



# The firm I.H.C. “Eden-Dead Sea” Ltd.

**B**enefits of the Dead Sea climate

**W**hat achieves the desired effect

**W**ho can benefit. (Skin diseases, Respiratory diseases, etc.)

**B**reath of Freshness

**S**kin Rejuvenation

✓ Tranquil Nerves ✓ Sexual Attractiveness ✓ Healthy Sleep

**You are able to choose from the 3 modifications of “Midbar” Equipment:**

**DSC-12** (intended for up to 12 simultaneously attended customers)

**DSC-6** (intended for up to 6 simultaneously attended customers)

**DSC-3** (intended for up to 3 simultaneously attended customers)







## Dead Sea Climate Salon and I.H.C. "Eden-Dead Sea" Ltd.

### History

The history of I.H.C. Eden-Dead Sea Ltd is inseparably linked to the history of the development and engineering of the climate recreating systems capable of reproducing the Dead Sea climate environment. The beginnings of it were laid down in the end of the 20th century by the works of Prof. Hovers and Dr. Orenshteyn, Israeli specialists who studied the possibility of complete reproduction of the therapeutic and health-improving influences of the Dead Sea climate by use of quasi-vital (modeling and imitating) systems of climate recreation.

Much assistance to their work was provided by G. Grossman, a talented engineer, and Dr. R. Reidler, Prof. Hovers' colleague. Significant results achieved through the efforts of these energetic scientists and specialists allowed already by the middle of 2001 to build the pilot sample of a climate recreating unit, demonstrate its safety in operation and high health improving efficiency. The entire work took about two years and resulted in founding of I.H.C. Eden-Dead Sea Ltd (International Dead Sea Health Center).

Thoroughness of comprehending the laws of climatotherapy has been the chief principle among the specialists of the company from the very beginning. Only after more than 2000 clients had successfully improved their health at the Climatotherapy Salon there came a time for a worldwide spreading of this scientific and climatic miracle. Careful approbation is conducted in every country where Dead Sea Climatotherapy Salons (DSCS) are put to operation.

Following Israel the salons were purchased by Germany, Democratic Korea, Ukraine, some units were shipped to Finland, contracts were made in the Republic of Cyprus and France. DCSC equipment is internationally registered and certified for safety.

Dr. Lev Orenshteyn  
Dr. Rima Reidler  
Prof. Leon Khovers







*DSC "Midbar" in Paphos, Cyprus.*

Dead Sea Climate Salon and I.H.C. "Eden-Dead Sea" Ltd.

## General Recommendations

### Benefits of the Dead Sea Climate

Staying on the coast of the Dead Sea is widely known for its benefits to the people suffering from numerous skin diseases, musculoskeletal, respiratory, nervous system disorders as well as urogenital, psycho-somatic impairments, and many other diseases.

The "Dead Sea Aura" Climatotherapy Salons gracefully recreate and maintain in balance all basic factors of the health improving influence, which in combination with meticulously chosen dosage produces as impressive results as on the coast of the Dead Sea itself.

The same as on the Dead Sea the salutary effect is based on the combined influence of the dispersed infrared radiation, the saturation of the air with the Dead Sea salts (especially bromine ions that are produced in a pure ion form and not by salt powder injection), continuous vortex air interfusion that is washing the skin as well as the special light (yellow-green spectrum), sound, and temperature backgrounds. All listed above factors provide a profound positive physiological effect. It is non-specific and affects virtually all organs and body systems in a very wholesome way. This effect is supplemented by the washing with the Dead Sea water and applying specially prepared mud pack masques. Their use in a Climatotherapy Salon is different from other forms of fangotherapy and is brought as close as possible to the natural type of Dead Sea shore mud treatment.

### What achieves the desired effect

Let us turn to the physiological effect of those beneficial health improving factors that are equally working both at the «Dead Sea» Climatotherapy Salons and on the coast of the Dead Sea itself. They are based on the effects of the long-wave infrared radiation. It penetrates through the skin 7-9 cm deep and causes local heating of tissues and stimulates local blood circulation. When repeated multiple times it stimulates growth of the capillary number (micro angiogenesis). This process is opposite to what is continually happening in a spontaneous way -- eventual decreasing of the number of blood vessels in all organs and tissues, causing their aging and age-related decline of hormonal activity.

Local heating results in local increase of blood circulation. Along with that the





*Moscow, Russian Federation  
DSC "Midbar" in the city of Penza, Russian Federation*

production and transportation through bloodstream of healing and pain relieving substances such as Cortisol, ACTH (adrenocorticotrophic hormone), beta-endorphin are also increased. Cortisol and ACTH are known as anti-inflammatory drugs, whereas beta-endorphins are pain-killers. The heating of tissues by the dispersed long-wave infrared radiation helps to decrease the secretion of the substances stimulating inflammation (rheumatoid factor, PGE2 prostaglandin, and LTB4 leukotriene), which cause inflammatory processes and pain. Such heating also improves the activity of granulocytes, the immunity cells, and their ability for phagocytosis, which helps to strengthen the immune system.

Local dispersed infrared heating results in some decrease of the number of the special immune cells (T-lymphocytes and eosinophils) responsible for allergic reactions and autoimmune diseases.

Negative ions present in the air, especially the ions of bromine and chlorine, constitute an important factor of influence on a Dead Sea shore and in a Climatotherapy Salon. The presence of these ions causes the high antiasthmatic activity of the climate as well as it renders a stabilizing and strengthening effect on the central nervous system, balances the processes of excitation and inhibition in the cortex of the brain hemispheres. Such inhalations can heal respiratory diseases and relieve neuroses. They are also helpful for depressive syndrome and fibromyalgia.

Small doses of yellow-green light spectrum are extremely good for the organs of vision and for the skin because they restore damaged capillaries of the skin and retina, and through hypophysis make a salutary effect on the activity of the brain cortex and the work of the endocrine glands. Acoustic harmonies reproduced at the Salon combined with the effect of the other factors described above are helping deep and curative relaxation. Important also is the role of washing with the water from the Dead Sea which is taken in concentration ten times smaller than found in nature in order to avoid osmotic stress. The water is wholesome for cleansing and rejuvenation of the skin, and it stimulates the processes of skin breathing. Mud applications are helping important mineral salts, especially those of sulfur and selenium, to penetrate into the body through the skin. This greatly improves the cleansing and the excretory functions of the skin. Mud applications help to discharge through the skin the agents polluting the internal environment of the body, and first of all the xenobiotics, which are substances foreign to the organism.





## Who Can Benefit from It?!

At the Climatotherapy Salon “Midbar” the same as at the Dead Sea itself one can get rid of many ailments of body and soul. Attending the Salon and going through the procedures according to the developed methods relieves one from the consequences of the city environmental stress, chronic fatigue syndrome, depression, neuroses of various etiologies, restores normal sleep (without using medications). This is very helpful with fibromyalgia.

Combined influence of the ionized air and outlying infrared dispersed radiation factors is curative for the diseases of the joints and the spinal column, rheumatoid and psoriatic arthritis, osteoarthritis, back pain, and ankylosing spondyloarthritis.

Skin diseases such as atopic dermatitis, psoriasis, eczema recede before the dispersed infrared heating, the washing with the Dead Sea water, and mud applications in the environment of the air ionized with bromine ions.

### *The Case of Psoriasis Vulgaris*



Such ailments as bronchial asthma, chronic tracheobronchitis, chronic obstructive lung diseases may almost utterly disappear after the completion of the course at the Salon.

The environment of the Climatotherapy Salon makes it is easy to get rid without medications of such diseases as common cold (rhinitis), tonsillitis, pharyngitis, sinusitis, genyantritis.

Salon attendance is very helpful for urinary diseases and relieves prostatitis, nephritis, and nephritis.

The Salon is extremely useful for cardio-vascular diseases, in cases of arterial hypertension of 1st, 2d, and 3d stages as well as for trombophlebitis.

Salon attendance is recommended and very helpful for thyroid gland dysfunction, diabetes, adrenocortical insufficiency, and other endosecretary dysfunctions. Secretary function normalization and clinical improvements have been observed.



*Schematic example of “Midbar” Climatic Spa facility*







Dead Sea views

The Salon has invariably demonstrated a high remedying activity in dealing with situations of sexual dysfunctions and reproductive problems in women. In cases of women with endometrial insufficiency (who were trying to get pregnant in the course of 4-5 years and every time suffered a miscarriage in the 4-5 week of pregnancy), hormonal imbalance (folliculitis -- progesterone) going through one to two courses resulted in normal pregnancies with timely and successful delivery of healthy babies (there were total 8 cases of this kind of complaints).

The course of Salon attendance notably shows the improvement of erectile function in men, the increase of libido, and the reaching of full-blown orgasm in cases of system treatment.

All of these facts are directly related to the healing influence of the natural factors of the Dead Sea environment, which is gracefully reproduced by the Climatotherapy Salon «Midbar» of I.H.C.Eden – Dead Sea.Ltd.



## **n e w s**

*Dead Sea Salons now opened in the Republic of Korea (Seoul)  
In Russia (Omsk, Penza, Kislovodsk, Moscow, Chita , Lobnya)  
Republic of Cyprus (Paphos)  
Estonia (Tallinn)*





*DSC "Midbar" in Seoul, South Korea*

Dead Sea Climate Salon and I.H.C. "Eden-Dead Sea" Ltd.

## Dead Sea climate on guard of youth and beauty

The climate of the Dead Sea valley possesses a capacity of making the unique effect on the human body and psychic. People keep coming here with the goal of returning their health and beauty even when all other means of treatment have failed to help. The source of such a wholesome influence lies in the unique combination of special dispersed heat (a kind of dispersed infrared radiation with a big wave-length), the air rich in bromine and chlorine ions, unusual lighting with dominating yellow and green spectrums, as well as the sound waves produced by the incredible relief of the rocky formations surrounding the Dead Sea. All these factors acting together in combination create a basis for cleansing, rejuvenation, and restoration of our body functions. They also curatively affect the human psychic, restore a night sleep, and a good mood of the mind.

All climatotherapy factors are especially put together at the Dead Sea Salon in their very best quantitative combinations. This makes the Climatotherapy Salons precisely the unique and irreplaceable means of healing, rejuvenation, and restoration of bodily beauty anywhere in the world.

Young, elastic, clean, and beautiful skin is the most important sign of human health and beauty. In conditions of busy lifestyle the modern man's skin despite all efforts begins to develop wrinkles and ugly growths (warts, condilomas, papillomas etc), pigment spots, it becomes either too dry or extremely oily. This happens because of the pollution of the internal body environment and the decrease of the immune protection. A big role is also played by the age-related decrease of the number of capillaries, which results in the subcutaneous tissue layer to become thin and mellow that in its turn causes wrinkles on the face. Lack of water supply to the subcutaneous tissue turns on the process of the initial formation of cellulitis.

While attending a Climatotherapy Salon the skin gets restored and takes a look typical to a young age: wrinkles smoothen out, and besides for a long time, facial and bodily veins may disappear also. This happens because attending a course at DSCS helps to increase the number of capillaries feeding the hydrophilic subcutaneous tissue and consequently the elasticity of the subcutaneous tissue also increases as its water supply balance gets restored. In the meantime self-cleansing of the body intensifies as well due to the improvement of the work of liver, kidneys, and of skin







excretion. This allows to get rid of many acquired pigmentation spots. Also, in the course of 8-10 sessions the process of getting rid of skin growths such as papilloma etc begins. They start drying out and massively falling off as a sign of cleansing of the internal environment caused by the restoration of the capillary system. This is assisted by the fact that local immunity gets stronger at DSCS due to the effect of the air environment containing bromine ions and the increase of capillary number. As a result of the influence of these factors the skin regains its youthful look (elasticity, color, and smell). This also enhances sexual attractiveness.

It is worth noticing that sexual attractiveness in mature age particularly, given the professional and business experience, creates both in men and women a phenomenon of business and life success, thus providing them with a competitive advantage.

So, attending a Dead Sea Salon gives you an opportunity to rejuvenate your skin, cleanse it from papillomas, condilomas etc, smoothen up wrinkles as well as to create a barrier to the appearance and development of cellulitis.

These improvements are caused by the regeneration of capillaries in all organs and parts of the body and especially in the hydrophilic subcutaneous tissue. Also, due to the improvement of blood circulation and self-cleansing of the body the skin regains its youthful look, smell, and texture. The increase of water supply that takes place after the regeneration of the capillaries makes the skin elastic, smoothen up wrinkles, and is helpful for cellulitis relief.

Important: in the presence of varicose veins of the lower extremities, the attendance of the DSCS decreases the number and the size of the swollen vein parts owing to the fact that the thickened skin efficiently counteracts the tendency for vein expansion, which is helped by salt water bathing and mud skin applications preceding the attendance of the Salon.

It is especially important to mention that the attendance of DSCS works incredibly well for improving the patients' mood, restoring their natural sleep (without any medications), boosting vitality and workability both mental and physical. In the same manner as at the Dead Sea this happens due to the combined effect of various different beneficial factors of nature such as ionic composition of the air in conjunction with the dispersed thermal background and frequencies of the visible light.

Stable and significant mood improvement takes place as a result of the soft and specific light current shifted toward the yellow-green part of the spectrum that optimizes and stabilizes the operation of the nervous system. The influence of soft current of dispersed heat combined with inhalation of bromine ions boost the synthesis







*Dead Sea views*

of endorphins that are accountable for maintaining a good mood, lower the level of anxiety and unsubstantiated fears as a result of the increasing amount of serotonin (the good mood hormone), and balance up the processes of excitation and inhibition in the cortex of the brain.

Powerful antidepressant effect is one of the regularly observed outcomes resulting from the attendance of the salon, which enhances mental balance and consequently helps one's better social adaptation. The behavior begins to be dominated by peace and goodwill. This is caused by balancing up of the inductive processes in the mind when inhaling with bromine ions, the wholesome activity of the visible light, and by the general increase of endorphin production.

The same processes also lead to a qualitative improvement in the sphere of sexual relations, restoration of the depth and sensuality of marital life, increase of the entire quality of intimate relationships. In men this is expressed in the improvement of the erectile function, lengthening of the time of the sexual act, increase of number and more important quality of sexual intercourses.

This happens due to the improvement of blood supply to the penis and its erection that leads to normalization of intimate life and prevents the decrease of the erectile function and premature ejaculation. Libido (sexual desire) grows as a result.

In women the restoration of vascular supply to the external genitals and vagina prevents anorgasmia, improves and deepens libido, and contributes to a happy private life.

The improvement of the duration and quality of sleep lies at the basis of many positive changes such as the decrease of neuroses, finding tranquility and peace of mind that take place when using the services of DSCS. This is one of the most attractive aspects of the effects of the Dead Sea Climatotherapy Salon.

Climatotherapy Salon is very useful for preventing the development of the Chronic Fatigue Syndrome (especially in women 30-50 years of age). Continual stress of the city environment, lack of complete rest in the family, busy workplace lead to a constant depression of woman's nervous system, rob her of normal intimate life, cause worsening of family relationships. The woman may get stripped of the most valuable things in her life, she starts aging quickly, there is a danger of provoking the growth of neoplasms (lactocoele, ovarian cyst etc), and even oncology.

10-15 sessions in the course of 2-3 weeks may completely relieve one from the chronic fatigue syndrome, bring him back the feel of freedom, of full health, and youth.







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