



Press Release: Celebrating 10 Years of Salt Therapy - Insights from STAcon 2024

Aurora, IL – September 9, 2024



In the wellness industry, the conversation around relaxation and holistic health has evolved at lightning speed. This evolution was on full display at the 10th anniversary of the Salt Therapy Association's annual conference, STAcon, held this year at vibrant Disney Springs, Florida. As salt therapy continues to make waves globally, this milestone event brought together leaders, innovators, and enthusiasts to explore the future of wellness and salt-based treatments. Among those in attendance were Donna Jolly, President of WellZen Corp and owner of HaloHeat Sauna Studios, and Steven Evans, Executive Director and co-owner, both hailing from Aurora, Illinois.

A Hub for Wellness Innovation

STAcon 2024 wasn't just another conference—it was a high-energy gathering of wellness pioneers looking to exchange knowledge and insights. Over the course of the event, discussions centered around the latest trends in salt therapy, touching on the layering and stacking of modalities—a term that refers to the practice of combining various treatments to create a powerful, synergistic wellness experience.

Donna and Steven, passionate advocates for innovative wellness solutions, were eager to soak up knowledge and explore how trends can benefit their HaloHeat Sauna Studios back home in Aurora. Their goal? To understand how advancements in salt therapy and complimentary modalities can translate into meaningful, low-touch wellness experiences for their clients.

Layering, Stacking, and Innovations in Wellness

One of the conference's key highlights was the focus on the diverse modalities within the salt therapy world. During a special pre-conference session, key attendees delved into the benefits of dry salt therapy (halotherapy) and infrared sauna therapy—all while emphasizing how these methods can be "stacked" for maximum benefit. During the main conference, low-touch and no-touch wellness modalities took center stage, aligning perfectly with the ever-growing desire for touch-free therapeutic options, particularly in a post-pandemic world.

Innovations, such as combining halotherapy with other treatments like red light therapy and vibroacoustic therapy (both of which HaloHeat already offers), were front and center. These combinations, or "stacks," are proving to be game changers, allowing clients to optimize relaxation and healing simultaneously. For Donna and Steven, this knowledge is pivotal in ensuring clients in Aurora have access to the most advanced wellness options available.

The Value of STAcon for HaloHeat Sauna Studios

When asked about their experience at STAcon, Donna and Steven were quick to highlight the conference's value. "STAcon really gives us a front-row seat to what's new and exciting in the salt therapy world," says Jolly. "It's not just about keeping up with the trends; it's about making sure we're delivering the best possible wellness experience to our clients in Aurora."

Steven added, "Understanding the different modalities and how to layer them means we can continue to evolve our offerings and provide even greater wellness benefits. The knowledge we're bringing back will be crucial as we explore how to further integrate these practices at HaloHeat."

Bringing Wellness Back to Aurora, IL

HaloHeat Sauna Studios has been a trailblazer in the Aurora wellness community, offering cutting-edge treatments that combine salt therapy, infrared saunas, and more. With the insights gathered at STAcon, Donna and Steven are even more committed to bringing the latest in salt therapy innovations to their clients. Whether through layering modalities for a more immersive wellness experience or keeping a pulse on the latest technological advancements, HaloHeat is poised to stay ahead of the curve.

Wrapping Up STAcon 2024

As STAcon 2024 comes to a close, the future of wellness—rooted in the natural benefits of salt therapy—has never looked brighter. And for the community in Aurora, they can rest assured that the team at HaloHeat Sauna Studios is dedicated to bringing those advancements home.

STAcon's 10th-anniversary celebration is a testament to the lasting impact salt therapy has on wellness. From exploring innovative approaches to stacking treatments to staying ahead in low-touch wellness, the conference laid a clear path for the future. For businesses like HaloHeat Sauna Studios, attending STAcon is not just about learning—it's about translating those insights into real benefits for their clients.



Aurora, Illinois, is ready to experience the next level of wellness, all thanks to a little salt, innovation, and dedication.

HaloHeat Sauna Studios is dedicated to revolutionizing wellness experiences by merging the ancient healing benefits of salt therapy with the rejuvenating power of saunas, creating a sanctuary for physical and mental well-being; however, statements made regarding products and services efficacy have not been evaluated or confirmed by FDA-approved research. These products and services are not intended to diagnose, treat, cure, or prevent any disease. All information presented here is not meant as a substitute for or alternative to information from healthcare practitioners. Please consult your healthcare professional about potential interactions or other possible complications before using any product or service. The Federal Food, Drug, and Cosmetic Act requires this notice.