传承与革新：
Inheritance and Innovation:

中国温泉浴疗的科技突围
Technological Breakthrough of Chinese Hot Spring Bath Therapy

Industry Practice and Global Co-construction for 2034

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01

中国古泉溯源
Tracing origins of ancient springs in China

Thousand year old hot spring, with a long and profound history

From imperial exclusive to folk health preservation, hot spring culture continues endlessly



先秦至北魏的起源与记载

Origin and Records of Pre Qin to Northern Wei Dynasty



Pre-Qin Period

Earliest written record

Used for bath therapy

Earliest written record of hot springs

Han Dynasty

Established the Hot Spring Palace

The "Hot Spring Fu" records the healing value

Hot Spring Palace officially established

Northern Wei

Li Daoyuan's Commentary on the Water Classic

Recorded over 30 hot springs and their water quality characteristics across the country

Recorded distribution of hot springs nationwide

唐代鼎盛到民间的千年普及

Thousand year popularization from peak period of the Tang Dynasty to common people



Millennium Heritage

Tang Dynasty

Hot spring culture reached its peak, represented by Huaqing Pool, and the royal hot spring culture is flourishing

Song Ming Qing Dynasties

Hot springs gradually became popular for people, from exclusive to emperors to health and bathing

核心不变

Bathing and nourishing for thousands of years

温泉的价值三重属性
Triple attributes of the value of hot springs



Hot springs have three attributes: natural resources, health culture, and cultural tourism consumption

the ancients

Treat illnesses with hot springs, bathe for health, and consider them as natural gifts

modern

The extension of hot springs into a composite format of vacation and leisure, health and wellness, and hotel facilities

02

世界视野
Global Perspective

Stones from other mountains can be used to attack jade.

Inspiration from success of Japanese bath salt and French spring spray



中国现代温泉起步晚于世界
China's modern hot springs started later

Development of modern hot springs is mature
China's modern hot springs started later than the world, and the gap is an opportunity. Derivative products are a blue ocean waiting to be developed

Benchmark against international standards

Started late

Comparing to modern hot springs are in Japan & France

Derivative products

Gap is obvious

Big gap in the development of hot spring derivative products

Chinese market

To catch up

Similar products in China are still in their earlier stage and need to catch up urgently

日本与法国的衍生产品成功范式
Successful cases of Derivative Products of Japan and France

Value of hot springs is not limited to bathing, and their derivative products have a huge market space

01 **Japanese model**

Hot spring bath salts and electric ventilation are popular

Mature development of modern hot springs result various hot spring derivative products

Series of product forms from hot spring resources, mature path of productization development





日本与法国的衍生产品成功范式
Successful Cases of Derivative Products of Japan and France

Value of hot springs is not limited to bathing, and their derivative products have a huge market space

02 French model

Avène Hot Spring spray, La Roche-Posay Hot Spring Relaxing spray Derivative Product Model

1. Avène live spring spray: value of 830 million yuan (2021) (more than EUR111 million (2021))

2. La Roche-Posay Hot Spring Soothing Spray: value of 710 million RMB (2020) (more than EUR95 million (2020)

Global market (single item)

1. Avène spray is the highest in the world: 330 million euros (≈ 2.55 billion yuan, 2023)

2. La Roche-Posay global highest spray: 165 million euros (approximately 1.28 billion RMB, 2024)

Building a cosmetics brand based on hot spring resources and achieving a transition in product value





03

中国现代温泉发展
Development of Modern Hot Springs in China

Thirty years of accumulation, ready to take off

Moving from ecological immersion to upgrading of health and wellness





03 Started from ancient hot springs

中国现代温泉曾是一张白纸

Modern hot springs in China were once a blank sheet of paper

In 1990s, modern hot spring health preservation in China was almost non-existent. There are no standards, no equipment, no products, only natural springs and simple traditional hot springs

中国近现代温泉的三次演变
Three Evolutions of Hot Springs in Modern China

In Early years of the People's Republic of China

Hot spring sanatorium

Medical rehabilitation

Mainly focused on medical rehabilitation, receiving convalescent patients

1990s

Outdoor hot spring resort

Transformation of cultural tourism and vacation

Represented by Yu Wenquan hot spring, the transformation of hot springs into cultural tourism and vacation products

Since 2000

Hot spring hotels

Standard hotel format

Large number of hot springs have emerged, becoming a standard format for hotels

Three stages of hot spring health preservation in China

从靠泉吃饭，到靠技术吃饭

Relying on from springs resources to technology

1990s — 2000s

Resources dependency period

If there was a spring, people opened their business there with pools and hotels, simple operation, and relied on the weather to run their business

2010s

Vacation leisure period

Rising of hot spring resorts, combined with dining, accommodation, and hot springs, emphasizes heavy assets and investment

2020s — 当下

Period of Health and Wellness Reform

1. Feeding hot springs and artificial hot spring equipment;

2. From "going to soak in hot springs" to "portable hot springs", hot spring concentrate and hot spring slurry make hot springs a part of daily life.

三十年积累的产业现状
Current situation of industries accumulated over thirty years

After 30 years of accumulation, China's hot spring industry has moved from a single hot spring bath to a diversified format, standing at a key node from scale expansion to quality upgrading

Resources

Domestic hot spring resources are widely distributed, and Chongqing was awarded the title of World Hot Spring Capital

Business format

Multiple forms coexist in vacation areas, hotels, urban hot springs, and community health and wellness pools

Consumption

No longer just a winter project, four season operation has become an industry goal

Trend

Combining culture and health care, with refined operation and standardized supporting facilities

Bottleneck dilemma

温泉很好，可它走不出泉眼

Hot spring is great, but it can't leave the spring

1 Consumers bound to resources must travel thousands of miles to Quanyan, with high barriers to entry and low frequency

2 The heavy asset dilemma of resorts results in high investment and slow returns, with high vacancy rates during the off-season.

3 Too much similarity. Serious product homogenization, lacking technological content and differentiated experience

4 Difficult to carry. Hot spring experience without a spring, unable to enter homes, hotels, and health institutions.

The key to breaking the deadlock: Let the hot springs leave the springs and enter daily life



04

创新技术破局

Innovative technology breaks through the impasse

- **Take the minerals in the spring and put it into the machine and bottle**

Two technological routes are being promoted simultaneously: with multi-functional hot spring generation equipment as the core, tap water can be converted into hot spring water with just one click; Energized by hot spring slurry, the natural hot spring minerals are condensed into portable, dilutable and reusable liquid essence



丰富温泉泡浴体验，把天然温泉带回家
Enrich experience of hot spring bathing and bring natural hot springs home

Empower natural hot springs with additional products, localize home hot spring scenarios, and meet the needs of Chinese and global home users to soak in hot springs at home

需 Demand issue

1. Not satisfied with a single hot spring bath, requiring a richer and more diverse bathing experience
2. In fast-paced life, people hope to bring hot springs home and carry springs with them

技 Technical capability

1. The Chinese hot spring industry has mastered the technology of artificial hot spring systems and hot spring concentration, and is not limited by natural geothermal resources
2. Enrich the experience and function of hot spring bathing with concentrated hot spring liquid and raw hot spring slurry as the core
3. Customized hot spring derivatives: original pulp, hot spring concentrate, hot spring spray, etc

景 Scene breakthrough

1. Artificial hot spring systems are gradually becoming popular, and portable hot spring products are being developed
2. Making family hot spring bathing a reality has increased the added value of hot springs

泉都汇品牌：中国温泉衍生产品体系
Quanduhui brand: China's hot spring derivative product system

Quanduhui China Hot Spring Derivative Product Brand
Building a complete derivative chain from natural spring water to end products, relying on Chongqing-the World Hot Spring Capital and Tengchong hot spring resources.

- Chongqing Quanduhui hot spring concentrated spring and original pulp
- Chongqing Tongjing Hot Spring Original pulp
- Tengchong Rehai concentrated spring, Tengchong Rehai original pulp
- Huaqingchi spring spray (Personal care)
- Shiqian Ancient concentrated spring
- Xinjiang Tianshan Miyue spring spray (Personal care)

01 **Hot spring bath technology**

02 **Multi functional hot spring generation equipment**

03 **Hot spring water concentration equipment**

04 **Spring original pulp**: low-temperature membrane separation and concentration, portable, dilutable, and standardized

05 **Hot spring concentrate**: 5~60 times concentrated, diluted with water to restore the natural hot spring water experience

Standardized supporting facilities	Equipment + mineral hot spring series such as concentrated solution, slurry and spray
Compliance	Product testing, adherence to standards, and stable water quality are key focus areas for hotel procurement

Core product· 1

天然温泉浓缩设备：把天然温泉水带回家

Natural hot spring concentration equipment: bringing natural hot spring water home

Natural hot spring water achieves 5-60 times concentration

Process

Natural hot spring water extraction → low-temperature membrane separation and concentration → fourth level nano concentration → retention of mineral activity → aseptic filling into hot spring concentrate. One serving of raw material can be diluted into dozens of hot spring water for bathing or foot soaking.

Derivative product line

Concentrated solution (home bath)·Hot spring water is concentrated 5~8 times as the raw material of [hot spring spray]



Core product · 2

温泉原浆：把一整座温泉装进瓶子

Hot Spring Essence: Put an entire hot spring into a bottle

Low temperature concentration process, retaining the activity of natural hot spring minerals, portable, dilutable, and standardized

Process

Natural hot spring water extraction → low-temperature membrane separation and concentration → retention of mineral activity → aseptic filling into hot spring concentrate, using hot spring concentrate as the base, adding 600 times according to the composition and proportion of natural hot spring minerals and trace elements, and diluting water according to the proportion to restore the natural hot spring water experience

50ml of raw slurry, put into a bathtub of warm water, can become a sulfur spring private soup for one person to soak in; 10ml of raw slurry can be diluted into one serving of foot soaking sulfur spring by placing it in a pot of warm water. One bottle of raw slurry can be diluted into dozens of portions of hot spring water for bathing or foot soaking. The mineral content can be standardized, detectable, and reproducible.

From odor and skin sensation effects to mineral and trace element content, comparable to natural hot springsStable effect, making it possible for families to soak in hot springs



Key breakthrough: Hot springs achieve "portability, transportability, and standardized replication" for the first time

Core product ·

多功能温泉生成设备

Multi functional hot spring generation equipment

Simulate the mineralization of hot spring water, turn tap water into hot spring water, and one device can output artificial hot spring water rich in minerals, especially popular online hot springs such as carbonated springs and silky springs

Natural mineralization

- Built in natural mineral filter, slow-release sulfur, silicon, radon and other hot spring characteristic minerals, no chemical additives, restore natural hot spring water quality

One click conversion

- Connect to regular tap water, automatically filter and mineralize, instantly soak, suitable for home bathtubs, hotel bathrooms, and health institutions

Intelligent and controllable

- Water quality monitoring, temperature regulation, and filter replacement reminders are all digitized throughout the entire process, reducing store operation and maintenance costs and professional barriers.



Application scenarios: Family private soup, hotel wellness rooms, shared shower cabins, community wellness centers

New Track · New Market

温泉衍生产品，在中国刚刚开场

Hot spring derived products have just started in China

From 'going to hot springs' to' bringing hot springs home ', a new consumer market is opening up

Home bath

Hot spring bath sheets, hot spring concentrate, and hot spring raw materials enter the home bathroom, driven by both silver hair health and urban soothing needs.

Hotel Health and Wellness

1. High end hotels, homestays, and wellness institutions introduce artificial hot spring equipment to provide hot spring experiences without the need for natural springs

2.Natural hot springs introduce concentrated hot spring liquid and raw hot spring slurry, enriching the bathing experience and effectiveness

Personal care extension

Hot spring spray, mineral bath salt, and washing and care products cut into the beauty care track, and mineral skin care has become a new growth point

This is not a replacement for traditional hot springs, but rather an extension of the boundaries of hot spring experiences from the springs to daily life.

05 Jjointly build and share

以多功能温泉生产设备为核心 以温泉原浆为赋能
Centered around multifunctional hot spring production equipment Empowered by hot spring raw materials

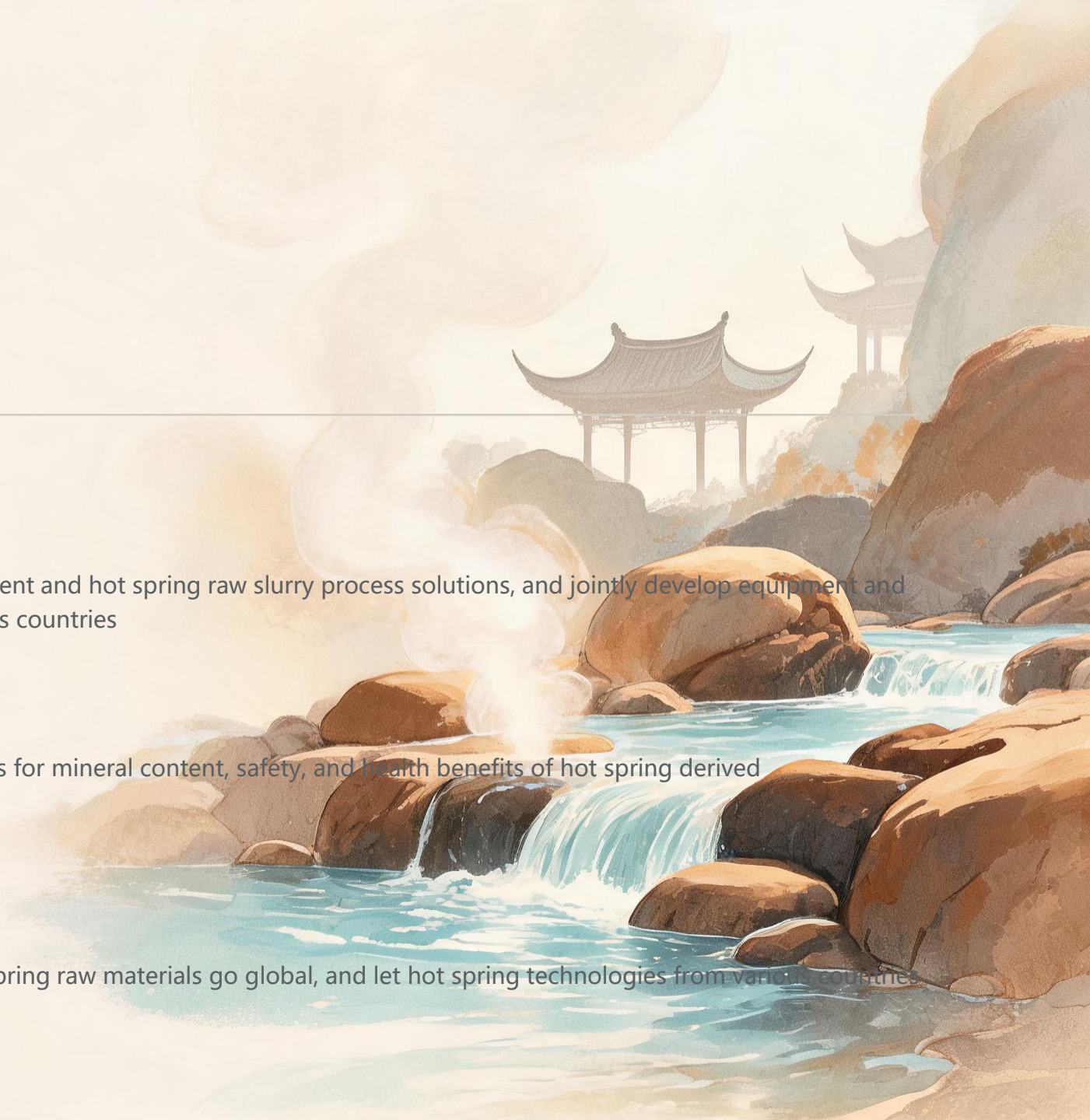


Jointly build technology and promote international deep cooperation in the hot spring industry

The Chinese hot spring industry is willing to share technological solutions, jointly build product standards, and jointly expand the global market with colleagues in the hot spring industry around the world - allowing Eastern hot spring technology to serve hot spring enthusiasts around the world.

三个方向，等待与你携手

Cooperate in three directions



1

Technical Co construction

Share multifunctional hot spring generation equipment and hot spring raw slurry process solutions, and jointly develop equipment and products that are suitable for water quality in various countries

2

Standard co research

Promote the development of international standards for mineral content, safety, and health benefits of hot spring derived products

3

Market Co expansion

Jointly enter each other's markets, let Chinese hot spring raw materials go global, and let hot spring technologies from various countries enter China

Thank you!

Let the world see the power of Chinese hot springs
Starting from ancient hot springs and ushering in change in tranquility, Chinese hot springs are moving towards the world in their own way

May the water of hot springs nourish the world



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