



# US Cryotherapy

FASTER RECOVERY • BETTER HEALTH

## US Cryotherapy Celebrates the 5-Year Anniversary of its Flagship Location in Roseville, CA

Roseville, CA – April 15, 2016 – US Cryotherapy celebrates five years in the market as the first whole body cryotherapy center in the United States launched in April, 2011.



US Cryotherapy continues to grow its customer base and national locations in its fifth year of operations. "We entered this marketplace as the pioneers in 2011 not knowing what was in store for us, stated Linzie Kramer (co-owner and father of the Kramer family foursome which includes sons, Rob, Kevin and Todd). "I discovered this treatment and the whole body electric walk-in systems in Prague many years ago and was fascinated by the results. Maybe more so, I was impressed by the rising European popularity of individuals taking personal health and wellness to heightened levels." The Kramer's partnered 6 years ago to bring this novel European technology to life in the US. "We had a very cross functional set of talents and experiences among the four of us, from healthcare executive management, legal, risk management and insurance auditing, I felt strongly we were the right team to create a national brand," concluded Kramer.

In addition to building the first of its kind center in the US, the team expanded the brand into a national franchisor leader in the space, own and manufacturer the equipment, and have launched a successful Direct Sales Division with chambers and devices in many professional sports teams training rooms. US Cryotherapy will continue to build new corporate locations and franchise in strategic areas around the country while adding close to 20 new centers in the US in 2016.

The Roseville US Cryotherapy center has been the most unique and value based concept I have seen come into the market in many years", commented Mark Davis, a loyal customer and advocate of Whole Body Cryotherapy. I have seen and even tried the other nitrogen sauna's in the market before finding this center, and there is absolutely no comparison to the results you get when you expose your entire body in an oxygen enriched room completely cooled by refrigeration. It is head to toes, and the process invigorates your body and mind while the pains simply go away."

US Cryotherapy has developed the industry leading operations and services model emerging in this market. The average national monthly membership rates for a customer are \$169 for unlimited use of their full service centers (walk-in chambers, targeted air cooling, hydromassage and vibration plates). Clients are using US Cryotherapy centers 3-4 times weekly for faster recoveries and better health. These centers can handle a volume of over 40 people per hour, and often have days of 200 or more customer visits. "Our model is built on sustainable, affordable price points, safety, clinical, and unsurpassed customer experiences," added Kramer. "My vision when I first experienced this wellness concept was to bring it to the United States to help thousands, maybe millions of people deal with pain, inflammation, energy, and rejuvenation. Treating yourself to better health is mainstream these days. We have seen so many amazing recovery stories and other benefits, and we have only scratched the surface of our coverage around the US."

US Cryotherapy provides various cold air treatments to its clients to enhance their general wellness and improve recoveries. The Franchising Division is expanding across the county to over 20 new locations in 2016, projects currently in various stages of build-out. The clientele suffers from chronic or acute pain and inflammation or seek faster recoveries. US Cryotherapy is also a products business, selling chambers and related cold therapy equipment to sports programs, gyms and fitness centers, and individual users for home use throughout the United States.

**For more information:**

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