



CELEBRATING

60

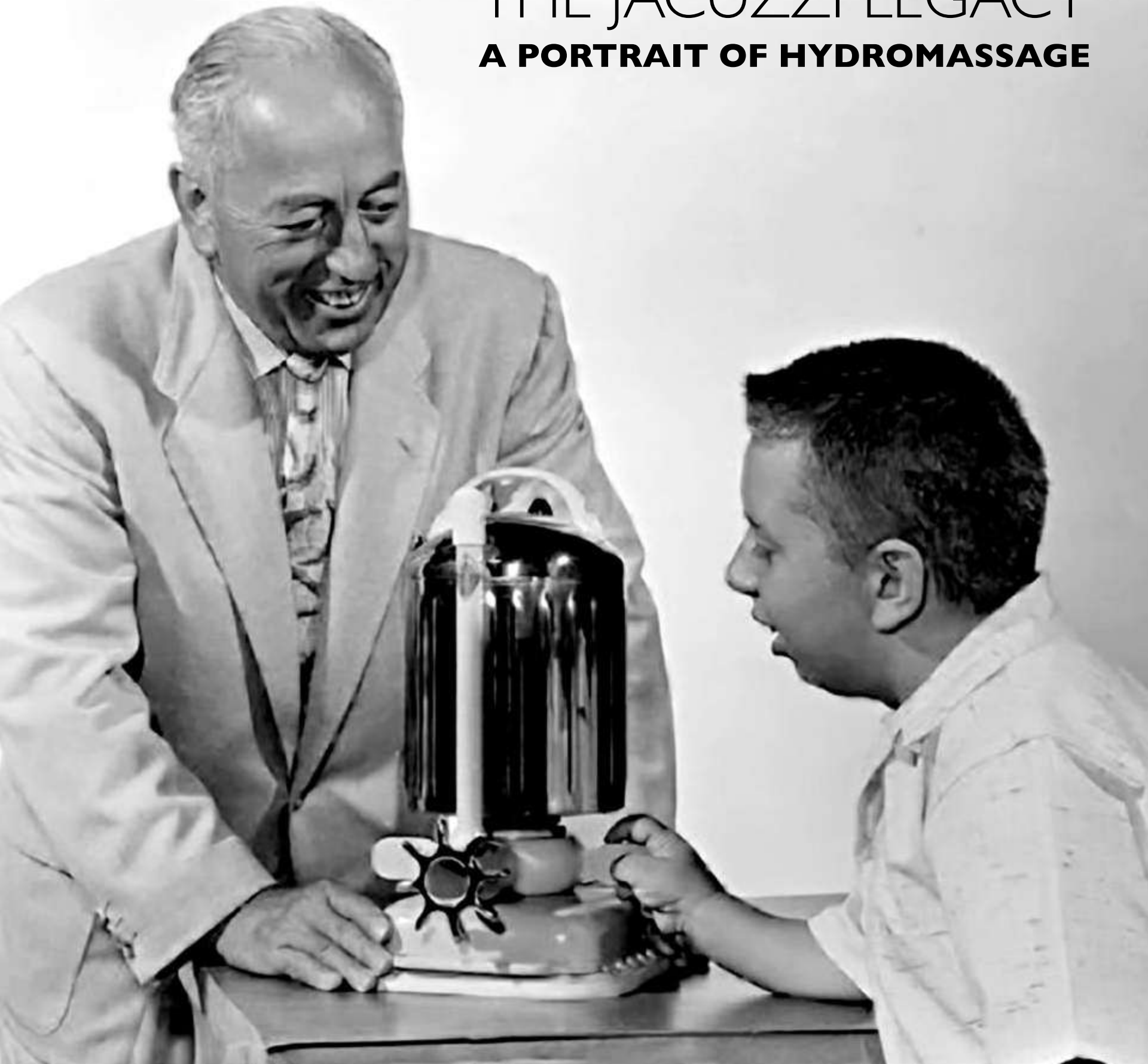
YEARS
OF HYDROTHERAPY





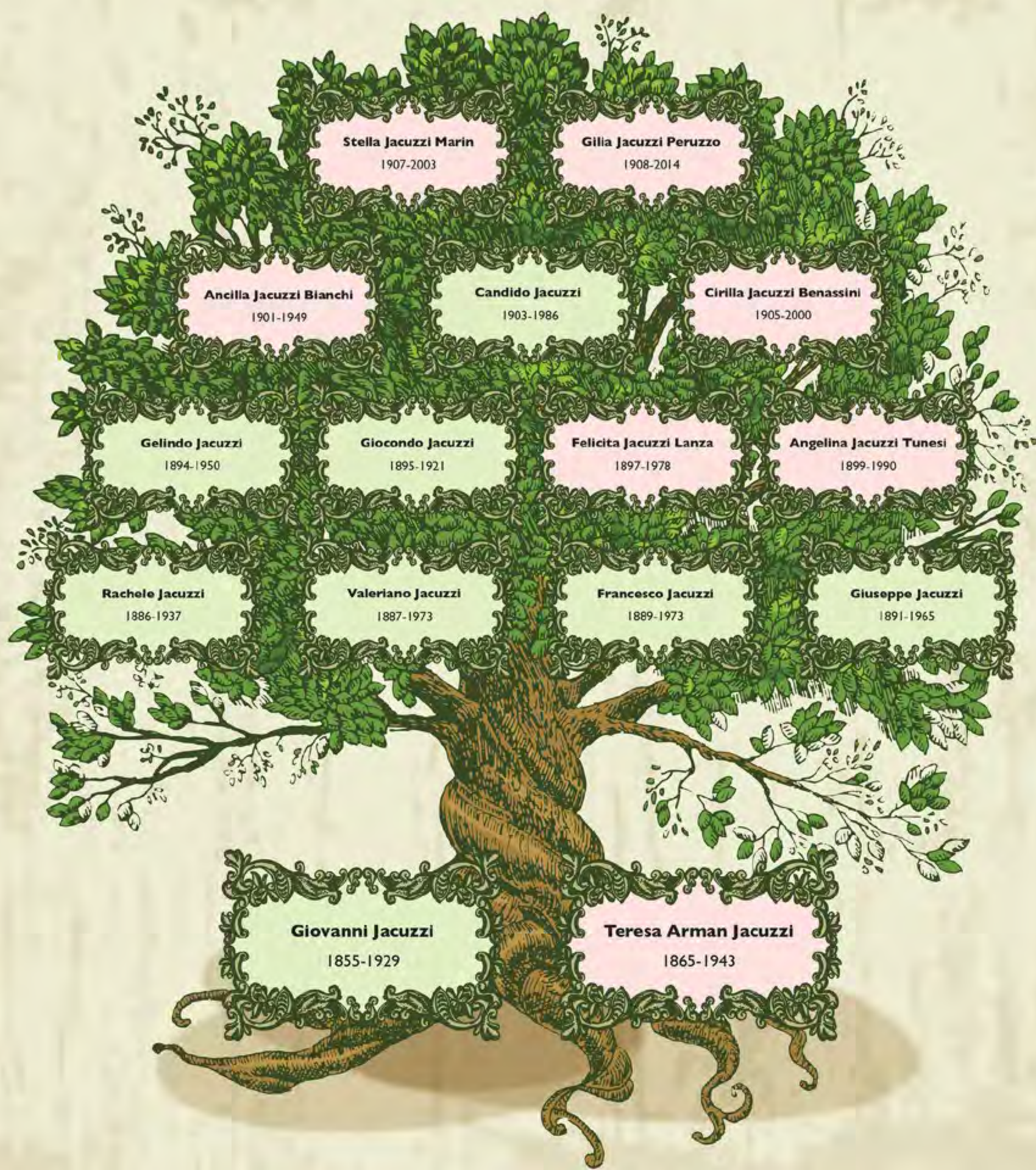
THE JACUZZI LEGACY

A PORTRAIT OF HYDROMASSAGE





Laying roots in Italy, and immigrating to the United States, Teresa and Giovanni Jacuzzi raised seven sons and six daughters who worked together to create the company that pioneered the hydrotherapy industry.





Inventive, hard-working and family-oriented, the Jacuzzi family came to the United States in the early 1900s from Italy. The Jacuzzi brothers started a tradition of innovation in the field of aviation and agriculture, giving rise to a new industry with their home hydrotherapy products.

1900s



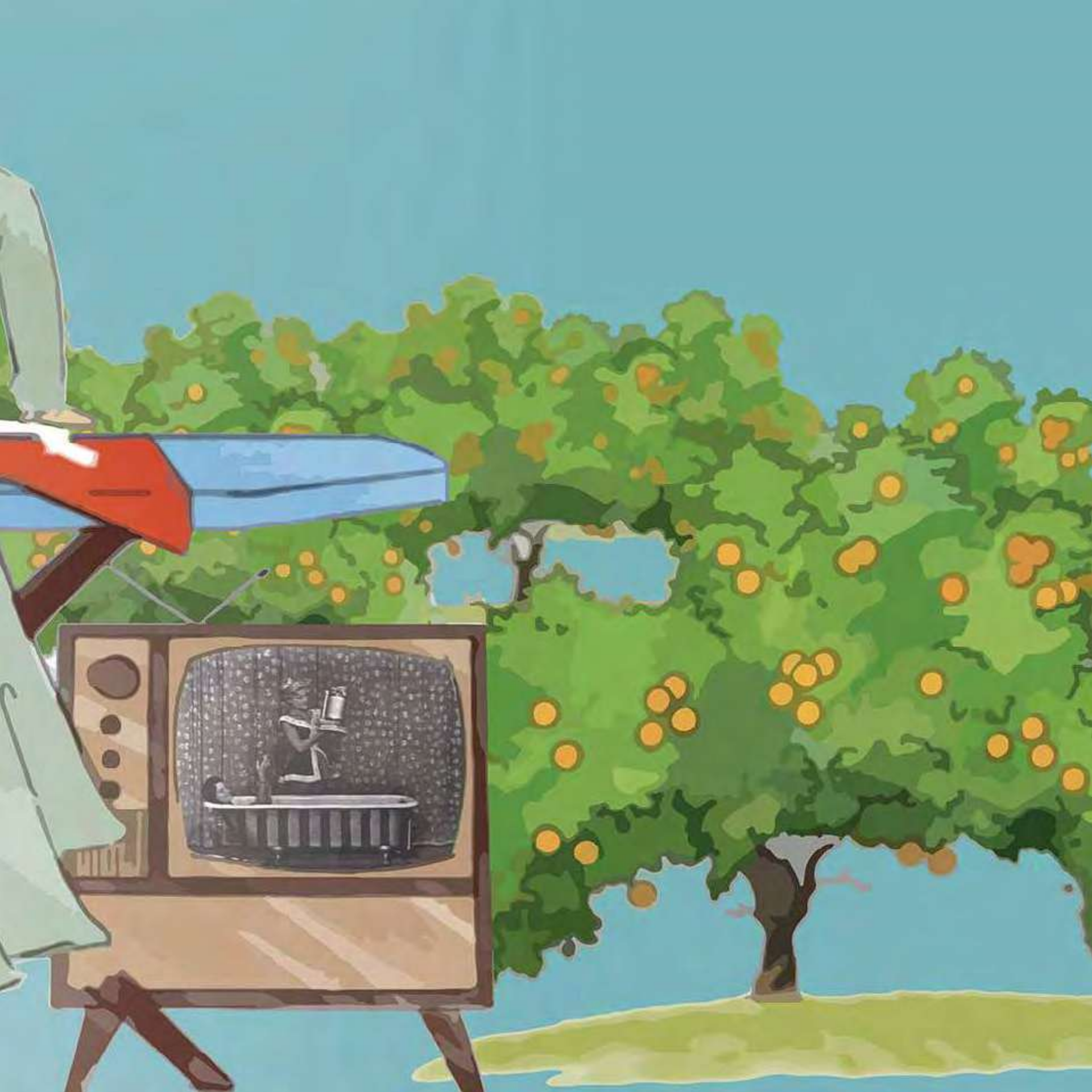
In the 1940s, Candido Jacuzzi invented a therapeutic hydrotherapy pump to give his toddler son Kenneth relief from his rheumatoid arthritis. Soon after Jacuzzi engineers developed a home version of the pump that turned any normal bathtub into a relaxing and rejuvenating hydro-therapeutic spa. In 1956, the Jacuzzi family began marketing the J-300™ and changed the lives of people around the world.



1940

While the demand for the J-300™ pump was strong, Jacuzzi soon became a household name thanks in part to repeated appearances on the national daytime television show, *Queen for a Day*, which boasted 20 million viewers. During that time, the Jacuzzi® Brand became an overnight sensation, even with famous names such as Elvis, Marilyn Monroe and George Burns all owning Jacuzzi® Products.






In 1968, Jacuzzi created the world's first integrated jet whirlpool bath, the Roman. The incorporation of therapy jets into the sides of the bathtub was an incredible success. The patented jets produced a unique 50/50 air-to-water ratio and created an unrivaled experience.



1960








In 1970, Jacuzzi invented larger indoor tubs to accommodate groups of people or whole families. Incorporating heating and filtration systems to keep the water warm and clean, these self-contained family-size spas were unique.

1970





During the 1980s, Jacuzzi focused on enhancing the home spa experience, introducing models that worked as hot tubs, whirlpool baths, or both. The models incorporated soothing waterfalls and could be installed indoors or outdoors, turning the backyard into a favorite place to relax and entertain family and friends.

1980

In the early 1990s, Roy Jacuzzi was inducted into the National Kitchen & Bath Hall of Fame, recognized for his many contributions in the innovation of hydrotherapy for home use. Jacuzzi was the first company to promote the concept that a backyard hot tub could be as entertaining as a barbeque grill or pool.







Jacuzzi® Brand hot tubs and baths are sold in more than 60 countries around the world. Continually recognized as leaders of hydromassage, Jacuzzi continued to make advancements in pump systems, jet technology, air controls and product design.




The Jacuzzi® Brand continued to create innovative design through the launch of a new flat rail spa that could easily integrate into a deck and was regarded as more energy efficient.



2010





A photograph of a modern, multi-story house with extensive glass windows and doors. The interior is warmly lit, showing a staircase and various rooms. In the foreground, a large, rectangular hot tub is filled with water, and two lounge chairs are positioned on a dark wooden deck next to it. The overall scene is bathed in a warm, golden light, suggesting late afternoon or early morning.

Today, Jacuzzi® Brand massage is available in many forms, including the revolutionary J-500™ Collection of portable hot tubs. And while the technology of hydrotherapy has evolved, the name that launched an industry continues to redefine it.

TODAY

**BE CHOOSEY,
BUY JACUZZI®**

