get More “Savory” About Skin Care – An Introduction to Halotherapy
- Why Adding a Dry Salt Room Adds Profits
- Pulmonologists and Allergists Attract New Patients With Halotherapy
- The Latest in Luxury Spa Décor
- In-Home Salt Rooms – The Next Must-Have Health Luxury
- Technological Advancements in Halotherapy
- Business Opportunities in Halotherapy
- Ask the Experts – SALT Chamber Halotherapy 101
- Demystifying The Latest Trends In The Spa Industry
- Solutions For Athletes

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PROFILE: SALT CHAMBER CEO **LEO TONKIN**

Leo M. Tonkin is the former CEO of Distinctions, Inc. and currently has his own strategic organizational and leadership development firm headquartered in Boca Raton, Florida. Leo has over 25 years experience working with entrepreneurial and high-growth companies to Fortune 100 organizations to improve their performance, effectiveness, and productivity. His clients include some of the top branded companies in the world such as Office Depot, AstraZeneca, American Express, Mass Mutual, The Home Depot, Jarden, Apple Computers, Black & Decker, Pfizer, Ford Motors, and others.

He was a pioneer in the executive coaching field in the 1980's before 'coaching' was a mainstream distinction in the business world. In the early 1990's he collaborated with Stephen Covey to develop and deliver training programs based on what has been arguably the most popular business book of all time, *The 7 Habits of Highly Effective People*. Later, he developed programs while collaborating with Ken Blanchard, author of the *One Minute Manager*, *Situational Leadership*, *Raving Fans* and other best-sellers such as *Who Moved My Cheese?*. He is known for applying various principles and distinctions from sports and organizational psychology, strategic coaching, change management, neuroscience and transformational training to impact the performance of organizations, their people and their culture.

Two years ago, Leo partnered with Ülle Pukk, one of the original pioneers bringing salt therapy to North America. Their organization SALT Chamber, LLC has become one of the world's leading authorities on designing, building and developing salt therapy facilities as a new business and for day spas, med spas, wellness centers, and health practitioners to add salt therapy to their existing services. In 2013, SALT Chamber worked with over 40 facilities that began providing salt therapy and this year that number is exponentially increasing. SALT Chamber provides design services, equipment, education, training, and marketing. In addition to their Trade Showroom in Boca Raton, Florida, SALT Chamber manufactures Himalayan Salt Décor as architectural elements for salt facilities, spas, hotels, restaurants and other applications. Leo is also the co-founder of the Salt Therapy Association, a non-for-profit trade organization providing research, education and innovation for the industry.

Leo is a considered a thought leader and a futurist in organizational development and is a published author, a highly sought after keynote speaker and lecturer and has written more than 30 programs from executive excellence and team building to communication and breakthrough thinking.

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