

# Relieve, Restore, & Rejuvenate

## A NEW FORM OF ALTERNATIVE HEALTH

BY NOELLE KONRAD

As cryotherapy becomes increasingly popular as a form of alternative health treatment, US Cryotherapy has consistently evolved. "This is an emerging transformative technology in the alternative health space," Todd Kramer, Corporate Director of Operations, said. "We were the first to bring this here." The process begins with an in-depth health screening upon check-in. Once given the all-clear, a client then will enter a chamber that uses electrically powered dry cold air rather than nitrogen. The reason for this being that while liquid nitrogen displaces oxygen, using electrically powered dry cold air offers a safer and healthier atmosphere. "It's actually an oxygen-enriched environment, naturally," Regional Manager Matt Winchell said. US Cryotherapy is the only center in the country to use a fully immersive chamber. By covering the entire body, the central nervous system is stimulated resulting in efficiency of the cryotherapy and the benefitting results maximized, Kramer said. "It puts a reset on your whole body," Kramer said. "You feel like a million bucks."

Cardio machines are located just outside the chamber to assist the body's warming process. Once the body has reached a balanced temperature, a host of further treatments become available. While several sports teams such as the Sacramento Kings, Los Angeles Lakers, Detroit Pistons and countless more have benefitted from the treatments (so much so that they are having chambers directly installed into their locker-rooms), countless others can benefit from this technique. "You don't have to be injured to come see us," Kramer said.

Beauty is an uncommonly known benefit of cryotherapy, along with a boost in mood, energy, and relaxation, Kramer said. The cold therapy acts as a natural exfoliate and assists in producing collagen. "The external stimuli are helping to promote the cellular turnover to put your body into full revamp, to produce more skin cells, to be able to keep up with the loss," Kramer said. Whether the need is related to athleticism, post-surgical, chronic pain management or simply health and beauty, US Cryotherapy offers a variety of treatments catered to individual needs. "We are the only true whole-body cryotherapy center really in the country," Kramer said. They currently have 13 locations and are slated to have over 20 by the end of this year. With over 500,000 treatments performed, the company has consistently grown over 100 percent annually. "The cryotherapy market is expected to surpass \$4.9 billion by 2024," Kramer said. While most alternative methods of health are rather expensive, US Cryotherapy offers plans that can fit any budget. Their executive membership program is \$79 a month and includes three full-service treatments per month, carry over monthly non-usage, discounted drop-in sessions and more. This form of treatment is something that the community refuses to keep secret by telling their families and friends. Press Tribune readers voted [them](#) **Best of the Best for Alternative Medicine** last year. Utilizing cryotherapy has been proven to be better for reducing inflammation than simply icing the injured area and currently a clinical trial is underway at UC Davis researching the impact it has on time of recovery. "We relieve, restore, and rejuvenate," Kramer said.



### US CRYOTHERAPY

WHERE: 8200 Sierra College Blvd., Suite C, Roseville  
 WHEN: 11 a.m. to 8 p.m. Monday through Thursday and  
 10 a.m. to 6 p.m. Friday through Sunday  
 INFO: 916-788-2796 or [uscryotherapy.com](http://uscryotherapy.com)