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Bliss Tubs' Deep Soak Walk-In Tubs Keep Up with Graying Boomers' Active Lives

Pasadena, CA (February 3, 2012) - With the first wave of baby boomers far from being babies and officially joining the ranks of senior citizens, products designed to cater to this burgeoning and aging demographic are gaining interest.

With age comes a lack of mobility, and walk-in tubs are considered by boomers as an investment in their home. But customers looking for a better walk-in tub experience are seeking out Bliss Tubs' professionally crafted Deep Soak model.

"While walk-in tubs are initially considered for issues of safety, their convenience is what convinces boomers that this is something they need," Jess Foster, president of walk-in tub manufacturer Bliss Tubs, said. "With the active lifestyles baby boomers lead, they are choosing the Deep Soak model when remodeling their bathrooms. While other walk-in tubs level off at the stomach, our Deep Soak tubs reach the chest for what we call a 'full tub experience,' soothing away aches and pains. Users of virtually any stature can immerse themselves in the perfect bath."



Bliss Tubs designed their hydromassage system to work with the unique design of the deep tub. Three strategically-placed hydromassage jets target the user's lower and midback. The jets' action relieves muscles, invigorates the calves and massages the knees. The Deep Soak walk-in tub complements the owner's tastes and preferences with its ambiance settings. A built-in safety bar and slip-resistant tub floor are standard on all Bliss Tubs."

The Deep Soak model has been featured by Bliss Tubs at numerous expositions including the American Diabetes Expo, Dwell in Design and the American Association of Retired Persons (AARP) Life @ 50+ Event. Show attendees have been impressed by the deep soaking tub and the quality craftsmanship of Bliss Tubs' products.

About Bliss Tubs

Bliss Tubs, which has been manufacturing quality walk-in bathtubs at its Southern California facility since 2008, is one of a few companies in the industry to obtain certification from Underwriters Laboratory (UL). All Bliss Walk-in Tubs are constructed out of durable gel-coated fiberglass supported by a sturdy rustproof stainless steel frame. At the customer's option, Bliss Walk-in Tubs incorporate air and water jet massage systems and equipment provided by leading suppliers to the U.S. spa industry. For more information visit www.blisstubs.com.