



# US CRYOTHERAPY – FASTER RECOVERY. BETTER HEALTH.

## Why Franchise with *US Cryotherapy*?

Are you a health minded individual? Do you have a passion for helping people feel better naturally? Are you looking for a unique health & wellness opportunity with the ability to transform people's lives? Then look no further!

***US Cryotherapy*** is a premier nationwide Health, Active Lifestyle & Outdoors (“HALO”) company specializing in Whole Body Cryotherapy (WBC), and other recovery modalities to help customers relieve, restore and rejuvenate.

The Cryotherapy (and cryosurgery) market is expected to grow at an average Compound Annual Growth Rate (CAGR) of 6.9%, starting in 2015, and with continuance expected through 2023. The worth of this market is expected to grow to US\$ 4.29 billion by 2023. [MarketResearchFuture](#)

Whole Body Cryotherapy (WBC) involves exposing individuals to extremely cold (-150 to -190 degrees °F) dry air, for 2 to 3.5 minutes, to activate the circulatory, central nervous and lymphatic systems. Exposures to subzero temperatures sympathetically stimulate the body to internally attack chronic & acute pain, relieve stress, improve skin & sleep, and assist with overall well-being.

***US Cryotherapy*** started the Whole Body Cryotherapy market in the United States in 2011 and is the leader and most trusted brand in the cryotherapy industry. We will have 25 locations open throughout the United States by the end of 2017 with rapid growth expected to continue exponentially over the next decade.

**US Cryotherapy** is the only company in the United States using ([non-liquid nitrogen](#)) safe and reliable, electric refrigerated cooled air, walk-in, whole body cooling with the highest safety profile in the industry.

Other core services offered at our **US Cryotherapy** centers include [Localized Cryotherapy](#), [Facial Rejuvenations](#), [Warm Water Hydro Massage Bed](#), [LightStim](#) and [NormaTec Compression](#), along with a variety of retail goods with a focus on the customer “continuum of care” at home.

Your typical customer will be individuals with chronic pain, post-surgical recovery, acute injury, active lifestyle, health & beauty, and competitive athletes (high school, college, and professional).

### **COMPETITIVE ADVANTAGES:**

- Protected franchise territories: No further expansion in your defined territory.
- Proven service model: End-to-end training and support.
- No use of liquid-nitrogen gas: Lower operating costs, better efficacy, safer technology.
- Highest safety profile: Built-in risk management protocols with our systems and staff training to provide safest experience.
- Better efficacy: Whole body cooling in our proprietary walk-in system provides the best customer outcomes.
- Affordable customer pricing: Value based pricing with a recurring revenue model and trackable metrics.
- High volume capacity: Ability to service higher volume capacity, providing a higher revenue ceiling potential.
- No appointments required: Higher volume capacity means customers can visit your center on their time.
- Quick service visits: Sessions are generally 20 minutes or less, allowing for high revenue per check-in in a short amount of time.
- Limited staffing needs: Minimal staff touch, centers can operate with 2-3 staff members per shift, reducing overhead expense.
- Proprietary U.S. manufactured and serviced equipment: Meets USA standards, reliable equipment with quick service response.

**US Cryotherapy** will provide end-to-end training and support throughout your journey to opening your **US Cryotherapy** center. We have the most experienced in-house support, which includes Construction & Install Management (to assist with your build-out process), Franchisee Relations (to assist with pre-market and on-going marketing support), and Operations Management (to assist with staff training, operational resources and computer system integration).

Join the **US Cryotherapy** Franchise family and start transforming lives one session at a time!