

FIBO innovations: Better training effects with Starpool

At FIBO, the world's largest trade fair for fitness, wellness and health held in Cologne, Starpool will be presenting innovative regeneration concepts for recreational and professional athletes. The main focus will be on two holistic formats that significantly expand the recovery offer for fitness studios. The Italian wellness specialist will also be launching innovations in the field of cold therapy.

Cologne, March 2024: In a fast-paced world in which the desire for physical and mental health is constantly growing, the importance of regeneration is becoming ever more important. Starpool, aware of this trend, initiated numerous studies to develop products and concepts that not only increase physical performance, but also promote deep recovery. For this reason, top athletes from the NFL, Champions League and Olympic sports around the world rely on the brand to achieve better training effects. Fitness studios that want to retain their members in the long term or acquire new ones also benefit from the company's many years of experience.

"Starpool is all about people, their physiology and psychology. We promote a form of well-being that is based on scientific research and on the creation of tailor-made solutions for recovery and self-care, through products that combine quality and innovation with functional programs to achieve individual goals. Meeting the needs of professional athletes as well as gyms and fitness centers is the first step to ensure that they make the most of every performance," says Riccardo Turri, CEO Starpool.

Cold therapy 2.0

Starpool's latest product innovations focus on the impact of cryotherapy, which is an integral part of the daily routine in professional sport and helps to achieve better training effects. This is because cold reduces stress, promotes blood circulation, accelerates regeneration, and strengthens the immune system.

Zerobody Cryo, for example, has been updated. The device presented at FIBO 2023 revolutionised cold therapy with a unique, non-invasive method that is in line with the results of scientific research on stress management, sleep, performance, and longevity. The product combines dry floatation (weightlessness) with the benefits of cold therapy, allowing the user to float in water at an operating temperature of 4 to 6°C without getting wet, thanks to the patented membrane that wraps the body entirely. The membrane has now been made much lighter - so the Zerobody Cryo can now be used autonomously by the user without supervision. A plus for many studio owners.

Ice Bath by Starpool has also been redesigned and is now available in two new configurations: Ice Bath Personal, a 2-seater pool ideal for personal use at home, and Ice Bath Pro, designed to be used by up to five athletes at the same time - and therefore perfect for recovery in professional sports.

The touchscreen allows easy control of the water temperature from +4°C to +38°C. This means that the Ice Bath can also be used as a hot bath or for Kneipp therapy with alternating cold and heat stimulation. There is also a button to activate the water circulation and the ozone disinfection system - guaranteeing maximum hygiene and functionality.

Taking recovery to the next level

In addition to individual new products, the Italian wellness specialist will be focusing on holistic solutions for fitness studios at FIBO - such as the Recovery Class concept. It is about the ideal mix of innovative products and programs which come from experience alongside athletes and top international teams and are validated by Starpool's scientific research department. The Recovery Class is available in two configurations:

Recovery Station: a format tailored to the needs of small boutique gyms that want to improve their offer with innovative technologies and effective programs in a small space. This configuration of the Recovery Class includes the Zerobody Cryo and Zerobody Dry Float, which make it ideal for post-workout recovery, treatment of sub-acute injuries and stress management.

Recovery Class: This concept is particularly suitable for large fitness centres that have a lot of space and a large number of members with different needs. In addition to the Zerobody Dry Float, this format also includes Sport Sauna, Sport Infrared Cabin and Ice Bath, thus offering comprehensive pre- and post-workout programs.

Many professional teams around the world rely on Starpool's expertise, including NFL teams such as the Los Angeles Rams and San Francisco 49ers, baseball teams such as the New York Mets and San Francisco Giants, but also soccer clubs such as FC Südtirol and professional athletes such as Dorothea Wierer and Denise Herrmann-Wick.

Starpool will be presenting Zerobody Cryo, Ice Bath and Recovery Class at FIBO, from April 11th to 14th, in Hall 8, C46.

About Starpool - Wellness concepts made in Italy

For almost 50 years, Starpool has created products and services that promote mental and physical well-being. With the aim of making wellness an accessible and everyday practice, the company revolves around people and, in collaboration with designers, companies and operators from the hotel, health, sports and beauty sectors, creates spaces and concepts that are suitable for everyone. At the heart of it all is Starpool's DNA: warmth, water and rest. Their interaction brings real benefits and has a positive impact on people's lives - from prevention to muscle recovery, from daily exercise to mental well-being. Starpool was founded in 1975 in Moena in the Fiemme Valley in northern Italy and, to this day, it is still family-run. With over 4,000 spas worldwide, Starpool is represented in 81 countries worldwide, with 4 foreign branches and 32 official distributors.

www.starpool.com

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