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Fogless Mirrors Offers Clear New View for Seniors

Builders and designers help seniors ‘age in place’ with ClearMirror fog-free mirror technology

WOODBURY, MINN. (May 2012) – What happens when you combine two of the year's biggest home remodeling/homebuilding trends—bathroom accessibility and luxury—in one updated bathroom?



You start to see a new variety of new products and amenities that are beautiful and functional, ideal for seniors who want to “age in place” in a luxuriously updated, safe environment.

Now joining the ranks of popular luxurious bathroom elements such as heated tile floors and towel warmers is ClearMirror: a fog-free mirror technology that enables users to enjoy a steamy shower while using a permanently fog-free mirror.

Since the first ClearMirror product was introduced in 1998, designers and builders at thousands of homes, hotels and spas around the country have installed the technology for a luxurious, clear, fog-free reflection in their showers and vanities.

“Seniors today want luxurious, yet safe and functional spaces. But they don’t want products that scream ‘old age,’” says Craig Ethier, ClearMirror marketing manager. “Fog-free mirror technology is the perfect amenity to aid the vision of aging homeowners and provide a safe and fog-free environment.”

Designers and builders are helping older adults adapt to the trend of aging in place by incorporating universal design principles and new technology to make their homes more safe and secure. Elements such as ramps, guard rails and elevators make the home more accessible. In the bathroom, options such as walk-in bathtubs, bath rails and fold-down shower seats make daily life more manageable. Now the new fog-free Shower ClearMirror enables seniors to safely shave or remove makeup in the shower — giving them a clear, unobstructed view and safe environment for their personal care. Shower ClearMirror can be installed at any height, making it a perfect complement to an in-shower bench.

Three Product Options

The **Shower ClearMirror™** is a permanent fog-free mirror that designers and remodelers are using to enhance the look of tiled showers with a flush installation. It offers in-shower shaving convenience and modern technology, allowing users to shave and removing makeup in the warmth of the shower, and offering a beautiful finished look for around \$325.

Made in the U.S., the Shower ClearMirror has gained popularity around the country as the ultimate shower amenity. With a patented design, ClearMirror is the sole manufacturer of electric heated shower mirrors that gently warm to 102°F and eliminate condensation. ClearMirror uses low voltage and carries UL, C-UL and NY City BEC approvals to ensure safe operation. The back of the mirror contains an ultra-thin heating pad with electrical leads that are easily connected to a low-voltage system or switched outlet. The Shower ClearMirror pad and transformer can also be ordered without the mirror to accommodate custom size requirements.

“It looks so high-end and sleek,” says Steve Harris, a Bloomington, Ill., homeowner who used a Shower ClearMirror as part of his bathroom remodel in 2011. “I remember the first time I saw it out of the corner of my eye, completely fog-free. I thought, wow – that really raises the look of the room another notch.” Harris says he shows his Shower ClearMirror to visitors, and “they’re completely blown away by it.”

ClearMirror’s flagship product, the **Original ClearMirror™** heating pad, was introduced in 1998, and is perfect for spouses who share a bathroom in the mornings. Adhered behind an existing vanity mirror, the Original ClearMirror established the same innovative technology now used in the Shower ClearMirror. The pad keeps the vanity mirror fog-free while one person showers and the other person needs a fogless reflection. The Original ClearMirror is available for around \$80.

And now ClearMirror has introduced a new permanent fog-free shower mirror with glowing accents. The new **ShowerLite™** mirror allows users to save time by shaving and removing makeup in the warmth of the shower and features two soft-glowing light strips to create a style-forward addition to any bathroom remodel or new construction.

Available to builders, remodelers, architects, designers and homeowners in Summer 2012, ShowerLite made its debut at the Kitchen & Bath Industry Show in April. The initial 12-by-12-inch ShowerLite will be available for \$545.

ClearMirror products are available in several standard sizes, as well as custom sizes and shapes. They are available at leading bath and plumbing showrooms across the country, or online at www.ClearMirror.com and other well-known online retailers.

About ClearMirror

The Original ClearMirror for the bathroom vanity debuted in 1998, with the Shower ClearMirror hitting the market shortly after. ShowerLite will be available in Summer 2012. All three products utilize specially-designed mirror heaters that are adhered to the backs of mirrors, keeping them fog free in the steamiest conditions. With the simple flip of a switch, the ClearMirror pad begins heating, providing a fogless mirror at all times for applying makeup, shaving, styling your hair or for any time you need clear vision. The ClearMirror uses a flexible heating element that installs easily, meets international safety standards and is available in 12, 24, 120 and 240 volts.

ClearMirror manufacturer NewHome Bath and Mirror, Inc., located in Woodbury, Minn., is the leading provider of fogless mirrors for the shower and vanity. NewHome is affiliated with Harvey Vogel Manufacturing Co., which has more than 70 years of manufacturing and metal stamping excellence. Visit www.ClearMirror.com for more information and to purchase products.