

For more information

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Press Release: *US Cryotherapy™ Corporate opens another flagship wellness and recovery center; US Cryotherapy Scottsdale, AZ opens to the public February 7, 2017 at 11 am.*

(Scottsdale, AZ) – US Cryotherapy Scottsdale opens its cold air therapy wellness center at 14747 N. Northsight Blvd # 108, Scottsdale Tuesday. The 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 with **no use of 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, and can accelerate recovery benefits while elevating mood and energy. Whole Body Cryotherapy treatments have been adopted by elite athletes, pro and college training programs, and the general public of all ages as a holistic new way to treat the body. The center will also feature localized cold air spot treatments, facial rejuvenation treatments, a hydro-massage bed, and Normatec compression therapy.

“US Cryotherapy has become a leading alternative health provider and the cryotherapy brand people trust around the country” commented Kevin Kramer, Co-owner and Chief Executive Officer of US Cryotherapy. “We continue to expand with new locations very rapidly replicating the superior outcomes, safety and services in each new location. We are now treating nearly 10,000 people each month nationally and growing. We have become known to our customers as a lifestyle enhancing system with tremendous results changing quality of lives,” added Kramer.



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The expansion of US Cryotherapy is coming from their approved Franchisor status in 45 states as well as the Company owned center expansions. The public demand for the US Cryotherapy concept is overwhelming the competing nitrogen sauna locations due to superior safety of equipment, the advanced customer service model, and the full complement of recovery modalities offered at consumer-friendly price points which is driving their market leadership position. "This has to match with consumers needs, budgets and schedules" said Kramer, "And it has to be safe, well explained, and produce outcomes. We do that at every center across the country better than any others offering cryotherapy services," concluded Kramer.

US Cryotherapy Scottsdale is located at: 14747 N Northsight Blvd #108, Scottsdale AZ 85260 480-508-2796 Hours of operation, pricing, and other information can be found at:
<http://www.uscryotherapy.com/locations/scottsdale-az/>

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

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