



Starpool is the Wellness Partner of Genoa CFC

Recovery Lab: the trump card of the Fiemme company for sport performance



Ziano di Fiemme 23 July 2025_ In the world of professional sport, rest and recovery are as important as training and effort. If included appropriately in the preparation program, they not only help to reach immediate performance spikes, but also allow you to maintain them over time.

For the third year in a row, Genoa CRC chose Starpool as their Wellness partner for sport recovery during the preparation of the 124th edition of the Italian soccer championship, thus strengthening the bond between sport and wellness.

During their summer retreat in the Fassa Valley, the team were able to enjoy the advanced technologies by Starpool, aiming at full psycho-physical recovery and improvement of sport performance. **Once again, our Recovery Lab turned out to be a precious ally for the team, allowing athletes to make the most of physical and mental recovery after each training session.**

Inspired by the tradition of thermalism, **based on the alternation of heat, water and rest**, the **Scientific Research Department** at Starpool developed sophisticated technologies to optimise physical recovery. These solutions take advantage of heat to improve blood flow and favour perspiration; of cold, to ease muscle pain and stimulate the endocrine system; and of reduced gravity, to promote venous return and support the cardiovascular system. These technologies are customised according to the needs of the athletes and integrated in the training programs thanks to the collaboration of the technical staff. They are an essential component of the training program.

In the Recovery Lab designed for the **team from Genoa**, the players were able to enjoy **Zerobody Dry Float**, a dry floatation system for psycho-physical recovery, the improvement of sleep and the enhancement of cognitive abilities, used by professional athletes and international teams like Manchester City, LA Rams and San Francisco 49ers.

On the sidelines, the players could try the regenerating power of the innovative pool for cold therapy **Ice Bath pro**: the only one on the market to accommodate up to five people at the same time. This innovation, in its simplicity and effectiveness, is an ideal solution to reduce muscle pain and accelerate recovery after intense effort. The pool is designed to maintain water temperature between +4°C and +8°C degrees, the ideal range to favour vasoconstriction and reduce muscle inflammation.

The pool features two-level benches, which allow athletes to decide how deep the immersion should be, thus adjusting to the specific requirements of each player. **Ice Bath fits perfectly in the Recovery Lab by Starpool which, thanks to Zerobody Dry Float**, allows the athletes to cope with the preparation phase in the best possible way, improving the quality of sleep, reducing the risk of injury and ensuring greater mental sharpness and physical readiness.

Starpool- Wellness Concept made in Italy

For 50 years, Starpool has been creating products and services designed to promote both physical and mental wellbeing. Placing people at the centre, with the aim of making wellness an accessible and daily practice, Starpool designs spaces and experiences suitable for any environment, working alongside architects, businesses, and professionals in the hospitality, health, sport, and beauty sectors.

All this is done in line with the mission of tailor-made wellness: a bespoke approach to wellbeing that also enters the private world of the home, becoming part of everyday life.

At the core of Starpool's DNA are heat, water, and rest — a sequence that generates genuine benefits, positively impacting people's lives: from preventive health to muscle recovery, from daily wellness as a lifestyle to mental wellbeing.

Starpool's headquarters are located in Val di Fiemme, a true open-air spa, which serves as an endless source of inspiration. In return, the company draws on natural materials such as wood and gives back through a strong and ongoing commitment to sustainability, beginning with the development of innovative technologies for energy monitoring and saving.

With more than 4,500 spas, Starpool reaches 83 countries worldwide through 4 international branches and 22 distributors.

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