

Starpool revolutionises cryotherapy and reveals the cold secret of longevity with Zerobody Cryo

Password? Cold. Low temperatures are a great ally to our immune and metabolic systems for the specific benefits that they ensure when applied as treatments. This is the origin of Zerobody Cryo. After being launched at Cosmoprof, the international event dedicated to the world of beauty, it was presented in Cologne at FIBO, the largest trade show worldwide for fitness, well-being and health and in Milan at Salone del Mobile, in a spa entirely dedicated to wellness at home.



Design by Cristiano Mino

Ziano di Fiemme, May 2023_ The regenerating power of cold is the perfect ally to our well-being. Starpool knows it well: with the alternation of heat, water and rest, its approach has always focused on low temperatures, which, with the right amount of exposure, bring benefits to blood flow, heart and skin. Science says so: capillaries and blood vessels, stimulated by the vasoconstriction generated by the cold and by the subsequent vasodilation, are trained and strengthened, like the muscles.

This practice is rooted in the past: the beneficial properties of cold exposure were already well-known as far back as the **ancient Romans**, with frequent dives into the

frigidarium. The true modernisation, however, happened in 1978 with Japanese doctor Toshima Yamaguchi and his freezing sessions used to prepare his body for the treatment against the inflammation caused by arthritis.

The immediate and natural benefits of cryotherapy are countless: from the reduction of muscle pain and inflammation to the strengthening of the immune system; from the decrease of oxidative stress levels - and thus of the ageing process - to metabolism acceleration. These effects entail an increased production of endorphins and are analgesic, anti-inflammatory and antiedematous.

The true goal is **longevity** understood as health, quality, beauty, balance, and vitality. A psycho-physical improvement that is obtained with a **healthy lifestyle** - taking care of nutrition and sleep, practising physical exercise and reducing stress causes, and is favoured by customised **programs and treatments** that keep our immune system efficient, thanks to the new technologies that complete and enhance the traditional offer.

The **strong points** of **Zerobody Cryo** are its simplicity, safety and its easy application: it ensures the same benefits as cryotherapy and as the immersion in icy water while granting an adjustable, **gradual**, and non-invasive approach to the low temperatures.

The user, whose body is completely wrapped in a **patented membrane** and lying comfortably thanks to the dry floatation system, comes into contact with water without getting wet. Thanks to a cooling unit, the water temperature is brought at 4-6 degrees. In a safe and non-invasive environment, with a session duration ranging from 3 to 8 minutes according to the individual goals, you can enjoy all the benefits of the cold therapy - now the undisputed star in the world of professional sport and of future Wellness.

The origins

The development of Zerobody Cryo is the result of Starpool's scientific research activity, based on **four pillars**: stress management, sleep, performance and longevity. These are the global trends of health where the solutions of the Italian Wellness company can have the strongest impact, which is why they are the foundation of its research activity.

Starpool started with **Zerobody Dry Float**, the only system that can reproduce the effects of zero gravity to regenerate body and mind, and then developed a product that can reproduce the same effects as traditional cryotherapy in a less invasive way. This is the coherent expression of the company's mission: to make wellness a good daily habit in the life of every one of us.

The benefits

Cold has nearly countless applications. This is one of the reasons why it is largely used in the sectors of sport, beauty, and medicine.

It has an impact on our **health**: by cooling off the skin, muscle and joint pain is reduced, thus favouring recovery and stimulating the production of endorphins, which in turn reduces the levels of stress. Cold acts also on our metabolic activity, fighting

cellulite and, according to recent studies, transforming white fat in brown fat, which is of paramount importance for our health and shape.

In **sports**, cold temperatures are employed to ensure effective recovery after physical activity, and enhance the treatment of acute and sub-acute injuries

In the **beauty sector**, the anti-ageing and regenerating effects of cold on the skin, which becomes smooth and reinvigorated, are also well known. Indeed, the active ingredients of specific lotions and products penetrate deeper into the skin: they make it more receptive and susceptible to the microcirculation and oxygen increase due to cold.

Technical specifications

When Zerobody Cryo is **installed and connected to the power supply**, the provided cooling system brings the water functioning temperature down to 4-6 °C. Once it has reached the appropriate temperature, it is ready to be used. Zerobody Cryo is characterised by **very low energy consumption**, which makes it high-performance in terms of sustainability. Thanks to the practical touch-screen display, you can **select the session duration and start it**. The electric platform is then lowered, allowing the user to experience utmost comfort, thanks to the dry floatation setting. The touch-screen display also allows you to **stop the session** autonomously whenever you want. Zerobody Cryo offers **the same physiological response and benefits as the cryotherapy** with liquid nitrogen and cold water immersion, thanks to its membrane with two flaps, each equipped with a water circulation pipe, which allows the appropriate heat transfer and immersion coefficient. This allows users to make the most of the advantages offered by the cold therapy, with yet **greater versatility and significantly reducing overall risks** thanks to its dry functioning.

Zerobody Cryo requires minimum support from the operator, which makes it an extremely easy product to use and to teach to staff in hotels, wellness centres and sport clubs.

Its **covering** is available in **5 types of material**, each one in **5 colours**, and in **two dimensions**: the standard size (232 l x 112 d x 74 h cm) and the XL size (257 l x 112 d x 74 h cm), the later especially indicated for the world of sports.

Zerobody Cryo at Cosmoprof Worldwide

Starpool launched **Zerobody Cryo in absolute preview** at the famous Bologna fair, the international reference event for the sector of cosmetics and beauty care, which took place from **17th to 20th March**.

In this setting, it was presented as part of the Longevity Spa, an innovative format conceived for those who want to develop a space dedicated to **preventive care and longevity**: it is available in **4 different combinations** of equipment and programs of use, with regeneration experiences and treatments aimed to effectively support **stress management, sleep, psycho-physical performance and longevity**.

Starpool makes its debut at FIBO with Zerobody Cryo

For the first time, Starpool attended FIBO, the world fitness trade show, held in Cologne **from 13th to 16th April 2023**. Taking inspiration from its experience with

professional sport teams from all over the world, the Fiemme company presented an innovative format for fitness centres to integrate recovery into training.

Recovery class: a format developed for **Boutique Fitness Studios, Personal Training** studios and **small-sized gyms**. The format, which is based on the physiological response of the body to Cold Therapy and Dry Float Therapy, includes programs of use of Zerobody Cryo combined with Zerobody Dry Float. The programs specifically target post-workout recovery and the treatment of acute injury, together with specific Personal Health Programs for stress management and sleep.

Recovery Class Pro: developed for large gym chains and facilities that manage major flows of clients simultaneously. On top of the technologies that characterise the standard version, it includes the Finnish sauna and the infra-red therapy, to enhance the programs of use by integrating passive pre-warm-up, and with additional programs aimed at immune system strengthening.

Zerobody Cryo at Salone del Mobile 2023

Starpool also took **Zerobody Cryo** to **Salone del Mobile**, the reference international fair for interior design, **from 18th to 23rd April 2023**.

The Fiemme company brought to Milan the evolution of the concept of private wellness, which represents an extension of the traditional spa, becoming part of our daily life as an ally for preventive care and longevity.

Two configurations and relative **combinations** of equipment developed for the following goals:

preventive care and sleep.

Starpool - Wellness Concept made in Italy

For almost 50 years, **Starpool** has realised products and services designed to achieve **mental** and **physical well-being**. Focusing on the individual, with the goal of making wellness an **accessible** and **daily practice**, it creates spaces and programs to suit everyone, with the collaboration of designers, companies and operators in the sectors of **hospitality, health, sports** and **beauty**. All of this is done on the basis of a tailor-made wellness *mission*, for a customised wellness that makes its way in the **home private** world, as part of everyday life.

At the root of it all, there lies Starpool's DNA: **heat, water** and **rest**, whose alternation generates genuine benefits that positively influence people's lives, from **preventive care** to **muscle recovery**, from the daily exercise to **live well** to **mental wellness**.

Casa Starpool is located in a true open-air spa, the **Fiemme Valley**, from which it draws constant inspiration in a continuous exchange, borrowing its raw materials, like the wood, and giving back a constant and daily commitment for a future in name of sustainability, starting with the development of innovative technologies for energy monitoring and saving.

With over **4.000 realised spas**, Starpool is present in **78 Countries** worldwide, with **4 foreign branches** and **26 distributors**.

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