

FOR IMMEDIATE RELEASE

Bend's Only Hot + Cold Hydrotherapy Lounge

Bend-based Flux Thermal Lounge brings contrast therapy, social connection, and local craftsmanship to Central Oregon's wellness scene.

BEND, OR, 2026 — Flux Thermal Lounge is now open in Bend, offering a modern, nature-inspired spin on the ancient practice of contrast therapy: alternating immersion in hot and cold water to support mental clarity, recovery, and resilience.

Flux is 100% water-based, with no time limits. Designed for both personal reset and connection, the space includes private hydrotherapy suites and a shared soaking lounge. Guests are invited to slow down and tune in with no timers and no pressure. Just space to unwind, reset, and feel good in your body.

"We created Flux for people like us — people who need a moment to breathe, to recalibrate, and to feel good in their bodies again. This is about daily rituals that restore you — not perfection or performance."

— Dini Vemuri, Flux founder

WHAT MAKES FLUX UNIQUE

- **Water-based contrast therapy:** hot tubs + cold plunges (not saunas)
- **No time limits:** a flexible experience in the social soaking lounge
- **Designed for connection:** large social pools with private options available
- **Thoughtful, accessible design:** custom build and thoughtful materials
- **Built by local talent:** a Central Oregon dream team of architects, builders, makers, and creatives

LOCAL ROOTS, NATIONAL TREND

Contrast therapy has gone from niche practice to mainstream wellness. Woman- and minority-owned, Flux joins this growing movement with a distinctly Bend-rooted approach, grounded in community, accessibility, and everyday use.

Flux Thermal Lounge is located 70 SW Century Dr., Suite 145, Bend, OR 97702 and open to both members and drop-in guests.

More:

hello@flux-lounge.com

flux-lounge.com

[@fluxloungebend](#) IG + FB





[View Media Assets](#)

Build team:

Architecture: [Blue Forty](#)
in collaboration with [Rhizo](#)
Construction: [Roost Development](#)
Aquatics: [Rimor](#)

Branding: [Mister Jones](#)
Artwork: [Connell Hull Company](#)
Finishes: [WallsArt](#)
Furniture: [FR33FORM](#)