beem® Light Sauna Expands to 81 Studios Nationwide as Demand for Accessible Wellness Grows

Pleasanton franchise owner and cancer survivor Judy Gamboa is among the entrepreneurs bringing infrared sauna and light therapy to communities nationwide.



Judy Gamboa, owner of beem® Light Sauna in Pleasanton, California

PLEASANTON, CA, UNITED STATES, September 30, 2026 /EINPresswire.com/ -- beem® Light Sauna, a growing infrared sauna and light therapy franchise, has reached 81 open studios nationwide, expanding access to private, convenient wellness experiences in communities across the country.

The milestone reflects growing consumer interest in incorporating recovery and self-care into everyday routines, as well as the local entrepreneurs behind the brand's expansion. Among them is Judy Gamboa, owner of beem® Light Sauna in Pleasanton, California, whose path to business ownership began with her own search for a clean, private place to incorporate heat therapy into her wellness routine following cancer treatment.

Four years ago, Gamboa was in the middle of a corporate career when she was diagnosed with cancer. She underwent a hysterectomy followed by simultaneous chemotherapy and radiation. After treatment ended, persistent joint pain became an unexpected part of recovery.

"There is a shock to it," Gamboa said. "You do what you have to do to live. But what we do not talk about enough for cancer survivors is what your body is like afterward. It is not the same, and that still comes as a shock once treatment ends."

Gamboa explored acupuncture, yoga, supplements and other options as she looked for ways to feel better. Heat therapy was one of the experiences she found helpful, but finding a clean, private and convenient sauna near her Oakland-area home proved difficult.

“The only saunas I found were, for lack of a better term, not what I was looking for,” Gamboa said. “There was no locking door, no real privacy, just a little curtain.”

A cleaner option was available in Berkeley, but the hour-long drive made incorporating it consistently into her routine unrealistic.

“Wellness has to be convenient, or good luck making it a consistent habit,” she said.



beem Light Sauna is a full spectrum infrared sauna and light therapy studio brand offering private suite sessions in near, mid, and far infrared, plus red, green, blue, and chromotherapy light.

A Personal Experience Becomes a Business Opportunity

After Gamboa was later laid off from her corporate role, she began exploring business ownership and discovered beem® Light Sauna. The brand’s focus on private suites, infrared sauna and dedicated light therapy experiences immediately connected with what she had struggled to find herself.

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>
> *Judy Gamboa*

“Once I started looking at the science, I got excited,” Gamboa said. “There is real history behind heat therapy, from a rich cultural perspective, and I loved the integrity behind how beem® keeps its red light and sauna separate.”

She ultimately opened beem® Light Sauna in Pleasanton with a goal of creating the kind of environment she once searched for herself: private, welcoming and easy to incorporate into everyday life.

That accessibility continues to shape how Gamboa operates the studio. Members can build visits around their own schedules, while private suites provide an experience designed for people who may not feel comfortable using traditional shared sauna environments.

“What you do not want is to add stress to something that is supposed to help you de-stress,” Gamboa said.

For Gamboa, some of the most meaningful moments have come from watching wellness become something members share with the people closest to them. Adult children have

purchased memberships for aging parents, while mothers and daughters have made visits part of their regular time together.

“It has turned into a small third space,” Gamboa said. “A place where you get to bring someone you love, disconnect from everything else, and just be together.”

81 Studios, Each With a Local Story
Gamboa’s Pleasanton studio is now one of 81 locally owned and operated beem® Light Sauna studios nationwide, including 24 studios offering advanced green and blue light therapy.

Across the network, beem® studios offer private-suite experiences featuring full-spectrum infrared sauna, red light therapy and chromotherapy, giving consumers a convenient way to incorporate wellness and recovery into their routines.

For Gamboa, the brand’s national growth makes her own experience especially meaningful. What began as a frustrating search for an option that worked for her has become an opportunity to provide that access to others in her own community.

“I am not someone who lives at the gym,” Gamboa said. “I am just someone who wanted to feel better. At the end of the day, it comes down to two things: pain relief and stress relief, and they go hand in hand.”

Four years after the diagnosis that changed the course of her life and career, Gamboa is now building the kind of wellness environment she once struggled to find.

“You deserve an hour for yourself,” she tells new members. “Here we are. We will take care of you.”

For more information about beem®, Founding Member opportunities, and opening updates, visit https://www.beemlightsauna.com or follow @beemlightsauna on social media.

ABOUT beem® LIGHT SAUNA
Founded in 2021, BEEM Light Sauna is a full-spectrum infrared sauna and light therapy studio brand offering a modern approach to whole-body wellness. BEEM’s private-suite sessions combine near-, mid-, and far-infrared therapy with red, green, blue, and chromotherapy light, creating a personalized wellness experience in a comfortable, private setting. The brand currently operates 81 locally owned and operated studios nationwide, including 24 locations offering advanced green and blue light therapy. With sessions designed to support a range of wellness goals and eligible for HSA/FSA spending, BEEM makes innovative light-based wellness experiences more accessible and convenient. To learn more, visit beemlightsauna.com.

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