

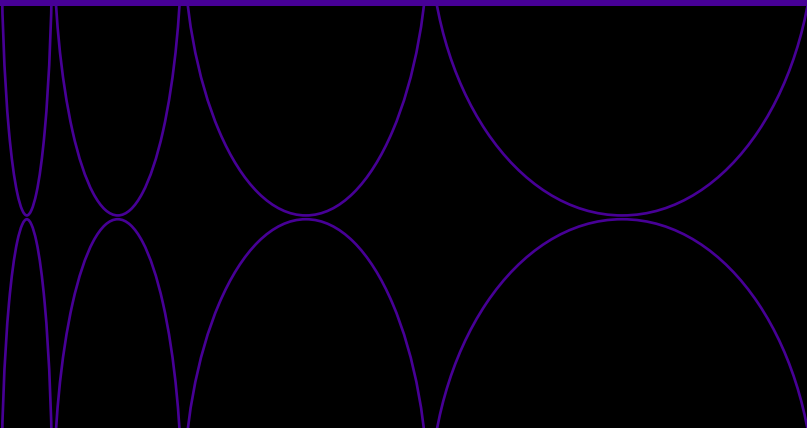


**GENTHERM**

**HOW TODAY'S  
FURNITURE CAN  
SUPPORT A  
HEALTHIER LIFE**

**WellSense™ for Furniture**

White Paper | October 2025





The global Health and Wellness market is projected to continue growing beyond its current estimated value of \$6.8 trillion<sup>1</sup>.

Health and Wellness trends are moving towards holistic views—integrating wellness into our daily lives through physical activity, nutrition, sleep, stress management, emotional stability and increased digital health.



**RELAX.  
RECHARGE.  
REPEAT.**

In 2023, Americans spent **18hrs/day at home** and approximately **2hrs/day on their sofa**.

The sofa is the center piece of every living room. The main usage of a sofa is for relaxation—whether that is watching your favorite TV show, reading or connecting with loved ones. It is our space to unwind physically and mentally.

Over its lifetime, the average sofa hosts:

**782 visitors**

**1,164 spilled drinks**

**6,000 hours of TV**

**628.8 million** people globally suffer with lower back pain and **\$134B** has been spent on treatment solutions<sup>3,4</sup>.

A 2024 study reported that over **400 million** mobile health apps are downloaded annually worldwide<sup>5</sup>.

Gen Z wants mindfulness, Millennials want multifunction, Baby Boomers want support—furniture now meets every generation's wellness needs.

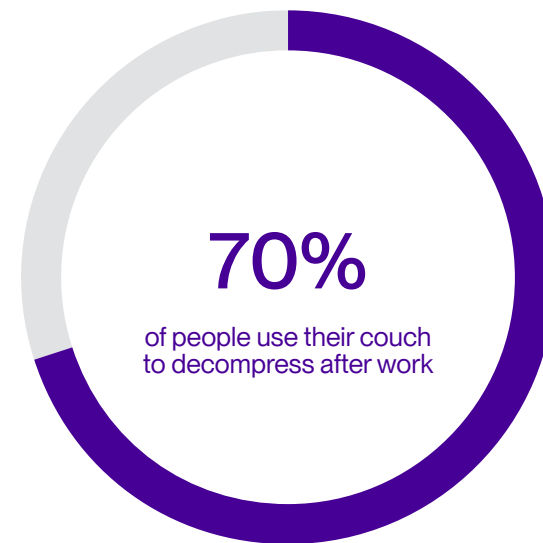
Wellness looks different for everyone—our solutions can support all your wellness goals.

# 01

## STRESS | OASIS | GUIDED BREATHING

**49% of adults suffer from stress** and the rise in mental health app downloads (400 million annually - global) shows the appetite for stress management solutions is strong<sup>6</sup>.

For more than 70% of people, the couch is more than furniture—it's a trusted place to unwind after work, offering comfort, ease, and a much-needed emotional reset<sup>7</sup>. Integrated heating and massage functions can support stress reduction by stimulating parasympathetic nervous system activity and improve circulation<sup>8</sup>, all without requiring additional effort from the user.



This is further enhanced through meditative breathing and immersive tactile cues delivered via our innovative pneumatic bladder technology. Our guided meditative breathing, which slows breathing rate to 6-10 breaths per minute, may offer additional benefits like lower cortisol levels, reduced heart rate, and improved mood regulation<sup>9,10</sup>. Together, these interventions create a calm, restorative microenvironment in the home—without requiring users to learn new skills, commit extra time, or leave the couch.

# 02

## FEMMECARE MODES

Every women's menstrual journey is unique and it doesn't need to be avoided. There are some simple yet effective solutions that we can offer.

**80% of women who menstruate experience menstrual pain at some point.** Cramps are the most reported symptom and typically affect the lower abdominal area but can radiate to the lower back and upper thighs.

Research has shown that localized heating can alleviate menstrual cramps through something known as thermal analgesia—this is when temperatures above certain thresholds deactivate pain receptors and reduce the pain sensation.

Pressure can also play a similar role. Known as the Gate Control Theory<sup>11</sup>, pressure receptors act as gate keepers, preventing the pain signal from reaching the brain.

**Gentherm's FemmeCare modes, which use our thermal and/or pneumatics solution, can reduce menstrual cramp intensity by 30-50%.**

During menopause 75-85% of women experience hot flashes. The sporadic episodes of intense overwhelming heat typically affect the upper body and Gentherm's thermal technology in the back and neck support can help reduce these symptoms.



## 50%

of pregnant women experience back pain in their lower back and pelvic region.

# 03

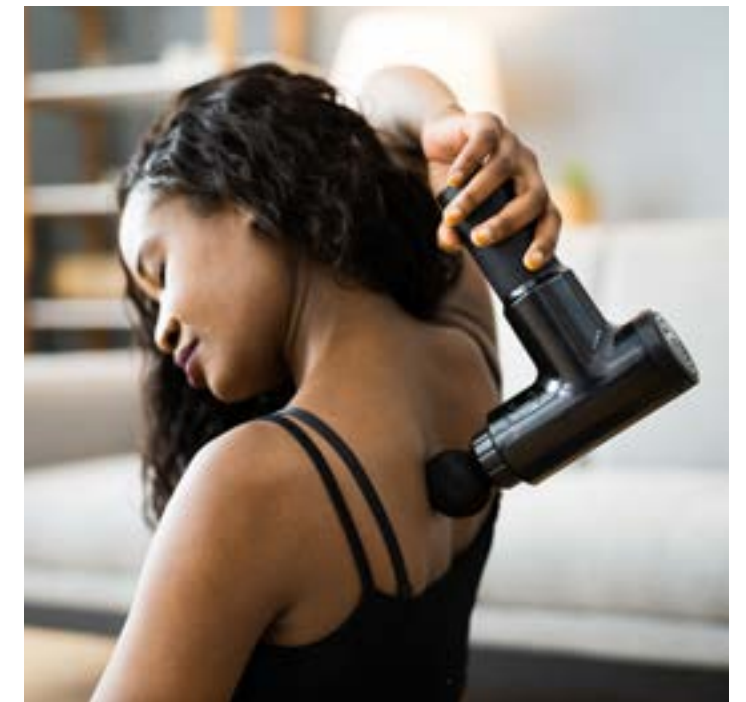
## ENHANCED RECOVERY

There is a growing interest in living an active healthy lifestyle and there is a rise in at home recovery devices.



## 30%

rise in the purchase of at home physical therapy devices.



Heating, cooling and massage can help muscles prepare for exercise and also recover from exercise.

Contrast therapy, cycles of heating and cooling, can help improve circulation by causing vasodilation and vasoconstriction of blood vessels to enhance blood flow to muscles. It can help reduce muscle soreness and stiffness following exercise.

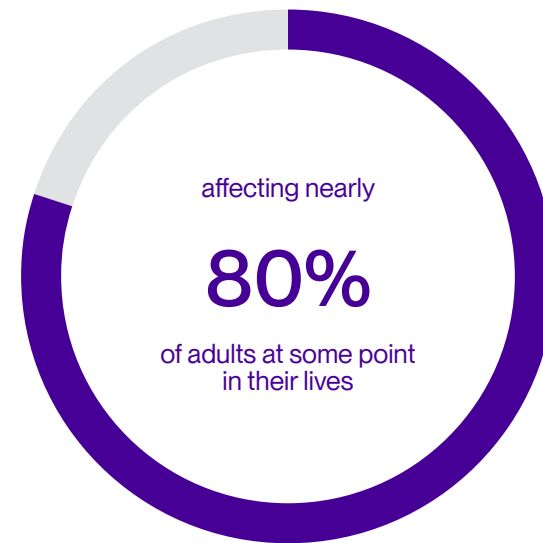
**Our Puls.A™ technology applies a pulsating massage which helps the pressure penetrate deeper into the muscles, reducing muscle stiffness and improving tissue pliability.**

For many, especially those with chronic or recurrent low back pain, the home becomes a key space for managing discomfort.

# 04

## PAIN MANAGEMENT - THERMAL WELLNESS /PULS.A™

Back pain is one of the most common reasons people seek medical help<sup>12</sup>.



The sofa, often used for rest and relaxation, can be transformed into a low-effort recovery zone with built-in heating and massage functions.

Research shows that localized heat and mechanical massage can reduce muscle stiffness, improve tissue pliability, and temporarily alleviate lower back discomfort<sup>13,14</sup>. By integrating these modalities into the smart sofa, health tech designers can transform everyday rest into therapeutic restoration—bridging comfort with clinical benefit in a familiar setting.

**Gentherm's solution has been scientifically proven to reduce lower back pain by 10%**<sup>15</sup>. The benefit is improved when combined with pneumatic massage (unpublished data).

# 05

## NAP | ALERTNESS

Short naps—from 10 to 30 minutes, have been shown to improve alertness, working memory and mood without impairing nighttime sleep<sup>16</sup>.

To promote sleep onset, gentle localized warming, especially to the lower back or extremities—can accelerate the body's core temperature drop by increasing distal skin blood flow, which mimics a natural signal the body uses to initiate sleep<sup>17</sup>. Combined with low-intensity massage, which lowers sympathetic nervous system activity and reduces perceived tension<sup>18</sup>, the sofa creates an optimal environment for falling asleep quickly and comfortably.

After the nap, directed skin cooling can gradually help the user wake—a strategy supported by studies showing that temperature changes can modulate alertness and brain arousal<sup>19</sup>.



## About Gentherm

Gentherm (NASDAQ: THRM) is a global market leader of innovative thermal management and pneumatic comfort technologies. Automotive products include Climate Control Seats (CCS®), Climate Control Interiors (CCI™), Lumbar and Massage Comfort Solutions and Valve Systems. Medical products include patient temperature management systems.

### CONTACT US

Name:

Phone:

Email:

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**HEADQUARTERS**

28875 Cabot Drive  
Novi, MI 48377 USA

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