

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](mailto:hello@flux-lounge.com)  
[flux-lounge.com](http://flux-lounge.com)  
[@fluxloungebend](https://www.instagram.com/fluxloungebend) [IG](#) + [FB](#)





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**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](#)