

For more information

**Contact:** Kevin Kramer, Chief Executive Officer

**Cell:** 707-301-7690

**Email:** [kkramer@uscryotherapy.com](mailto:kkramer@uscryotherapy.com)

**FOR IMMEDIATE RELEASE: February 3, 2017**

**Press Release:** *US Cryotherapy™ welcomes a new franchise location; Redding, CA set to open to the public February 4, 2017.*

**(Redding, CA)** – US Cryotherapy Franchise owners Dr. Jonathon Osborne, Steve Osborne, and Dr. Rob Hamilton and their families will open their doors to the public on Saturday February 4 at 1619 Hilltop Drive, Suite A in Redding, California. The cold air therapy wellness center offers a unique new way to cool and heal a person's body. Whole Body Cryotherapy (WBC) offered by US Cryotherapy is exposure to subzero temperatures in a walk-in chamber environment using refrigerated cold air **using no**



**liquid nitrogen.** The entire body is exposed (including chest, neck, and head during the short duration session). Extreme cold stimulates skin sensors, activating a Central Nervous System (CNS) response, which causes the release of endorphins, the body's natural pain inhibitors and mood elevators, which can accelerate recovery benefits while elevating mood and energy. Whole Body Cryotherapy treatments have been adopted by elite athletes, pro teams, and the general public of all ages as a holistic new way to treat the body. The center will also offer localized cold air spot treatments, a hydro massage bed, a vibration plate along with facial rejuvenation treatments to accentuate the recovery benefits of Whole Body Cryotherapy.

“We are excited to bring US Cryotherapy to the Redding community”, stated Dr. Jon Osborne, Family Medicine Physician and Co-owner of the franchise. “As healthcare providers in this community, Rob and I see tremendous value in providing this holistic new wellness center approach to helping people recover faster from pain, inflammation, post-surgical, acute and chronic injuries. We have evaluated whole body cryotherapy and found US Cryotherapy to be the safest, most complete recovery services company, hands down. We look forward to enhancing recoveries of all kinds and improving lifestyles

with this technology,” concluded Osborne. Rob Hamilton is an Anti-Aging and Regenerative Medicine Physician in Redding, and Steve Osborne, a practice manager, will be involved in running the franchise location.

“The Redding Franchise group for US Cryotherapy is another great example of how relevant this technology is and will continue to become for customers,” commented Kevin Kramer, CEO and Co-Owner of US Cryotherapy. “Our model of care is the safe and trusted model emerging around the country and is regularly integrating into the medical space more and more. Our pricing is set at levels that make repeated use practical, which is unlike the novelty experience offered by cryotherapy competitors. We know the use of our centers 3-4 times per week can improve quality of lives. We have seen dramatic results first-hand over 500,000 customer treatments since 2011. The services have to fit the customer wellness needs, schedule, and budget to become a routine for better health,” added Kramer.

US Cryotherapy Redding is located at: 1619 Hilltop Drive, Suite A in Redding, California 96002. Phone: (530) 691-4488 email: [redding@uscryotherapy.com](mailto:redding@uscryotherapy.com) Hours of operation, pricing, and other information can be found at: <http://www.uscryotherapy.com/locations/redding/>

#### **About US Cryotherapy:**

US Cryotherapy™ is a cold air therapy & equipment company based in the Sacramento, CA area. They operate Company owned wellness and recovery centers in Roseville and Davis, CA, Scottsdale AZ, and Redondo Beach CA (at Velocity Sports Performance) opening at the end of February 2017. The Franchising Division currently has 8 open locations with various new centers opening around the country throughout 2017. US Cryotherapy introduced Whole Body Cryotherapy (WBC) to the United States creating the market in 2011, was the first and remains the only company offering whole body, walk-in chamber therapy using **no liquid nitrogen** for cooling. The C4 systems accommodate up to four people in the chamber per session and are all-electric refrigerated cold fresh air. There are documented advantages in areas of: safety, outcomes, and convenience using US Cryotherapy equipment. US Cryotherapy has become a global leader in WBC having administered more than 500,000 treatments since 2011 in multiple locations throughout the US, averaging an estimated 10,000 customer visits per month across the US and growing, with exceptional safety, service, and customer experience reviews. US Cryotherapy manufactures its proprietary equipment in the US and directly sells equipment to various independent medical groups, sports teams, NCAA, and for home use as well.

US Cryotherapy is owned and operated by the Kramer family. US Cryotherapy's Corporate Offices are located at 1490 Drew Ave, Suite 110 Davis, CA 95618. # 866-279-2796 [www.uscryotherapy.com](http://www.uscryotherapy.com)

For more information regarding US Cryotherapy, contact Kevin Kramer – CEO, at [kkramer@uscryotherapy.com](mailto:kkramer@uscryotherapy.com), or call 707-301-7690