

## Float Your Cares Away

Serene Dreams LLC

FEELING STRESSED? LOSE YOURSELF IN COMPLETE RELAXATION AT SERENE DREAMS, LLC, THE AREA'S FIRST FLOTATION CENTER FEATURING THE LATEST TECHNOLOGY IN ISOLATION CHAMBERS. POPULAR ON THE WEST COAST AND IN EUROPE, FLOTATION THERAPY IS A BUOYANCY BODY TRIP ALLOWING CLIENTS TO REACH LEVELS OF RELAXATION SEEN IN DEEP MEDITATION.

James Saad, co-owner of Serene Dreams with his brother, Dr. Nadim Saad, first encountered flotation while vacationing in London at Floatworks, the world's largest flotation center. At these popular relaxation centers, clients achieve ultimate relaxation using tanks containing 10 inches of a super-saturated salt solution, which creates an environment similar to the Dead Sea, enabling them to float effortlessly on the surface.

Research has proven that the relaxation experience decreases stress hormones, reduces muscle tension,

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increases endorphins, promotes a greater sense of well being, lowers blood pressure and diminishes depression.

The brothers say their spa provides therapeutic benefits to a wide variety of people, from those with sports injuries or chronic conditions to pregnant women and people with high stress jobs. Flotation therapy also helps eliminate addictive behavior and cleanses the body of toxins.

Athletes have also been known to use flotation therapy to ease chronic pain, accelerate healing, and prepare mentally and physically for competition.



*Serene Dreams, LLC is West Hudson's first relaxation spa.*

Additionally as flotation therapy is drug-free there are no negative side effects. “One hour of this therapy offers the benefit of four hours of sleep,” explained James. “It's wonderful for the back and to ease other aches and pains such as arthritis and fibromyalgia.”

Serene Dreams will open in 2012 and aims to provide its clients with a variety of products and services in a clean, comforting and stimulating atmosphere.

The brothers are in the process of building a website that will offer discounted memberships and a variety of bundle packages at significant savings including discounts to first time customers. The site also gives clients the ability to take a fully interactive tour of their facilities, book reservations online, post comments, and chat with fellow float enthusiasts. Finally the website will act as an educational resource containing videos, literature, and links to articles about flotation therapy and its benefits.

Thanks to Dr. Saad's positive experience with the Kearny Urban Enterprise Zone (KUEZ) through his dental practice, Serene Dreams began receiving UEZ benefits long before opening. The new spa qualified for a low-interest startup loan and has paid 0% sales tax on equipment and construction.

“I am a part of the KUEZ with my dental practice and receive so many benefits,” Dr. Saad said. “When my brother and I began discussing this new venture, the first thing I said was: ‘we have to join the KUEZ.’”

### Serene Dreams, LLC

537 Kearny Ave.

[www.serenedreams.net](http://www.serenedreams.net) (Coming Soon)