

Rejuvenate, Recover, & Find Joy

FLOAT

float

NORTH COUNTY

**TOP REASONS
YOU WILL
LOVE
FLOATING**

**THE SCIENCE
BEHIND FLOATING**

**WHY A REGULAR
FLOAT PRACTICE
WILL HAVE A
POSITIVE IMPACT
ON YOUR HEALTH
AND LIFESTYLE**

**FLOAT
NORTH
COUNTY
PRICING &
MEMBERSHIP
DEALS**

FloatNorthCounty.com

TOP REASONS YOU WILL LOVE FLOATING!

- ~ You will be calmer and have a greater sense of well-being.
- ~ Your chronic pain will be reduced or in some cases eliminated.
- ~ You will enjoy improved athletic performance and recover quickly.
- ~ With brain synchronization you will come up with solutions and be more creative.
- ~ You will reduce or eliminate anxiety levels.
- ~ You will sleep better.
- ~ You will find a deeper connection with yourself and learn or enhance meditation.
- ~ It's easy and fun.

THE SCIENCE BEHIND FLOATING

There have been numerous studies conducted on floating over the past 40 years. The science shows that stress hormones (cortisol and adrenaline) are reduced in the float tank while endorphins and dopamine levels are elevated. Studies also indicate improved muscle recovery, improved athletic performance, decreased anxiety and enhanced brain synchronization.

One study published in the 2006 International Journal of Stress Management suggests that people with anxiety gained therapeutic benefits from floating. It found for a group of 70 people with stress-related pain, 12 float sessions reduced pain, stress, anxiety, and depression while improving sleep and optimism. Those positive effects stuck around four months after treatment stopped.

Current studies at the Laureate Institute of Brain Research are measuring how floating help patients with anxiety establish a healthier balance between their body and brain. The institute has an in-house float clinic with flotation tanks. They utilize waterproof and wireless physiological equipment to measure blood pressure, heart rate, respirations, movement, and EEG. Functional neuroimaging will be used to determine where these changes take place inside the brain.

WHY A REGULAR FLOAT PRACTICE WILL HAVE A POSITIVE IMPACT ON YOUR HEALTH AND YOUR LIFE!

People who float regularly constantly tell us that chronic pain goes away and that their body feels more in alignment. People who float regularly (2 to 8 times per month) tell us that the long-term benefits get more evident and spill into their day-to-day lives in between floats – they are calmer and more at peace (they don't sweat the small stuff) and they react less and begin to enjoy their life more!

The athletes who use floating to improve their performance or just recover between workouts are seeing results. Some use the tank to visualize their success and how their performance will play out. Others use floating to connect the mind and body to get a better understanding of their body and avoid future injuries.

A regular float practice will help you create a deeper connection with yourself and discover joy in your life.

TABLE OF CONTENTS

What is Floating?.....	2
Float North County.....	3

Find Benefits for the Mind

Decreased Anxiety.....	4
Sharpen Concentration.....	4
Balance Brain Hemispheres.....	5
Enhance Creativity.....	5
Enhance Problem Solving.....	5

Five Ways Floating Benefits for Your Body

Recovery and Muscle Relaxation.....	6
Stress Reduction.....	6
Pain Relief / Healing.....	6
Sports Recovery.....	7
Detoxification.....	7

Top Benefits for the Spirit

Meditation (learn or deepen a practice).....	8
Cultivate Compassion.....	8
Testimonials.....	9

WHAT IS FLOATING?

Floating is a practice where you enter into a large float tank that contains eleven inches of water and over 1,100 pounds of dissolved Epsom salts, allowing you to float effortlessly with your face out of the water. The water is heated to the same temperature as the surface of your skin (93.5 degrees). Once you settle in and relax it becomes difficult to feel the water anymore. Floating in the tank with no sound or light (you can choose to turn the light off) is one of the fastest, easiest, and most effective ways to elicit the body's deep relaxation response and activate its own system for recuperation, recovery, and healing.



FAQ's

Do I need to bring anything?

No -- just yourself. Towels, earplugs, shampoo, soap, and everything else you need are provided.

What if I am claustrophobic?

People with claustrophobia consistently report no problems with floating. What people find is that the complete lack of sense experience expands your awareness, the opposite of claustrophobia.

How are the tanks kept clean?

The float tank is a sterile environment due to the high concentration of Epsom salt (each tank has over 1,100 pounds). The water is fully filtered four times between each float, passing through a 10 micron filter, UV treatment, and hydrogen peroxide to fully sanitize and clean the water. The trace amount of hydrogen peroxide in the tank is completely safe for hair and body.

For more detailed information about the filtration and sanitation of Float North County tanks go to the Float Blog on our website.

FLOAT NORTH COUNTY



FLOTATION TANK CENTER

Float North County is the premier Float Tank Center in San Diego. We are conveniently located just off Interstate 5 in Solana Beach. Float North County is dedicated to providing a clean environment for people to experience personal rejuvenation, recovery, and growth.

OUR LARGE FLOAT TANKS

Float North County is the only Float Spa in Southern California to have the large Ocean Float Rooms, one of the best tanks in the industry. We have clients who float for over 2.5 hours without problems. The Ocean Float Rooms are seven feet tall and incorporate the best technology and filtration system available. There is no feeling of claustrophobia here!

FLOAT ROOMS



WHERE TO FIND FLOAT NORTH COUNTY

**991 LOMAS SANTA FE DR. #D
SOLANA BEACH, CA 92075**



**CALL: 858-925-6069
OR SCHEDULE ONLINE
@FLOATNORTHCOUNTY.COM**

TOP FIVE WAYS FLOATING BENEFITS YOUR MIND

Floating benefits your mind because floating eliminates the distractions to meditation. The practice of meditation has proven in numerous clinical studies to boost mind function, and floating boosts the power of meditation.

When you enter the float tank, you only have what you take with you. With no external stimulation, you can observe the workings of the mind, and you can learn to control and enhance those functions.

When you first float, you may experience condition known as "Monkey Mind". If you are an inexperienced meditator, the loud and unruly nature of your thoughts can be distraction. With a little time and practice, you can gain control of the stream of consciousness and learn to direct it toward your goals and aspirations.

The mind benefits of floating are inseparable from the mind benefits of meditation, and the advantages of floating come from the unique environment floating provides to deepen meditation practice.

DECREASES ANXIETY

Since floating facilitates meditation, floating has scientific backing to claim its efficacy against anxiety and depression. A review study found that mindfulness meditation (and thereby floating) may rival antidepressants in easing the symptoms of depression.

Floating and mindfulness meditation may not cure all, but when it comes to the treatment of depression, anxiety, and pain, the research found floating may be just as effective as medication.

Though the mechanisms behind the effect of floating on depression aren't totally clear, researchers waded some guesses. Mindfulness may enhance "attention regulation, body awareness, emotional regulation, and changes in self-perspective (e.g., de-centering)," which may all play a role in depression. On a purely biological level, MRI studies have shown that meditation is linked to a reduction in activity in the amygdala, the brain area that governs the stress response, and to reduced activity in the default mode network, which is often linked to feelings of unhappiness and stress.

If you suffer from depression, or if you take antidepressants and suffer from medication side-effects, floating is a natural, holistic approach that provides real and lasting relief without drugs. If unburdened from the relentless torment of anxiety or depression, you find renewed energy and increased mental clarity.



SHARPENS CONCENTRATION

Many first-time floaters remark on how aware they become of the endless chatter in their mind. With so many external stimuli to deal with most people don't realize how much internal stimulation their mind provides. Floating removes the external stimuli brings your mental chatter into focus.

There is nothing for you to do while floating, no activity or other external stimulus to focus on. It's you and your mind, nothing else. Some people lose themselves in the stream of thoughts while floating, but with experience and practice you learn to watch the activity of mind and finally gain control of it.

We often recommend people use meditation techniques like paying attention to the breath to help them focus on something other than the mental chatter. These focusing techniques are basic to meditation practice, and they lead to improved mental focus.

As you spend more time floating, you improve in your ability to direct the mind. You will find this enhanced ability to focus your concentration will stay with you when your not floating, and it will improve every mental activity you engage in.

BALANCES BRAIN HEMISPHERES

Much of what is known about brain function is owed to Roger Sperry, whose experiments examined the way the human brain's hemispheres operate both independently and in concert with each other. The two hemispheres communicate information, such as sensory observations, to each other through the thick corpus callosum that connects them.

In general, the left hemisphere is dominant in language: processing what you hear and handling most of the duties of speaking. It's also in charge of carrying out logic and exact mathematical computations. When you need to retrieve a fact, your left brain pulls it from your memory.

The left brain is generally associated with the inner chatter, the "talking" voice in your mind. Often compared to a serial processor in computing, the left brain evaluates facts sequentially.

The right hemisphere is mainly in charge of spatial abilities, face recognition and processing music. It performs some math, but only rough estimations and comparisons. The brain's right side also helps you comprehend visual imagery and make sense of what you see. It plays a role in language, particularly in interpreting communication not coded in speech.



The right brain is generally associated with spirituality, the "quiet voice" that often communicates through imagery. The right brain is analogous to a parallel computer processor running many things simultaneously. The right brain is regarded as the seat of the sub-conscious mind and intuition.

Many people (men mostly) become dominated by the left-brain processing, identify with thoughts in their minds, and completely ignore the more powerful quiet voice of intuition. Floating and meditation restore balance to hemisphere processing by training the left-brain to work with and accept input from the powerful right brain.

Floating balances the hemispheres and enables a more holistic approach to problem solving.

ENHANCES CREATIVITY

True creative bursts arises when your mind puts together unrelated ideas in new and novel ways.

Your left-brain logical processor excels at analysis and evaluation of alternatives, but it does a poor job generating new and unique thoughts.

Your right-brain excels at breaking convention and making new associations, but handles evaluation of alternatives poorly.

True creativity requires both your brain hemispheres to work together.

"When you start to look at more complex cognitive process like imagination or creative thinking, it's not just isolated [brain] areas that are responsible, but communication of the entire brain that's required," said study researcher Alex Schlegel, a cognitive neuroscientist at Dartmouth College in Hanover, N.H.

Creativity is a by-product of mindful attention, focused concentration, and hemispheric balance — all features enhanced by floating.

A regular practice of floating and mindful meditation will improve your creativity immeasurably. It manifests in areas both big and small in your life.

IMPROVES PROBLEM SOLVING

Problems are unresolvable situations where previous problem-solving methods fail. In such circumstances the mind often falls into a repetitive loop where the same failed solution fruitlessly repeats.

Problem solving is a creative endeavor requiring you to craft a new solution. Floating and meditation open the creative mind and allow intuition to guide you to potential new solutions. The analytical brain can evaluate these solutions and implement to correct strategy. Floating facilitates this process and avoids mental traps that hinder problem solving.

Psychologists found that, after only a few weeks of training, volunteers who learned "mindfulness practice" were better at switching strategies for problem-solving than volunteers who were not taught the technique. If you are trapped in a repeating pattern that fails to resolve important problems in your life, floating may help you break through the conceptual blocks holding you back.

Floating helps people steer clear of rigid, myopic thinking and encourages creative insights.

TOP FIVE WAYS FLOATING BENEFITS YOUR BODY

When you go into a flotation tank and lie down in the salt water, you float like a cork on the surface. After a brief period of adjustment, your body begins to let go of ordinary muscle tension required to keep you upright and resist the force of gravity. With no muscle tension necessary to support your weight and balance, your body can relax deeply.

Simple relaxation provides a multitude of health benefits including a decrease in heart rate, a decrease in respiration rate, a decrease in blood pressure, a decrease in muscle tension, and a decrease in metabolic rate and oxygen consumption.

The relaxation experienced in a float tank is deeper and more beneficial than reclining. Even the most comfortable bed creates pressure points, and the air temperature can be too hot or too cold, causing increased respiration or perspiration. Floating eliminates those problems.

Floating is the ideal environment for healing sports injuries and recovering from routine training. Further the Epsom salt solution is rich with Magnesium, an essential element to maintaining proper body function and beneficial for muscles and nerves.



MUSCLE RELAXATION

Relaxation is essential to good health and often the best way to recover from stress and illness. Your body has amazing powers of recuperation if given the chance to relax to let these powers work.

Floating induces a deep relaxation state. The body balances and heals internally as the senses are rested in a gravity-free environment. Research shows that floating measurably reduces blood pressure and heart rate while lowering the levels of stress-related chemicals in the body.

The benefits of floating continue after you leave the tank and remain for several days, leaving your body and mind feeling refreshed. A study in the 1980s found reduced levels of stress hormones and blood pressure after floating and noted that these effects were sustained for weeks after the actual float experience.

STRESS REDUCTION

Floating reduces stress largely due to the profound relation effect it has on the body. Floating reduces blood pressure and heart rate, quiets the mind, and provides the ultimate stress-free environment.

When you feel stress, your body produces harmful chemicals such as cortisol, adrenaline, noradrenaline, and ACTH, which induce a fight-or-flight response. These substances cause tension, anxiety, irritability, as well as contributing to a number of physical ailments. Stress causes the tension in your muscles build up, leading to chronic neck and back pain. Floating reduces the levels of a number of stress-related neurochemicals in the body.

Floating also triggers in your brain a release of endorphins, painkilling substances known to create euphoria and pain relief. Regular floating is a natural remedy for the stresses of daily life.

HEALING & PAIN RELIEF

Floating is a highly effective tool for reducing chronic pain, providing significant and long-lasting effects. Because of the extremely buoyant environment, floating reverses the effects of gravity on your body, relieving pressure, relaxing muscles, and providing relief from painful conditions.

Due to the lack of stimulation to the nervous system, floating triggers a spontaneous chain-reaction throughout your body known as the parasympathetic response. The chemistry of your body changes, and you experience a decrease in muscle tension, blood pressure, heart rate, and oxygen consumption. Your blood vessels dilate, increasing cardio-vascular efficiency and supply of oxygen and nutrients to every cell in your body.

Floating improves your blood flow, which helps heal injuries and reduce common aches and pains, particularly back pain. Further, since floating stimulates endorphin production, it reduces pain and discomfort naturally. Anecdotally, floating has been linked to relief from arthritis, back spasms, chronic neck pain, pregnancy discomfort, and other maladies.

SPORTS RECOVERY

If you're an athlete, you know how your body feels run down and achy after a strenuous workout. Weight lifters and elite athletes in particular are accustomed to the period of days after a workout when an entire muscle group is sore due to the buildup of lactic acid. Rest and relaxation are essential to muscle recovery, and floating is one of the best methods of speeding recovery.

Sports trainers recommend floating for three main purposes: recuperation and rejuvenation, injury rehabilitation and neuro-muscular programming. Floating has been shown to improve athletic performance by the following:

- * Increasing physical relaxation which leads to greater stamina, speed, strength, and coordination.
- * Reducing injuries due to over training or muscular tension and imbalance.
- * Enhancing the body's ability to recover from injuries, and the normal stress of intensive exercise.
- * Speeding recovery by reducing lactic acid buildup, and eliminating post-competition letdown.
- * Improving coordination and performance skills due to in-pod visualization and guided imagery rehearsal.
- * Elevating the athlete's mental state through increased confidence, concentration, calmness and poise.

Floating represents a new dimension in sports training for the elite athlete and others who like to train hard. What normally takes a long period of time, floating compresses into 90 minutes.

DETOXIFICATION & SKIN NOURISHMENT

Float tanks use an Epsom salt (magnesium) solution to make the water extremely saturated. In fact, the water in a float tank has a relative density of about 1.25, making it essentially impossible not to float.

Almost a thousand pounds of Epsom salt is dissolved in a couple hundred gallons of water, creating a zero gravity environment. Further, Epsom salt at high concentrations creates a sterile environment free of harmful bacteria.

Epsom salt (magnesium sulfate) has been used for thousands of years as a treatment for aches, pains and skin ailments. Magnesium is important to health and well-being, and almost everyone is deficient in this mineral that is vital in over 300 enzymatic functions.

Adequate levels of magnesium are correlated with lower incidences of coronary heart disease, lower blood pressure, better quality of sleep, cholesterol improvement and lower stress levels. It is also necessary for the proper functioning of the brain and nervous system.

Supplementation through the skin while floating is the best way to absorb magnesium due to the large amount of magnesium sulfate dissolved in the water.

Five Ways Salt Heals:

- * Bathing in salt gradually increases the temperature of the body, thus killing harmful germs and viruses
- * Salt bathing increases hydrostatic pressure on the body, thus increasing blood circulation and cell oxygenation. The increase in blood flow also helps dissolve and eliminate toxins from the body.
- * Salt bathing increases the flow of oxygen-rich blood throughout the body, bring improved nourishment to vital organs and tissues.
- * Repeated salt bathing (especially over a three to four week period) can help normalize the functions of the endocrine glands as well as the functioning of the body's autonomic nervous system.
- * Salts contain high amounts of negative ions, which can help promote feelings of physical and psychological well-being.



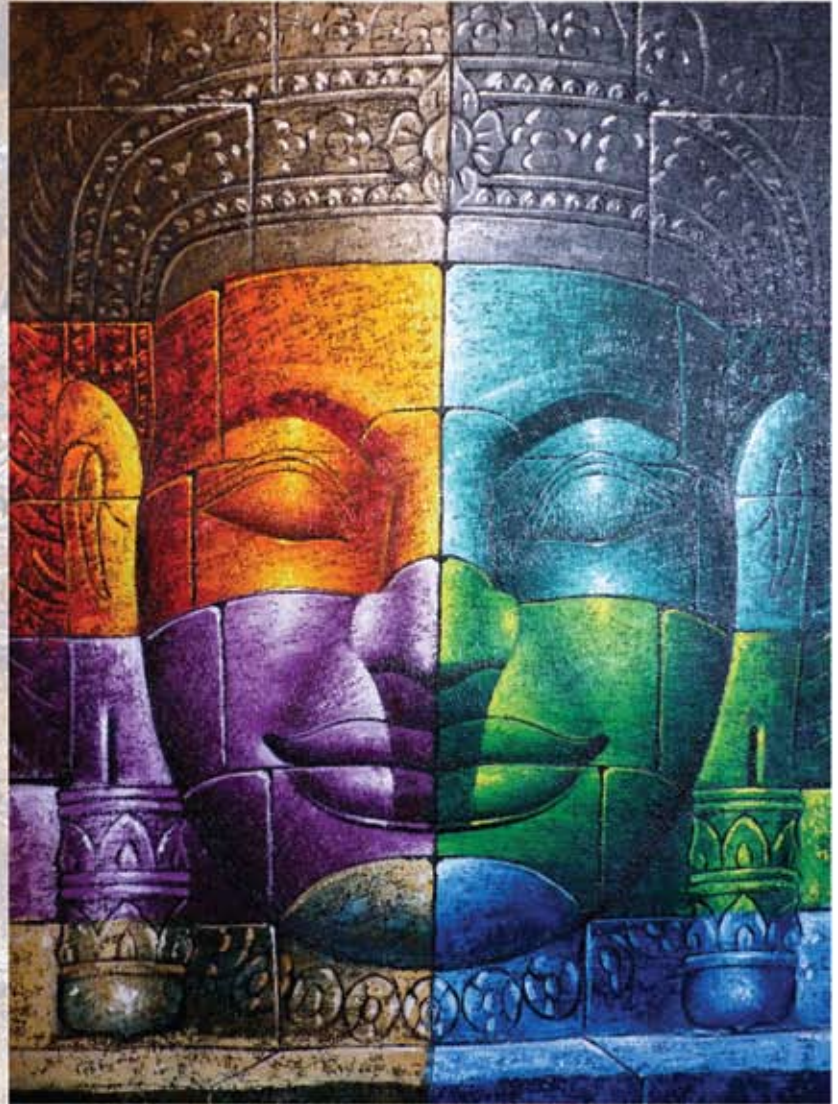
TOP WAYS FLOATING BENEFITS YOUR SPIRIT

The Spirit, is from the Latin word "spiritus", which means "breath". The float tanks' ability to remove external sights, sounds, and tactile sensory input creates an environment conducive to the level of inflection that is required to bring about awareness of breath, thus amplify the "spirit".

If you are looking for a way to gain insight into the big questions, you need to isolate yourself from the hubbub of daily life. You need solitude, a quiet sanctuary where you can calm your thoughts and directly observe the true nature of reality. Floating provides the ideal environment for this exploration.

When floating, most people experience a theta brain wave state such as experienced only in deep meditation. After years of practice, people can enter theta state through deep meditation. Floating get you there effortlessly.

Everything you experience while floating comes from within yourself. It's the perfect time to reflect on your life, and reports of creative and personal insights abound.



ENHANCES MEDITATION

The biggest challenge to anyone who meditates is keeping the mind focused. Experienced meditators often seek out secluded environments with a minimum of stimulation to facilitate the practice. Since float tanks eliminate all outside stimulation, floating is the ideal activity to combine with meditation.

Anyone who's floated regularly understands instinctively that there is a profound and meditative quality to sustained floatation. Scientific evidence now suggests that this is indeed the case, showing a correlation between floatation therapy and increased generation theta waves in the brain. Theta waves are what you would find if you attached electrodes to the head of a disciplined monk in deep meditation.

It typically takes years of practice to achieve theta state through deep meditation. With floating, you can start producing theta brainwaves after about half an hour. Think of it as a helpful tool for your meditation practice or a meditation "fast track".

INCREASES EMPATHY

The benefits of floating are inseparable from the benefits of meditation. Floating can increase empathy through using guided meditation techniques proven to elicit that response.

Cultivating compassion can have a profound impact on how we deal with others. Forgiveness and compassion are important for building strong relationships, while at the same time contributing to a positive self-image.

Loving-kindness meditation (also called metta meditation) focuses on building thoughts of compassion for all sentient beings. To begin, we must first have compassion for ourselves, it can then be extended to friends, family and others. Compassion can ultimately lead to greater happiness for all. Through training we can actually move away from negativity and begin to experience a more joyful state of being.

FLOATING TESTIMONIALS

PAIN RELIEF

There are additional benefits to Floating beyond meditation and relaxation. There is healing and pain relief.

Floating has allowed me to go through a severe back injury tearing my spinal ligament along L3, L4, L5, T12 and compressing 2 discs. This has been quite painful, making it difficult to walk, sit or bend. With the help of my husband I was able to be put into the float tank and within the hour I would have manageable pain requiring only 3 days of anti-inflammatory medication at prescription strength.

Now several weeks into floating I am completely pain free in the tank and it relieves pain for a few hours after each float and I'm continuing to improve.

Floating has allowed my nerves to rest along my spine relieving pain and aiding in my recovery. The weightlessness has allowed my spine to open up releasing pinched nerves allowing muscles to relax and vertebrae to return to normal position. To feel and hear my spine moving to the correct position while floating allows hope for a full recovery without steroids or surgery.

If you suffer from back pain or a back injury or spondylosis of the spine I strongly suggest that you try floating before you do more drastic measures.

Floating has helped my back beyond my original expectations. I have a long road ahead of me for a full recovery but I am confident that floating will help me get there without pain killers, steroids or surgery. Floating is a healthy solution for a healthy life.

Thank you North County Float for offering a place for healing and pain relief. With deep gratitude,

A Healing Floater

I came in for some chronic pain relief from a back injury from a car accident. I have dealt with years of back pain. One float session loosened up my back like a year of physical therapy and chiropractic wouldn't! It is so worth it!

Chadwick A.

FLOATING WHILE PREGNANT

I am 7 months pregnant. Floating during pregnancy is an amazing and deeply relaxing experience that takes the weight off and helped me with the back pain. I will definitely come back and float!

Selena

A DEEPER CONNECTION

I went in with no expectation. My mind was blown! I went in to outer space and saw the universe. I had no idea if my eyes were open or closed. By far one of the best things I have done for myself in a long time!

Jack M.

NEW PERSPECTIVE ON ANXIETY

By nature, worry and anxiety are part of me. I was concerned that the float tank would increase my negative thoughts. Surprisingly, my mind seemed empty of worries - I even tried to focus on negative thoughts towards the end and found that they "easily floated away". What a peaceful and meditative experience! I can see how doing this regularly would reduce my anxiety.

Diane D.

ADDICTED TO FLOATING

Today was my 2nd Float and I was in for 90 minutes. Last week after my first float I counted the days until I was coming back. The 90 minutes allowed me to truly relax without having to worry about how much time was left or that it was almost over. I left feeling totally relaxed yet strangely energized. I am addicted and will be here weekly!

Gina T.



FLOAT NORTH COUNTY

**SINGLE
FLOAT \$65**

90 MIN. SESSION
**FOR DEEP
THETA
RELAXATION**

**3 FLOAT
INTRO PACKAGE**

\$165.00
(\$55 PER FLOAT)
RELAX DEEPER AND
BEGIN TO IMPROVE
YOUR LIFE THROUGH
3 SESSIONS.

**SPECIAL
DISCOUNT**

GET 10%
OFF YOUR FIRST
FLOAT
MENTION PROMO
CODE: MAGAZINE

CALL TO BOOK YOUR FLOAT SESSION TODAY! 858-925-6069

**'OUR MEMBERSHIP PROGRAM IS DESIGNED
SO THAT THE COST GOES DOWN THE MORE
YOU FLOAT'**



float
NORTH COUNTY

FloatNorthCounty.com