

# INFINITY<sup>®</sup>

THE WORLD'S BEST MASSAGE CHAIRS

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## **INFINITY TO SPOTLIGHT HIGHER-END MASSAGE CHAIRS AT ENTRY LEVEL PRICE POINTS AT HIGH POINT SPRING MARKET**

**SEABROOK, N.H.** – To help retailers drive traffic and introduce more shoppers to the better-end massage chair category, Infinity will spotlight three higher-end massage chairs at entry level price points at the High Point Spring Market. With state-of-the-art robotic features and innovative chair designs, the company is determined to bring a new level of excitement to retail floors and help retailers who have not yet made the leap into the category build their businesses.

The trio of chairs being showcased at market include Prelude, Aura and Smart X3. Each boasts features that are often found in much more expensive massage chairs and offer home furnishings retailers and specialty bedding stores an opportunity to turn interested shoppers into motivated buyers.

“Infinity massage chairs offer a compelling story, one that creates a strategic opportunity for retailers,” said Michael Milone, vice president of retail sales and business development. “The high prevalence of stress and hectic consumer lifestyles coupled with growing health and wellness concerns among consumers have augmented the demand for massage chairs. In addition, elevated consumer living standards supported by their rising disposable income levels have further boosted sales so much so that the massage chair market is now ripe with opportunity.”

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## INFINITY HPMKT THREE CHAIR SPOTLIGHT

TAKE 2-2-2-2-2

Prelude has an intuitive design and a sleek style that makes it the perfect fit for any user as well as any home or office. Features include a four-node traveling back mechanism that delivers shiatsu massage techniques, soothing lumbar heat that loosens muscles, full-body scan, spring adjustable leg length and shoulder airbags that provide grip to assist in stretch. Rollers in the soles provide a reflexology massage to the feet. Prelude comes with a built-in remote and phone pocket, six programs and full manual control. It is offered in black or brown and retails for \$2,999.

Aura has been a stand out since its debut and features an L-track that massages from neck to glutes and includes zero gravity positions, spinal correction and decompression stretch as well as a four-node traveling back mechanism that delivers shiatsu massage techniques. Soothing lumbar heat loosens muscles in the lower back while foot rollers provide a reflexology massage to the soles of the feet. In addition, Aura also features Truefit™ Body Scanning technology that customizes the massage for each user. It is offered in black, brown or cream and is priced at \$3,999.

Rounding out the assortment is the Smart Chair X3, which provides a 3D/4D deep tissue full-body massage that mimics the feel of human hands. It features a near-flat reclining S-Track massage mechanism that allows for superior, decompression stretching, soothing lumbar heat that loosens muscles, triple roller total Sole Reflexology™ and Truefit™ Body Scanning technology that uses sensors to detect body curves, shapes, sizes and pressure points and is customized for each user. Smart Chair X3 is offered in black and brown and retails for \$5,999.

Prelude, Aura and Smart Chair X3 are in-stock and ready to ship in three-to-five days so retailers can provide quick delivery to consumer's homes. Chairs can also be drop shipped from any one of Infinity's four distribution centers located in Pennsylvania, Tennessee, Texas and Oregon so there is no need for retailers to store inventory.

Infinity's showroom is in IHFC-H545. The Spring Market is scheduled for April 2-6.

Founded in 2009 in Seabrook, New Hampshire Infinity is a premium massage and wellness chair producer that delivers innovative solutions to promote wellness for all lifestyles with durable, customizable and user-friendly massage products. The company designs, manufactures and markets premium massage chairs and handheld body massagers and is the number one massage chair seller in the United States.