

Furniture For Life Massage Chairs Introduces the Positive Posture CoreWave, Powered by Proprietary Technology

New CoreWave™ Ultra Hertz Vibration technology enhances deep tissue massage and is proprietary to Furniture For Life within North America

BOULDER, CO, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- [Furniture For Life Massage Chairs](#), developer, distributor, and specialty retailer of premium massage chairs, introduces the newest addition to its lineup of The World's Best Massage Chairs®. The [Positive Posture CoreWave](#) is a 4D, dual-mechanism massage chair built around CoreWave™ Ultra Hertz Vibration, a proprietary massage technology that enhances deep tissue massage capabilities.



The Positive Posture CoreWave is Furniture For Life Massage Chairs' latest innovation.

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Cliff Levin

CoreWave's upper massage heads are also uniquely able to provide high frequency therapy, vibrating up to 4,200 times per minute. The result is a therapeutic, penetrating massaging wave that travels deep into muscle tissue, releasing deeply rooted tension at its source with pinpoint precision.

CoreWave's proprietary Ultra Hertz Vibration technology is exclusive to Furniture For Life within North America and represents the company's emphasis on product development and innovation.

“When used properly, new technology enhances the massage experience,” said Cliff Levin, founder of Furniture For Life. “There are going to be people who absolutely fall in love with the sensations provided by our new Ultra Hertz Vibration technology. But as always, the

differentiator between our massage chairs and others chairs on the market is choreography. The sequencing, the pacing, the pressure, the way one movement hands off to the next are crucial to the overall experience, and we do this better than anyone else. Our team spends months creating and fine-tuning how massages actually feel on the body. CoreWave Ultra Hertz Vibration and other innovations give us remarkable new capabilities to work with. ”

Stunning choreography shows up across CoreWave's 18 automatic programs, each one a distinct combination of techniques rather than a variation on a single template, from Deep Shiatsu, to Stretch, Lymphatic Flow, and Cradle.

Beyond Ultra Hertz Vibration, CoreWave pairs two independent massage mechanisms: a [4D upper mechanism](#) for the neck, upper back, and lumbar region, and a lower mechanism dedicated to the sacrum and glutes, fitted with Shiatsu Touch™ rollers shaped and formulated to mimic the pressure of a practitioner's thumb. Additional features include True Zero Gravity® recline with three preset positions, TheraKnead™ calf massage, triple-action reflexology foot rollers, dual-zone heat therapy, a Japanese-style full-extension stretch, intelligent voice command, automatic leg extension, and a space-saving design requiring just six inches of wall clearance.

CoreWave is the latest in a series of new massage chair releases, with more scheduled for the coming months.

The launch coincides with Furniture For Life's 20th anniversary. Founded in 2006, the company now operates company-owned and licensed showrooms nationwide alongside a U.S.-based customer service center and a national network of in-home service technicians.

Availability

The Positive Posture CoreWave is available now at [furnitureforlife.com](https://www.furnitureforlife.com), at Furniture For Life stores and galleries nationwide, and an increasing number of other massage chair dealers. It is available in Ivory and Black at an introductory price of \$8,999 (\$2,000 off its MSRP of \$10,999). Full product details: <https://www.furnitureforlife.com/massage-chairs/positive-posture-corewave/>

About Furniture For Life Massage Chairs

Furniture For Life Massage Chairs builds, curates, and retails a collection of massage chairs known as The World's Best Massage Chairs®. This portfolio includes its own brands such as OHCO and Positive Posture, and exclusive distribution rights to brands such as Panasonic Massage Chairs. Founded in 2006, the company has been bringing massage chairs into homes and businesses across the globe for more than 20 years. Learn more at [FurnitureForLife.com](https://www.furnitureforlife.com).

Charles Stanley
Furniture For Life
+1 303-572-5000

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