

Emerge™ Cold Plunge Dealer Guide.



Bring the Power of Contrast Therapy to Your Showroom.

With the launch of the Emerge™ Cold Plunge, you have the opportunity to elevate your showroom experience and tap into the fast-growing world of recovery and performance. This dealer guide is your playbook for confidently presenting, selling, and marketing the Emerge, an exciting addition to your existing Caldera® Spas lineup.

THIS DEALER GUIDE INCLUDES

- **Information** about the benefits of cold water therapy.
- **Ideas and tools** for advertising the Emerge in your local market and driving foot traffic to your showroom.
- **Strategies** on how to position the Emerge as a complementary wellness product & offer it as an additional purchase to both new shoppers and existing Caldera spa owners.



Why Cold Water?

The wellness world is embracing the power of cold plunging, and for good reason. Backed by science and adopted by professional athletes, trainers, and health influencers, cold water immersion is known to boost energy, accelerate recovery, and build resilience. Far from a passing trend, it's a time-honored practice reimagined by Caldera as a daily ritual for better living.

RECENT STUDIES SHOW THAT COLD PLUNGING:

- Boosts mood & energy levels
- Builds resilience
- Aids muscle recovery
- Soothes sore muscles
- Enhances mental acuity
- Promotes overall wellness

HOT + COLD = WELLNESS MULTIPLIED

The Emerge is designed to complement our spas seamlessly, creating a powerful contrast therapy experience. Alternating between the soothing warm water of a Caldera spa and the bracing chill of the Emerge cold plunge delivers a range of benefits from boosting energy levels and reducing muscle soreness to improving sleep and elevating mood. Pairing hot and cold hydrotherapy helps renew both body and mind, helping users recover faster, feel more balanced and embrace total well-being.



Selling Tip:

Position the Emerge not as a standalone product, but as the perfect complement to a Caldera spa. “This is your reset station. Hot to relax, cold to recharge. Together, they become your daily wellness ritual.”

Growing Interest in Cold Plunges Means Big Opportunity.

Cold plunging is having a major cultural moment, which means more shoppers than ever are open to the idea of owning a cold plunge. From wellness enthusiasts to professional athletes, celebrities, and social media influencers, everyone's talking about the benefits of cold water immersion. This surge in awareness and interest creates the perfect environment to introduce cold plunges to your existing owner base, and new shoppers. The cold plunge market has grown from approximately \$78 million in 2019 to approximately \$343 million in 2023, the industry projected to peak to ~\$482 million in the upcoming years.

FROM TRENDING HASHTAGS TO MAINSTREAM DEMAND

- #coldplunge has 263,000 Instagram posts with influencers like Wim Hof, who has amassed 4 million Instagram followers, prominently featuring the health benefits of cold plunging.
- Consumers are prioritizing wellness and longevity and are willing to try new things to achieve results. Google searches for 'Longevity' have increased 9% from 2019-23.
- Research from L.E.K. Health & Wellness shows that approximately 20% or more consumers are interested in cutting edge recovery treatments such as IV drip therapy and intramuscular vitamin shots.
- Rapid social media exposure, as well as long-term health and wellness trends, drove an 87% growth in the cold plunge market from 2021-23.

Sources: Business Insider, Instagram, NPR, Stanford Health, L.E.K Research and Analytics



Marketing the Emerge Cold Plunge.

By featuring the Emerge on your sales floor, you're not just offering a new product; you're introducing a lifestyle shift. Visibility, storytelling, and engagement are key. This section provides actionable marketing strategies to drive traffic, spark curiosity, and generate sales.

LOCAL PROMOTION CAMPAIGNS

Visit the [Emerge Cold Plunge Local Promo Portal](#) in the Watkins Marketing Library and download the campaign assets to get started!



[Visit the Emerge Cold Plunge Portal ▶](#)



INTRODUCING EMERGE™ COLD PLUNGE

Inspire your Caldera customers to experience the newest trend in wellness with the Emerge™ Cold Plunge, a refreshing addition to any self-care routine. They depend on Caldera for comfort, calm, and transformation through warm water. Now, invite them to explore how cold immersion awakens the senses, strengthens mental resilience, and supports a more balanced lifestyle.

Encourage them to visit your showroom and experience the shift for themselves.

Bonus:

Offer a gift card or accessory credit when they refer someone who purchases an Emerge. There's no better advocate than someone already living the Caldera lifestyle.

[View Promo Portal ▶](#)

PLUNGE YOUR WAY TO WELLNESS CHALLENGE

Invite customers to your showroom for the Plunge Your Way to Wellness Challenge, featuring the Emerge™ Cold Plunge.

Guide them through a 2-minute plunge to feel the shift that comes with cold water immersion: elevated mood, sharper focus, and full-body renewal. In just moments, they'll discover how bracing cold can spark lasting transformation. Pair their plunge with special in-store savings, and with their permission, capture the moment for social.

Bonus:

Encourage them to top off their journey in a Caldera spa to experience the full power of contrast therapy from cool clarity to warm comfort.

[View Promo Portal ▶](#)

PAID MEDIA

Extend your reach. Expand your impact. Reach wellness-seekers where they are with targeted paid media advertising.

Digital Ads (Meta + Google)

TARGET AUDIENCE:

- Fitness-minded individuals
- Wellness & biohacker enthusiasts
- Active lifestyle, runners, CrossFitters, cyclists, gym-goers
- Ages 28–55, mid-to-high income
- Zip code targeting within 25 miles of showroom/s

AD TYPES TO RUN:

- **Carousel ads** (show cold plunge, spa, benefits text)
- **Short video ads** (5–15 seconds of cold plunge use)
- **Cold plunge features specific ad** (talk about technology, indoor / outdoor use, Plug-N-Play, etc.)
- **Wellness benefits specific ad** (talk about major pain points and how cold plunge helps)
- **Search ads** (“cold plunge near me,” “recovery tubs,” “wellness spas,” “cold water therapy”)

SAMPLE AD COPY:

Plunge Into Wellness

Recharge your body with the Emerge™ cold plunge by Caldera® Spas. Combine it with a hot tub for the ultimate wellness ritual.

Visit [Your Dealership Name] to experience the difference.

BUDGET RECOMMENDATION:

- \$300–\$600/month on Meta (Facebook + Instagram)
- \$200–\$500/month on Google Ads
- Run for at least 90 days during product launch phase, and consider evergreen coverage

Advertising Tip:

Use localized CTAs like “Visit our showroom in [CITY]” and “[YOUR CITY’S] #1 Wellness Spa Destination.”



Turn Your Dealership Into a Wellness Destination.

GYM & FITNESS STUDIO PARTNERSHIPS

Partner with 2–5 local gyms, yoga studios, and CrossFit gyms. Offer their members an exclusive “Plunge Preview Week” at your store.

Plunge Your Way to Wellness Challenge Event

Host a weekend event titled: “2 Minutes to Wellness– Cold Plunge Challenge & Wellness Demo“. Offer free 2 minute plunge experiences, pair with an in-store discount, bring in a local wellness influencer, and capture content for social media.



[Download Local Promo Assets Now ▶](#)

Referral Program.

Offer your existing hot tub owners a gift card or accessory credit for referrals that result in the purchase of a cold plunge.

Social Media.

Tell a story people want to follow and immerse themselves in.

WEEKLY COLD PLUNGE CONTENT PLAN

Rotate these types of posts across Instagram, Facebook, and TikTok:

- First Time Plunge Reactions
- Hot + Cold = Ritual Reels
- Myth-Busting Graphics
- Customer Testimonial Spotlights
- Tips & Tricks (for first-time plungers or in general)
- Cold Plunge and/or Contrast Therapy Benefits
- Before & After Cold Plunge Reactions/Feelings

HASHTAGS TO USE

#CalderaColdPlunge #HotColdTherapy #EmergeColdPlunge #ColdPlungeClub #PlungeReset
#[YourCity]Wellness

LOCAL INFLUENCER COLLABS

Partner with wellness influencers (micro: 5–20K followers). Invite them to your showroom for a plunge + spa experience.

Putting It All Together.

SUGGESTED 30-DAY LAUNCH FLOW:

Week 1	Launch Paid Meta Ads + Google Ads
Week 2	Host a Preview Event with VIPs & Local Influencers
Week 3	Launch “Cold Plunge Challenge” Event
Week 4	Post Recap Content, Testimonials, and Announce Bundle Promotions



Selling the Emerge in Your Showroom.

Your showroom already showcases relaxation. Now, it's time to showcase resilience.

1

PROMOTE THE EMERGE WITH POINT OF PURCHASE (POP) DISPLAYS

Adding cold plunge POP to your showroom drives shopper engagement, boosts credibility and helps convert interest into sales. Be sure to draw attention to it as a cold plunge, merchandising it differently than a hot tub. Highlight the unique benefits and invite customers to explore this next-level wellness experience.

Visit the [Caldera Spas Premiums, Apparel and POP store](#) to order banners, easel backs and more for your showroom today.



[Shop Now ▶](#)

2

CREATE A WELLNESS ZONE

Always have an Emerge cold plunge filled in your showroom. Ideally, keep two on display (one wet & one dry) next to the register. You can also place the Emerge next to a Caldera® spa to visually demonstrate the contrast ritual.

Use simple signage:

- *“Soak. Chill. Repeat.”*
- *“Hot for healing. Cold for performance.”*

Consider adding:

- A small chalkboard or LCD screen looping science-backed benefits
- A side table with spa robes, towels, eucalyptus bundles, or other lifestyle props



3

LEAD WITH WELLNESS

Most shoppers don't walk in saying, "I need a cold plunge." They're seeking energy, stress relief, or recovery.

So, speak their language:

- *"Have you heard the news? We now offer cold plunges! Perfect for cold or contrast therapy. Have you tried it yet?"*
- *"Has the idea ever intrigued you OR perhaps someone you know?"*
- *"For fun ... do you want to take a quick look?"*
- *"Feel drained after long days? The Emerge cold plunge gives you a natural dopamine boost—no caffeine required."*
- *"Recover like the pros—reduce soreness and feel stronger the next day."*
- *"It's not just cold water. It's mental training. It's mood elevation. It's you, fully charged."*

Seller Tip:

Use these prompts as part of your ongoing Sales Training and Role Playing to help sellers understand how to sell the product, how to identify a cold plunge customer, and how to upsell from hot tub or sauna to include a cold plunge for a complete wellness package.

4

TRY IT ON FOR SIZE

Let shoppers interact with the product by inviting them to dip their hand in the cold water of the Emerge. "Want to feel what your whole body will experience? Just try 10 seconds of this." Have a clean towel ready! The physical reaction sells itself.

Seller Tip:

Encourage every team member to try the Emerge™ cold plunge so they can speak authentically and enthusiastically about how it feels, what it does, and how it will benefit your customers.

5

PACKAGE IT WITH A SPA

Offer bundle pricing. Position it as part of a Wellness Suite:

- Spa + Cold Plunge = \$XXX/month
- Frame it as a lifestyle, not a one-time purchase

KEY PHRASES FOR YOUR TEAM

Here are some field-tested ways to talk about the Cold Plunge:

- *"This isn't about pain. It's about power."*
- *"Cold plunging is like coffee for your nervous system, but better for you."*
- *"Wellness isn't a trend, it's a practice. Cold plunging makes it simple and sustainable."*
- *"It's 2 minutes a day that helps you feel better all day."*

Seize The Opportunity.

The Emerge cold plunge opens doors to a younger, more performance-focused demographic and reengages wellness-minded spa buyers. The Emerge isn't just a product, it's a movement. And now you have a marketing blueprint to bring it to life.

Visit the **Emerge Cold Plunge portal** in the Watkins Marketing Library to access marketing materials, tools, resources and more.



Visit the Emerge Cold Plunge Portal ►

WE'RE HERE TO HELP!

Contact your Regional Sales Manager, North American Sales Manager, or Rachel Ertman, Brand Manager, Caldera Spas at Rachel.Ertman@watkinsmfg.com.

