



STRIVE FOR PERFECTION

A Journey into Design, Luxury & Quality

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BATHING BEAUTY

Bathroom specialist BainUltra uses revolutionary jet-air technology to transform its luxury bathtubs into therapeutic health spas

www.bainultra.com

“We don’t see ourselves as a manufacturer of bathtubs, but as a company that celebrates beauty and promotes the art of living,” says Elaine Drolet, General Manager of BainUltra, the Canadian luxury bathtub producer that is transforming domestic bathrooms into health spas. “We believe in creating a sanctuary at home, where people can remember the importance of slowing down and taking care of the life and energy in them.”

This year, the Quebec-based company is celebrating its 40th birthday in typically innovative style, by unveiling new products that blend state-of-the-art technology with elegant design, providing health benefits for both body and mind.

All BainUltra baths are handmade using the highest quality materials and feature the company’s revolutionary air-jet technology, which is far more effective than whirlpool technology. As well as being both stylish and ergonomic, a BainUltra bath can deliver a therapeutic massage, as well as promote relaxation and better sleep, improve circulation, and ease muscle pain. Customers can choose a model featuring the Geysair air-jet system, which simulates the natural motion of warm water gushing from a geyser.

The new Monarch collection is part of BainUltra’s Thermomasseur category, which offers the therapeutic benefits of hydro-thermo massage. The collection encompasses baths with distinctive quartz deck surfaces, designed to blend with the utmost harmony into luxury condo dwellings, for drop-in and alcove settings. Also brand new is the Opalia range, a collection of exquisitely crafted, freestanding oval baths with the bold, pure lines of an opal. The oval inner shell can be centered, off-

centered, or oblique from the center, creating an interplay of ellipses unique to each configuration.

“We come from a very conservative and traditional industry, which was basically the plumbing industry,” says Elaine. “But we are very different from most bath manufacturers because we are idealistic and we focus on a holistic approach to health.”

As well as designing therapeutic bathtubs, BainUltra makes Care Units, which deliver therapies such as aromatherapy, color therapy, sound therapy, and light therapy, and can be incorporated into shower enclosures. The company’s complementary products are bathroom accessories: furniture—such as chairs and espaliers—and pillows and cushions. “We don’t just care about producing beautiful bathrooms, we want to help people to develop their inner beauty,” explains Elaine. “Our customers are people with an appreciation of the greatness and fragility of life.”

According to Elaine, while BainUltra is at the cutting edge of technology, it is rooted in ancient, even primal, traditions. “In Roman times, there was a ritual surrounding bathing and it was something special,” she says. “But, over time, the bathroom became a utilitarian place, and now many people say they don’t even have time for baths, only showers. That makes me sad because it reveals how out of touch we are with who we are.

“When you’re in a bathtub surrounded by water, it takes you back to the earliest memories a human being can have—the memory of being in our mother’s womb. Bathing alone in silence centers us; helps us to feel, as well as to think; makes us complete and balanced. If everything you have in your house is utilitarian, you become a machine. If you have a place where you can recall the sacred nature of your being then you become more sacred.”



