

Iyashi Bedrock Spa

Story Rachel Saulnier

Photography Hussein Dhalla

Imagine a place that can rid you of your stress, a place that will leave you glowing with tranquility from the inside out. This place is the Iyashi Bedrock Spa.

We first walk into the reception area, where one feels instantly welcomed and comfortable with the clean, simple and calming design that flows into the rest of the spa. This is where we meet Ryusuke Juge, the vice president of Iyashi Bedrock Spa, dressed in the same robes the clients wear; proudly holding a large black rock in his hands. That is what makes this spa unique - black silica. Black silica rocks are rare and found only in one source in the Kaminokuni region of Hokkaido, Japan, and these rocks emit unique far infrared rays and negative ions, that have healing and remedy characteristics for injuries and sickness. Far infrared rays are absorbed by blood cells, causing them to dilate, improving circulation and metabolism, while negative ions break down toxins in the blood stream. "Many people lie on this rock to cure diseases of all kinds. It started out in just one place in Japan and since then expanded in popularity."

At Iyashi there are two ways to experience their soothing treatment of heat. The first way is through the air; the humidity level is kept at around 60% so it is not too hard on the person's body or gives a feeling of suffocating pressure, but brings about a sense of stillness and tranquility. Second, is through the black silica rock itself. The rock is heated uniquely by a channel of water beneath it, so you are able to feel the warmth as you lay upon it. As you do this, a soothing heat penetrates deep into the skin where other heat treatments just sear the outside. This is exclusively due to the infrared rays, that go into the bones, nerves, muscles, and some say the soul. This is the true experience of the Bedrock Spa.

Aside from the peaceful break from a hectic day, bedrock spa treatments improve your blood circulation, helping to cycle out wasteful toxins within the body. As if that wasn't great enough, Ryusuke continues, "When the body is heated the tissues in our body are also restored," through this treatment the immune system is improved as well. Bringing this treatment to North America is a great advance in Canadian health and lifestyle. Though the largest cliental consists of people with arthritis, joint problems, and muscle pain, many people come just to reduce the risk of illness.

Iyashi Bedrock Spa also offers Hot Yin Yoga classes, but again, it is different than normal yoga which is growing in popularity in today's society. The Hot Yin Yoga is not "hardcore" yoga, as Ryusuke tells us, but those who attend the sessions still get the benefits of yoga with the added uniqueness of the spa. He gives us an outline of what to expect when going into this yoga, "this style of yoga still keeps the features and benefits of the spa; therefore it is a perfect balance

of both." They start by lying down for thirty minutes prior, and then the instructor will come in and conduct the class for an hour, with a unique enhancement to regular hot yoga, in that everyone will be heated from the inside out due to the rocks.

Ryusuke explains how everyone who goes in for a period of time describes how good they feel. "Before leaving, everyone mentions how good and relaxed they feel when they are lying on the rocks." He has also heard many people say they have an increased energy level the next morning after going to the spa. They also notice a decrease in a lot of the harmful acids that were in their bodies; since the spa treatment affects all parts of the body, and there is a noticeable improvement in health from the removal of those harmful toxins.

The more scientific aspect of his spa is in regards to the type of sweat that one produces. At his bedrock spa, he says people produce more of a clean, natural sweat as opposed to other places. At a normal sauna there is an extreme amount of heat that only affects the surface temperature of the body, as a result the sweat pours out immediately. However, that sweat is oily and robs the body of necessary nutrients and oils. The type of sweat produced at Iyashi is a more natural one. The body is heated slowly from the inside so the sweat forms smaller water clusters, meaning grease and salt cannot build up. This is a more pure sweat that takes away dirt so that only water comes from the skin. Ryusuke recommends booking an appointment once a day for two to three days for two weeks when first starting out. However, after that, attending less is acceptable since the body temperature begins to rise on it's own, so he then recommends coming in once every one or two weeks. He includes that listening to your body is the most important thing when deciding to come in.

Ryusuke explained how he brought this process that had originated in Japan, over to Toronto. He told us how he had discovered this treatment. "When I was in Japan I had a very bad knee injury that lasted up to four or five years. I went for one bedrock treatment and it was completely gone. I had also lost 18 pounds within three weeks after the initial treatment." It appears to have left quite an impression on him since that was the reason he introduced this spa to Toronto.

photo Vice President Ryusuke Juge



Ryusuke's stance is a strong, centered one, and many people may not know that he also operates his own traditional Karate Dojo in addition to the spa, which may influence the way he carries himself. Due to both of his professions, healthy living is crucial to him. When asked what healthy living meant to him he replied that keeping warm and eating properly, having a good body temperature and a balanced diet, as well as a daily workout was also included, all of which he does himself. "I do operate a dojo that offers a variety of things so physical activity is extremely important. I also used to eat a lot of junk food, but it no longer stays in my system, so I now eat properly." So in contrast, what does he think is lowering our state of health? For Ryusuke, it's all about keeping the body warm, and not overdoing it to an extreme where an imbalance in body temperature is created. "In the summer, on days where it is not very hot people still wear shorts, or when they have the air conditioner constantly going, it creates an imbalance in the body's temperature. It is very important to keep the body warm."

Becoming more and more environmentally friendly is the theme in today's world, therefore the spa uses 100% natural and organic products to clean the stones and other surfaces. What the spa does for it's clients is the most natural way to make them feel relaxed and calm while still keeping the benefits, which means no chemicals.

Spas, in general, deal with beauty of all kinds, so what does beauty mean to this spa owner? To Ryusuke Juge, it simply means being happy and healthy. "People who are full of energy, those who glow from the inside and out. People who have no stress, live healthy and look after themselves," make someone beautiful in his eyes.

With the amount of success Iyashi Bedrock Spa receives, there is no doubt that there is a big future in store for them. He informs us that the future for this spa is to extend throughout North America and to keep giving people the health benefits and to lead a healthy life.

Iyashi Bedrock Spa is located on 2662 Yonge Street.

Visit amazingcanadianfashion.ca to view our taped interview and conversation with Ryusuke Juge.



Stuart with Long Sleeve Shirt with Epaulets, White Wide Stripe, \$185
 Rolled Single Pleat Shorts, Tan Twill, \$190



Lines are crisp clean and no detail is left unfinished as the Bustle man graciously strides down the street. With his head held high, his right hand in his trouser pocket and the left filling his sunglasses up his nose. His charcoal three piece suit hugs his body with form and the hint of lining peaks through to show his softer, more demure side. He is a power man who knows where he's going, what he wants and is already aware that he's going to get it. The Bustle man is aware of his surroundings and knows he's making women's heads turn in his direction. Bustle clothing is not just a line, or a design, it's the extra something that gives him distinction in the busy Bay street world.

Former Bay Street lawyers themselves, Shawn Hewson and Ruth Promislow knew what was missing from the fashion world and started their Canadian sportswear line in 2002. Now in their 10th season, they've proven time and time again that the move away from a five-figure salary was not a regrettable one. We first interviewed (continued on page 18)



Brendan in Rolled Single Pleat Shorts, Faded Black Twill, \$190

Models: Stuart McPherson (front)
Kira Hoskin and Brendan Ruck
Stuart wears a Long-Sleeve Shirt
With Epaulets, White Wide Stripe,
\$185
Brendan wearing Rolled Single
Pleat Shorts, Tan Twill, \$190
Kira in Rolled Single Pleat Shorts,
Tan Twill & Faded Black Twill, \$190
3 Pocket Blazer, Printed Tan
Twill, \$495

Story: Janine Rea Persaud
Makeup and Hair: Bene Pham
Photography: Hussein Dhalla
Location: Iyashi Bedrock Spa

BUSTLE

The Essence Of The Bustle Man

