

The therapy is known as antioxidant hot bed therapy. It is a heated room and breathing in the antioxidant-rich air has been shown to be beneficial. Photo by [unreadable]

REFRESH & rejuvenate

Ecoparadise offers novel way to take in antioxidants



by **Elaine Lau**
FD@bizedge.com

Everyday, whether we realise it or not, the mere act of us living in modern, bustling cities means we are exposed to free radicals. These unstable organic molecules cause oxidative stress in our bodies that has been proven to be the root cause of more than 70 chronic degenerative diseases like heart disease, cancer, diabetes and stroke, as well as ageing and tissue damage.

Free radicals are created by environmental pollution, cigarette smoke, radiation, poisons like cleaners and herbicides, and stress. They are unstable, as they do not have an even number of electrons. Hence they look to bond with other molecules — effectively “stealing” an extra electron — and in the process making those molecules unstable as well. This snowball effect can wreck havoc in the body.

Not unless of course, they are neutralised by antioxidants, which act like giant boulders in the path of the snowball, stopping free radicals from causing damage. Antioxidants are found in many fresh fruits and vegetables such as strawberries, oranges, broccoli, tomatoes and green leafy veges, and also nuts, seeds and whole grains. We know we should eat balanced meals with at least six servings of fruits and vegetables everyday — but let's be honest, how many of us actually practise it?

This is where the wellness centre Ecoparadise comes in. The centre (there's an outlet in Jaya One and another at Fraser Business Park) provides a novel way of taking in antioxidants directly, but not through ingestion of any substance. Rather, customers, clad in Japanese kimonos (or yukata, which is provided), lie in heated tile rooms (between 41°C and 45°C, and with relative humidity of about 25% to 35%) and breathe in the antioxidant-rich air through the nose and absorb it through the skin. A treatment typically takes about 40 minutes.

How does it work exactly? According to Chiam Soon Hock, director of the Ecoparadise Group, the tiles have been enriched with a concentrated deoxidising solution derived from friendly microorganisms, a special technique that originated from Japan. The tiles then produce a range of stable deoxidisers that continuously discharge negative ions

(antioxidants are a kind of negative ion). These negative ions in the rooms keep harmful bacteria out, and in the body, increase blood circulation, help to rebuild cells, and expel unwanted wastes through the liver and perspiration.

The antioxidant hot bed therapy does not claim to cure any illnesses, but many long-time customers swear by it, claiming such benefits as relaxation, relief of pain and allergies, increased metabolism resulting in weight loss, reduced cholesterol and blood sugar levels, strengthening of the immune system and parasympathetic nervous system, and aiding the body in fighting cancer and other ailments like the common cold.

How much a body benefits from the treatment varies from individual to individual. One-time president of MCA Tan Koon Swan says he comes “quite regularly, at least once a week” and finds that the treatments help in “taking away fatigue and tiredness”. He says, “After a golf game or overseas trip, I come here and get totally refreshed.”

Cheryl Tan, who has been going for regular treatments for the past two years, says that where expensive facial treatments have failed to rid her face of pigmentation, the antioxidant therapy has done wonders. And so it has — Tan looks positively radiant, with nary a spot on her fair face. Tan also shares that she no longer suffers from chronic sinusitis, and another surprising thing was that she lost weight. “I didn't expect that at all. You must try it to believe it,” she says.

And that is exactly what my partner and I found ourselves doing one evening at the Ecoparadise outlet in Jaya One. After being suitably outfitted in yukatas, we were ushered into one of the rooms heated to about 42°C. With wooden blocks to rest our heads, we lay down on our respective stations on the tiled floor. The heat enveloped us like a blanket, and it felt comforting — well, for me at least. My partner, who is averse to heat, was soon perspiring profusely and feeling somewhat uncomfortable.

For me, I could feel my body relaxing, and the first hint of perspiration only started about 20 minutes into the session, and then it started feeling a little too warm. When our 40 minutes were up, we were both drenched. We rested for a bit, letting our bodies cool down, before hitting the showers.

The experience, for me, was like a relaxing session at a sauna, minus the steam. I didn't feel any different, but my partner, who was down with a cold, said he felt energised. But the thing to bear in mind with alternative therapies like these is that in order to see any significant improvements in one's health, repeat and regular sessions are required. We will be going back for our second session soon.

Aside from the antioxidant hot bed therapy, Ecoparadise sells a range of products imported from Japan. These products use the same specialised antioxidant technology — items such as an award-winning multi-purpose soap, bedding accessories, clothing and support-

ers for wrist, elbow, ankle and knee, and household items like a pail, ceramics, water filter and reusable storage bags.



Ecoparadise also sells a range of antioxidant-enriched household products

Ecoparadise Antioxidant Rejuvenation Therapy Centre is located at 35-G & 37-G, Block C, Jaya One, No 72A, Jalan Universiti, PJ. A session costs RM35, or RM48 for three sessions for first-timers. Call (03) 7956 3336 for more information. The other outlet is located at 58-5, Jalan Metro Pudu, off Jalan Yew, Fraser Business Park, KL, and the number to call is (03) 9222 2292.