

JACUZZI HISTORY





WATER THAT MOVES YOU®

Fifty years and a name, the name, that defines a combination of old ideas, and new ones. The name that defines the experience, social and private, fun and relaxing, that will both completely satisfy you and leave you wanting more. The name that established itself as both inventor and innovator. The name that started it all. **Jacuzzi®**.

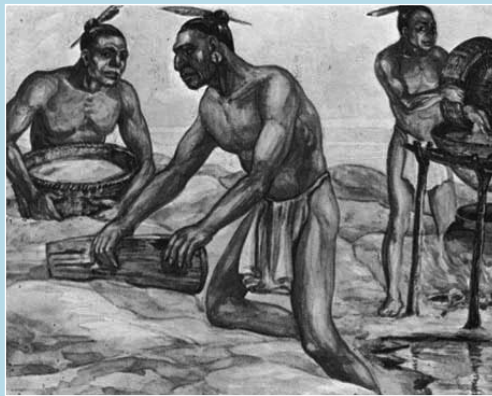
Once you experience Jacuzzi Hot Tubs' brand of hydrotherapy, you'll wonder how you ever managed without it. When you slip into the hot massaging waters, your muscles will relax, and your mind will clear. Jacuzzi®, truly water that moves you.

CELEBRATING
50
YEARS
OF HYDROTHERAPY

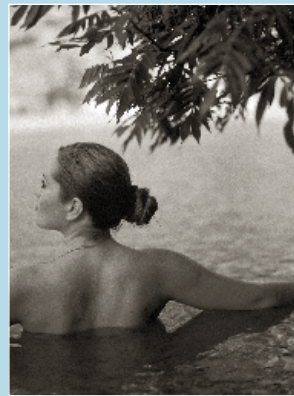
A LITTLE HISTORY ON HYDROTHERAPY

The idea of a relaxing soak in hot water is by no means a new one. Throughout history people from many cultures have enjoyed this practice. From naturally occurring thermal springs to elaborately constructed bath houses, the benefits of hydrotherapy are well established.

Many hot springs have long histories of special status with Native American tribes. They used these natural spas for healing and believed the waters had other powers. Native Americans had a tradition of declaring these geological wonders to be a neutral zone, a place devoted to peace and healing. Every major thermal spring in North America, as well as those in South America, has some record of use by Native Americans, some for over 10,000 years.



Native peoples throughout the Americas utilized warm water springs.



Warm waters have been therapeutic places of rest as far back as 10,000 years.



Natural springs were a spiritual place of peace and healing for Native American tribes.



GETTING INTO HOT WATER

The Romans took it a step further by incorporating these thermal waters into their communities. They so loved this cleansing of the body and mind that they made it into a daily ritual.

They understood the rejuvenating characteristics of hydrotherapy and enjoyed their daily soaks in the company of their friends and peers. By the fifth century there were as many as 900 public baths in Rome alone. If you asked a Roman citizen why they made a point of bathing once a day, they would probably reply 'Because I don't have the time to bathe twice a day.'

The Greeks, Egyptians, Turks, and the Japanese all enjoyed thermal springs and baths as part of their social and spiritual culture. If this is not a new idea then, after so much history, who takes this experience to the next level? What inspiration brings this idea into the twentieth century and beyond?



Herculaneum women's baths around 50 B.C.



Ruins of a hot springs thought to have been used by Cleopatra in the Anatolian coast of Turkey.



Ruins at Varna, show the remains of ancient Roman baths.



Roman Bath Museum in Bath, England.



WATER THAT MOVES YOU®



So how do brothers emigrating to California from Italy in the early 1900s turn a family business into a household name?

By picking oranges and building airplanes.

Picking oranges played a more important role in the family's future than they could have expected. Their endeavor into the aviation industry was met with some success, beginning with a brilliant propeller design known as the "Jacuzzi toothpick." Then a great stride in aviation came, when they designed and built the first enclosed cabin monoplane. It was used by the U.S. postal service, and to carry passengers from the San Francisco Bay area to Yosemite National Park. Definitely a good start for the enterprising team of brothers. Unfortunately, an uneasy market and an accident led the brothers down a different path.

Frank

Valeriano

Rachel



Galindo



Candido

Joseph

Giocondo

ORANGES AND INGENUITY

Getting back to the oranges, in the 1920s the Jacuzzi brothers turned their attention to agriculture and more specifically water systems and pumps. Their success in this field led them to an invention that became an iconic fixture in many homes.

In 1925, the Jacuzzi brothers revolutionized the pump industry. They developed a new type of pump that was able to draw water out of the ground more efficiently than any pump that came before it. The idea was so ingenious that skepticism threatened to derail the venture. But then, at the California State Fair in 1930, a Gold Medal Award for their invention opened the floodgates. Their methods of moving water with water provided the foundation for the jet pump industry today.

Necessity being the mother of invention led the family to the next step in the creation of their legacy. In 1956 the Jacuzzi brothers responded to a family member's need for pain relieving hydrotherapy. Their knowledge of hydraulics and their ingenuity led to the creation of a portable hydrotherapy pump. The J-300™ would turn any normal bath tub into a relaxing and rejuvenating hydro-therapeutic spa. An idea that started a niche market created the opportunity for Jacuzzi to become a household name.



The brothers, alongside the agricultural pump they created.

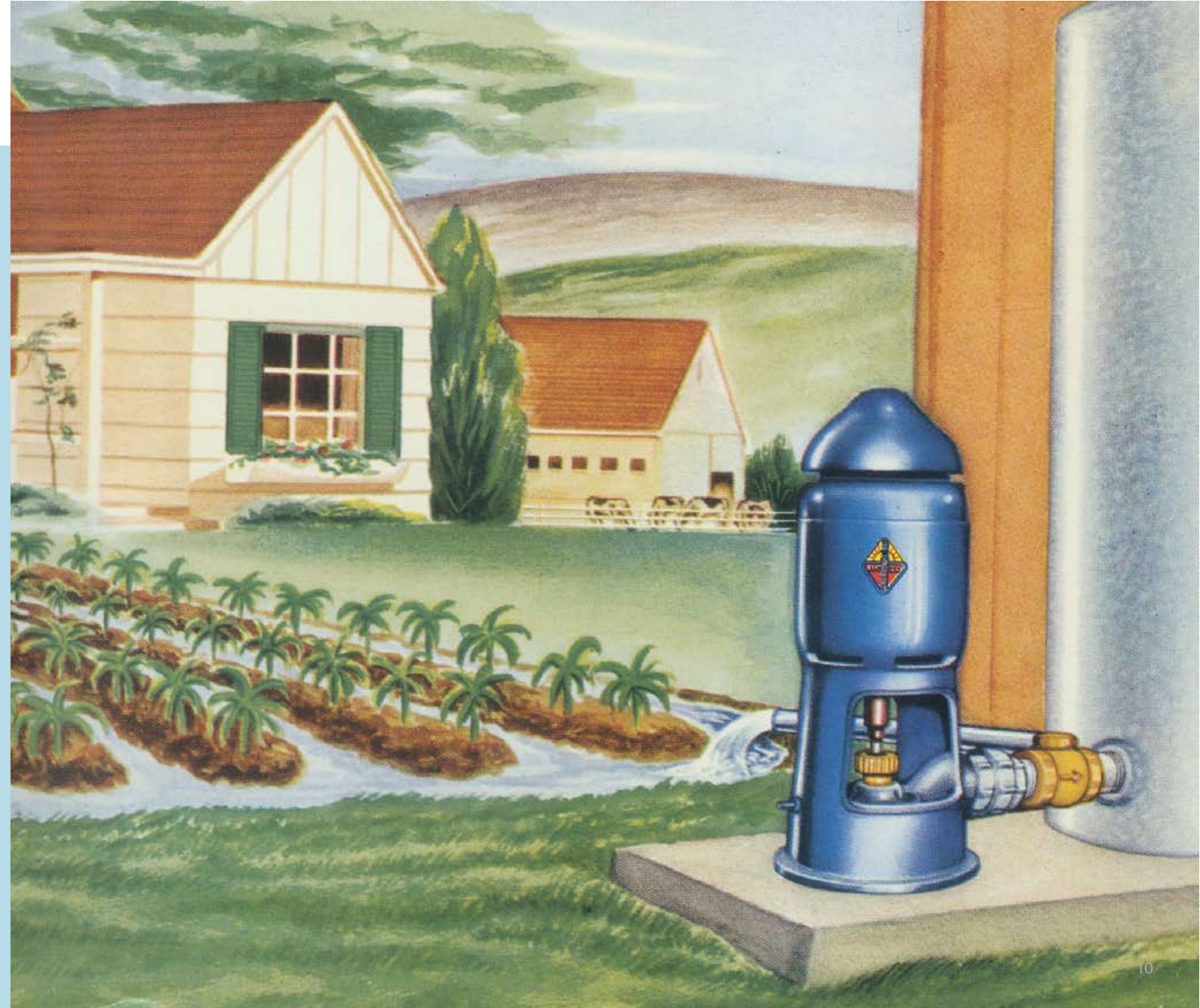


The J-300™ Pump functioned in both residential and institutional settings.



The J-300™ Pump was used to help in healing aches and pains.

The agricultural pump utilized the most efficient technology of the era (illustration from sales manual circa 1950).



HYDROTHERAPY TO THE NEXT LEVEL

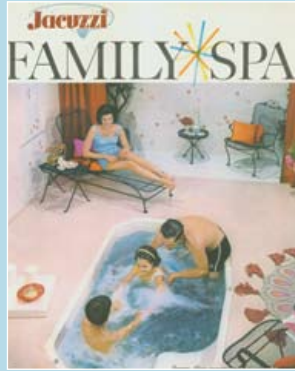
Moving ahead to 1968, third generation family member Roy Jacuzzi, brought the portable hydrotherapy pump to the next level. Having worked in the family business since he was a teenager, his passion for design and engineering took form when he created and marketed the world's first integrated whirlpool bath, the "Roman."

The key to the Roman was the incorporation of innovative therapy jets into the sides of the tub. His patented jets produced a 50/50 air to water ratio providing an experience like none before. The same air to water ratio we use today to provide a spa experience you won't find anywhere else. While his family members looked on with both surprise and delight, Roy was instrumental in creating a whole new industry. The brand Jacuzzi® became forever imprinted in our minds.

In 1970, larger units with built-in heating and filtration systems, were introduced to accommodate groups of people, thus creating the first spa. For the first time in recent history anyone could indulge in a relaxing and invigorating spa treatment with friends and family in their own homes.



Spa originator and former President, CEO and Chairman of the Board of Jacuzzi Inc., Roy Jacuzzi.



Hot tub time became family time for Baby Boomers.



Therapeutic jets appealed to young and old alike.



The Low-Boy spa, introduced in the 1970s, was the first family sized hot tub.

Early models included varying seat configurations (illustration from ads circa 1950).





WATER THAT MOVES YOU®

Recognizing the movement towards more fit and active lifestyles, the 80s saw the Jacuzzi® line expand to enhance the home spa experience. Models like the Cambio™, worked in multiple configurations as hot tubs, whirlpool baths or both. More importantly these new models could be installed indoors or outdoors. Bringing the Jacuzzi® spa right along side pools and barbecues, greatly increasing the social aspects for the home spa.



A SPIRIT OF INNOVATION

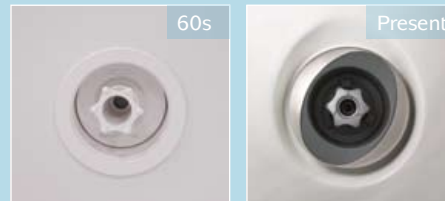
The pioneering Jacuzzi research and development team continue to drive technology forward, creating new opportunities to further enhance the experience of using Jacuzzi® products.

Our patented PowerPro® jets still use the 50/50 water to air ratio to massage thoroughly, yet gently. Jets designed to swirl. Jets that spiral. Jets that deliver a large volume of water, and others that target specific pressure points. All arranged in ergonomically specific combinations. All fully adjustable so that the spa experience can be completely unique.

The entire Jacuzzi® PowerPro® jet system is supported by high-volume, low-pressure pumps, all designed to deliver a hydrotherapeutic massage. Jacuzzi® jets are the most efficient way to move water, an effective way to move you. Preserving the idea that a spa is a place for relaxation of mind, as well as body.



New jet technologies, such as the mass aspiration, illuminated PowerPro® IX jet continue the Jacuzzi legacy of innovation.



- 1950s the submersible J-300™ Pump was used to help in healing aches and pains.
- 1960s Jacuzzi® jet designed by Roy Jacuzzi.
- The PowerPro® MX Jet currently in use, is based on the same technology used in the original Jacuzzi® jet.

Jets at the ready. Powerpro® jets designed and positioned for optimum effectiveness.



EXPERIENCE YOUR OWN "DAY SPA" AT HOME WITH JACUZZI

Jacuzzi® has become the world's most recognized and largest selling brand of jetted whirlpool baths and spas. In addition to the first whirlpool bath patent, Jacuzzi has over 250 worldwide patents for advancements in pump systems, jet technology, air controls and product design. Always looking to improve the Jacuzzi® experience, the addition of waterfalls, stereos, and easy-care synthetics keep Jacuzzi on the cutting edge. This ongoing commitment to innovative product development ensures Jacuzzi's leadership position in the industry, and sets standards the world over.

After 50 years we can pause for a moment, look back on what has been accomplished, but more importantly look forward to the future. It is not time to rest on our laurels, it is time to remember the spirit of the brothers who created an industry that before them, never existed. As we move forward we will continue to anticipate and address our customers' needs effectively and efficiently. We will carry on the Jacuzzi tradition of style and ingenuity, creating **water that moves you®**.



Water Colour™ waterfall.



ProTech™ controls.



AquaSound™ speakers add to the experience.

The Jacuzzi J-400™ Collection.
Continuing our tradition of style
and ingenuity.



Your Jacuzzi Hot Tubs Dealer is:



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