

# COLD THERAPY



## WHAT IS COLD THERAPY

Cold plunges and Cryotherapy are types of cold therapy that may help optimize sleep, boost energy, defy signs of aging and aid in athletic recovery. If your lifestyle includes juggling multiple priorities with a consistent exercise routine and you're interested in improving your overall well-being, cold therapy could be an excellent addition to your weekly wellness routine.

## HOW DOES CRYOTHERAPY IMPROVE YOUR HEALTH?

As your body is exposed to these freezing temperatures, it enacts a natural fight or flight response that constricts blood vessels to restrict blood away from the extremities. This redirection causes your body to move blood toward the core, protecting your organs. During this process, the body increases oxygen and certain proteins levels that can decrease swelling. When you exit the Cryotherapy chamber and return to room temperature, this oxygen-rich blood circulates throughout your body.

## PAIN MANAGEMENT & ATHLETIC RECOVERY

Dr. Rich Joseph, MD and Chief Medical Officer at Restore Hyper Wellness, states that, "Cold exposure is commonly used as a therapeutic tool for musculoskeletal healing and management of chronic pain. Noradrenaline and beta-endorphins are endogenous pain suppressors, which likely explains why cold exposure can act as an analgesic."

## COGNITIVE HEALTH

Dr. Rich adds, "The known increases in noradrenaline, beta-endorphin and dopamine due to a cold stimulus may have a positive effect on mental health and brain development." An article published in [Psychology Today](#) found in 2014 that, "Cold therapy can produce a feeling of calm, happiness, and well-being, which can support the mitigation of mental health symptoms such as depression and anxiety."

## OVERVIEW

The Cryotherapy session ranges from 2:30-3 minutes

The chamber reaches down to -150°

Gear is provided for you to wear into the chamber

Your skin temperature is measured before and after the session

