

# What is Whole Body Cryotherapy?

Whole Body Cryotherapy, or WBC, is the practice of using cold temperatures to promote natural healing and wellness which dates back to ancient civilizations. Developed in 1978 by Dr. Toshima Yamauchi to treat rheumatoid arthritis, whole body cryotherapy uses a temperature range of -90 Celsius (-130°F) to -120 Celsius (-184°F) to hypercool the body for 3-minutes — similar to how athletes use ice baths or how you would ice a sprained ankle.

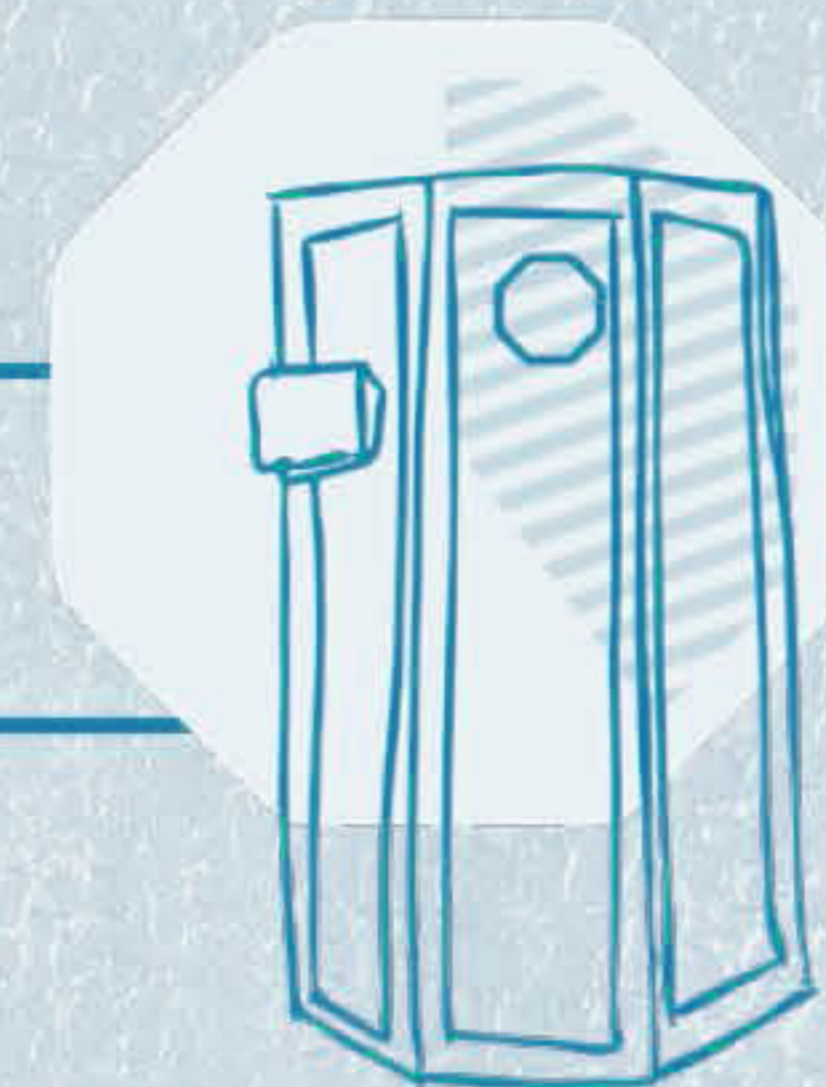
There are various modern applications of cryotherapy including cryo facials, localized cryotherapy, and whole body cryotherapy, which is the most popular type of cryo.

## WHAT DOES A CRYO SESSION ENTAIL?



### It Begins:

You'll undress to your level of comfort and put on your cryo safe garb - a nice, fluffy robe, booties, thermal socks, and gloves.



### Get Ready:

Before the session, the tech will pre-cool the cryosauna. Once complete, they'll help you enter the machine, close the door, and let you to (modestly!) disrobe.



### The Main Event:

As the session begins, you'll feel the cold, dry, nitrogen vapor surrounding you. Your tech will be there the entire 3-minutes to talk you through the process. You'll rotate, dance, wiggle... anything to keep your mind off the chill.



### Safety First:

You may hear a beeping sound every 31 seconds - don't be alarmed! The cryosauna is alerting your tech to click the "okay" button to keep the session going and is implemented to ensure your safety.



### Finito!:

Pretty soon, the 3 minutes are up and tada!..your session is over! Congrats, you've now experienced cryo! That wasn't so bad now, was it?

According to a 2016 industry survey with over 300 respondents, cryotherapy goers reported that a 3-minute session in the Impact cryosauna provides them the following benefits"

- Pain Management
- Workout Recovery
- Mental Well-Being
- Weight Management
- Whole Body Wellness