

North Shore Pool & Spa, Inc.
Phone 847-564-4910
www.northshorepool.com

Weekly Issue 7

June 25, 2010

WATERLINES Retail Store Issue

HOW DO YOU USE YOUR WATER NOODLE?

The Water Noodle is a flexible, Fun-In-The-Sun water toy and exercise float that has unlimited uses. People of all ages will have fun just noodling around with it.

USE YOUR NOODLE FOR:

- ▶ Floating
- ▶ Splashing
- ▶ Making Waves
- ▶ Exercising Visit <http://www.livestrong.com/article/143378-noodle-water-exercises/> for a list and video of exercises you can do with your water noodles.

Water Shooter

- ▶ Balancing Child Safety Seats
- ▶ Riding like a Seahorse

Possibilities are ENDLESS

Made from buoyant, lightweight, unique closed cell polyethylene foam, Water Noodles are highly resistant to water absorption and harsh pool chemicals. Excellent tear, tensile, and resiliency mean Water Noodles can take lots of bending, twisting and rough-tough abuse.

Water Noodles are often used in various child car seat safety programs. Visit <http://www.carsdirect.com/car-safety/child-car-seat-installation-how-to> or other car seat at safety installation websites.

NSPS has water noodles in stock and in a variety of colors for just

\$5.95 each

NOTE: The Water Noodle is not a safety device. Children should not be left unattended around the pool or water. The Water Noodle should be stored out of direct sunlight to prolong its life.

Special
Event

Polaris POWER HOURS!

Polaris Day has been a long standing tradition at NSPS and this year will be no exception. This popular event it will be bigger and better than ever before! Instead of just one day, you will have 3 days to take advantage of this special event! Walk around while your Polaris is being repaired and find SALE pricing on many different items in the store.

On July 12th, 14th & 16th from 1pm-3pm NSPS will offer POWER HOURS.

Bring in your Polaris for a free inspection and only pay for the parts used. LABOR IS FREE to repair your unit. If your unit is in complete disarray we have brand new Polaris 280 units in stock. As well as the Polaris 3900 Sport and 9300 Sport Robotic both offering a rebates from \$150 to \$225 dollars. Mark your calendars!



Retail Store Hours

Monday through Friday

7:00am - 5:00pm

Saturday

8:00am - 1:00pm

**North Shore
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▶ Value Added Services

Featured Item

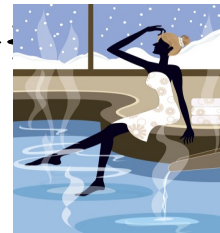
Soft, luxurious foam floats will not sink or deflate. Glossy vinyl coating resists sun, chlorine and salt water. Cooling ripple texture and extra buoyancy in the head area. Float forever on a Super Soft® Float.



Super Soft
Softie Pool Float
\$129.95



Do You Suffer From...
Did You Know Your Spa Can Help?



Arthritis Pain:

Approximately 43 million people in the United States suffer from some form of arthritis pain. The good news for these victims is that there are safe and effective ways to both minimize the discomfort and prevent further damage. According to The Arthritis Foundation, "Regular sessions in your hot tub help keep joints moving. It restores and preserves strength and flexibility, and also protects your joints from further damage. A hot tub fulfills the need perfectly . . . providing the warmth, massage, and buoyancy that is so necessary to the well-being of arthritis sufferers. The buoyancy of the water supports and lessens stress on the joints and encourages freer movement." Italian researchers recorded in the Journal of Investigative Medicine in 1998 that the level of inflammatory agents that cause arthritis pain and joint destruction fell after three weeks of hot tub therapy.

Sleep Disorders:

Did you know that relaxing in a hot tub can help ease your body into a deeper sleep? According to a recent poll by the National Sleep Foundation (NSF), approximately 132 million Americans suffer from sleep disorders. This number is on the rise as evidenced by the growing number of sleep disorder centers across the nation (approximately 3,000 in the U.S. today). Sleep researchers believe that many cases of insomnia can be traced to hectic, stressful lifestyles lived by basically healthy people. The results of sleep deprivation are varied and can include battered nerves, grogginess, lapses in memory, depression, and even erratic mood swings. Rather than reaching for over-the-counter sleeping aids, a simple solution to this dilemma may be relaxing in a hot tub before bedtime. Studies suggest that soaking in hot tub before bedtime can ease the transition into a deeper, more restful sleep. This may be due to a temperature shift, since the body's core internal thermostat drops after leaving the water, which signals the body that it's time to sleep. Or, the sleep improvement may be related to hot water's relaxing properties - the buoyancy of water reduces body weight by approximately 90%, relieving pressure on joints and muscles, creating the sensation of weightlessness. The hot, swirling water leaves you feeling both mentally and emotionally relaxed. In addition, hot tub-induced sleep is a natural remedy, unlike alternative sleeping aids such as prescription drugs, over-the-counter remedies and alcohol - all of which can make you feel groggy and have other adverse side effects.

Back Pain/Muscle Injuries:

Ask anyone who owns one and they will tell you that they feel better after using their hot tub. And there's always been anecdotal evidence that the hot water and jets of a spa relieve back pain. In 1995, a study published in the British Journal of Rheumatology offered evidence that hot tub therapy has both short- and long-term benefits for people with lower back pain. A later study, published in the Journal of Rheumatology by a group of researchers in France, showed that after three weeks of consistent hot tub therapy, examinations showed more improvement in the health status (as measured in pain duration and intensity and back flexibility) of the spa treatment group than of the medication-only group. After six months, significant improvement continued in the spa therapy group. In addition, their use of analgesics and anti-inflammatory drugs had decreased.

Diabetes:

Recent studies published in the September 16, 1999 issue of the New England Journal of Medicine give new hope to the millions who suffer from diabetes. It stated that "hot tub therapy" helped a group of Type 2 diabetics reduce their blood sugar levels and improve sleep patterns. An independent study led by Dr. Philip L. Hooper at the McKee Medical Center in Loveland, Colorado studied a group of Type 2 diabetes patients for three weeks. The patients were required to soak in a hot tub for thirty minutes a day, six days a week, for the duration of the study. The results were astounding! The patients' average blood sugar levels were reduced by an average of 13 percent, and one of the subjects was able to reduce his daily dose of insulin by 18 percent after only ten days of the study. In reference to these findings, Dr. Hooper states that hot tubs are especially helpful for patients who are unable to exercise and recommends that hot tub treatments should be included as regular therapy for patients with diabetes. **Important Note:** It is highly recommended that those with diabetes consult with their physicians prior to beginning hot tub treatments.

Stress:

The link between stress and illness should be of interest to anyone concerned with their health. We all have stress in our daily lives relating to work, family and society. Mental tensions, frustrations and insecurity are among the most damaging types of stress. Affected by stress, the heart works harder, breathing becomes more rapid and shallow, and digestion slows. Nearly every process of the body is degraded. Researchers have estimated that 80% of disease is stress related. Since we usually can't avoid it, the key to dealing with stress is relieving it! A soothing and relaxing soak in a hot tub can help counteract stress and its effects on the human body. It is the perfect antidote to a hectic and stressful lifestyle. In a hot tub, three key elements combine to create a therapeutic, stress-relieving environment: heat, buoyancy, and massage.

- Heat dilates blood vessels to increase blood flow to sore or damaged tissue.
- Buoyancy reduces body weight by 90%, relieving pressure on joints and muscles.

Massage works to relax muscles and relieve pressure on nerves. Numerous independent studies have proven that a warm water massage stimulates the release of endorphins, the body's natural "feel good" chemical. Your hot tub will enhance your sense of well being, and leave you feeling fresh, clean, and ready to tackle life's daily challenges.