

For more information

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

**Cell:** 707-301-7690

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

**FOR IMMEDIATE RELEASE: July 1, 2016**

**Press Release:** *US Cryotherapy™ welcomes a new franchise location to its rapidly expanding network; Salt Lake City set to open to the public July 5, 2016.*

**(Salt Lake City, UT)** – US Cryotherapy Franchisee’s Tom Taylor and Taryn Apgood will open their doors to the public on Tuesday July 5 at 675 East 2100 South, Suite F, Salt Lake City, UT 84106. The cold therapy wellness center offers a unique new way to cool and heal a person's body. Cold therapy has been used for decades to treat pain, inflammation, and aide recovery from injury and other ailments. Whole Body Cryotherapy (WBC) offered by US Cryotherapy is exposure to subzero temperatures in a walk-in chamber environment using refrigerated cold air. 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 as a holistic new way to treat the body. The center will also offer localized cold air treatments and Normatec Compression treatments to accentuate the recovery benefits of Whole Body Cryotherapy.

“We are excited to open the first US Cryotherapy center in Utah”, stated Tom Taylor, Founder of the Franchise with his wife Taryn. “We did a year of research and have watched the cryotherapy market emerge. We’ve seen the nitrogen sauna places open



around the country, but from what we have experienced with US Cryotherapy, nothing compares to the whole body walk-in systems and the services model with this company. We are excited to be part of this exclusive franchise family spreading out everywhere right now”, concluded Taylor.

“As the US Marketplace continues to educate itself on the retail business of whole body cryotherapy, more and more investors are landing with US Cryotherapy based on our proven model of safety, superior clinical, low fixed operating costs, and high volume capacity which all leads to sustainable value and outstanding customer experiences,” offered Kevin Kramer, Co-owner and Chief Executive Officer of US Cryotherapy. “The Salt Lake City Franchise is the third center opening of over 25 now sold in the US to date. We have three to four centers per month opening through the end of 2016. Whole Body Cryotherapy was intended to be done in a walk-in environment cooling from head to toe. It is unfortunate there are many people around the country who have only experienced the open faced nitrogen sauna’s and have been sold on ridiculous temperatures in systems using forced nitrogen cooling from the bottom up, not achieving the desired whole body cooling, and at an extremely high cost. By the end of this year, that way of thinking will shift to the true whole body outcomes which should be affordable and routinely incorporated into anyone’s daily routine for faster recovery and better health. If you have been in a nitrogen sauna, I strongly encourage you to find a US Cryotherapy center and compare,” concluded Kramer.

US Cryotherapy Salt Lake City, UT is located at 675 East 2100 South, Suite F. Hours of operation, pricing, and other information can be found at: <http://www.uscryotherapy.com/locations/salt-lake-city-ut/>

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

US Cryotherapy™ is a cold air therapy & device company based in the Sacramento, CA area. They operate company owned treatment centers in Roseville, CA and Davis, CA. with new locations (corporate or franchisee centers) planned in various locations around the country expanding rapidly.

US Cryotherapy was the first and remains the only company in the US offering whole body, walk-in chamber therapy using no liquid nitrogen for cooling. Their 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. They are a global leader in WBC having administered more than 400,000 treatments since 2011 in multiple locations throughout the US.

US Cryotherapy is owned and operated by the Kramer family. US Cryotherapy's flagship center is located at 8200 Sierra College Blvd, Roseville, CA. [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