

HEAD-TO-HEAD COLD PLUNGE VS. CRYOTHERAPY WHICH IS RIGHT FOR ME?

If you're even slightly involved in the health and wellness space, you've probably been hearing a lot about cold therapy these days. You're likely hearing about both cold plunge (also called cold water immersion or simply ice baths) as well as cryotherapy. So...which is better? If you put cold plunge and cryotherapy head-to-head, which one would win? According to the science...cold plunge is the clear winner! Cold water immersion promotes health and wellness by reducing inflammation, speeding up the metabolism, and even improving our immune system responses.

WHAT IS COLD PLUNGE?

Cold Water Immersion (CWI), was first popularized by Dutch motivational speaker and extreme athlete Wim Hof, who set 21 Guinness World Records with his feats of endurance. But cold plunge isn't just for extreme athletes. Almost anyone can do it, including you. Evolve boasts two CWI tanks, one of which is a bit warmer than the other; the warmer tank is recommended for beginners. When you use our cold plunge tanks, you'll immerse yourself in the water for about 5 minutes at a time. The cold plunge tanks at Evolve Human Optimization Labs are supervised by our team members to promote both wellness and safety.



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WHAT IS CRYOTHERAPY?

Unlike CWI, cryotherapy is a "dry" cold therapy. Cryotherapy machines achieve their effect through the release of liquid nitrogen gas, which plunges the temperature inside the chamber or tube down to -166 degrees Fahrenheit at the highest and -222 degrees Fahrenheit at the lowest. Cryotherapy has been one of the most popular form of cold exposure therapy, but science has redirected interest toward CWI in recent years. Why exactly is that?

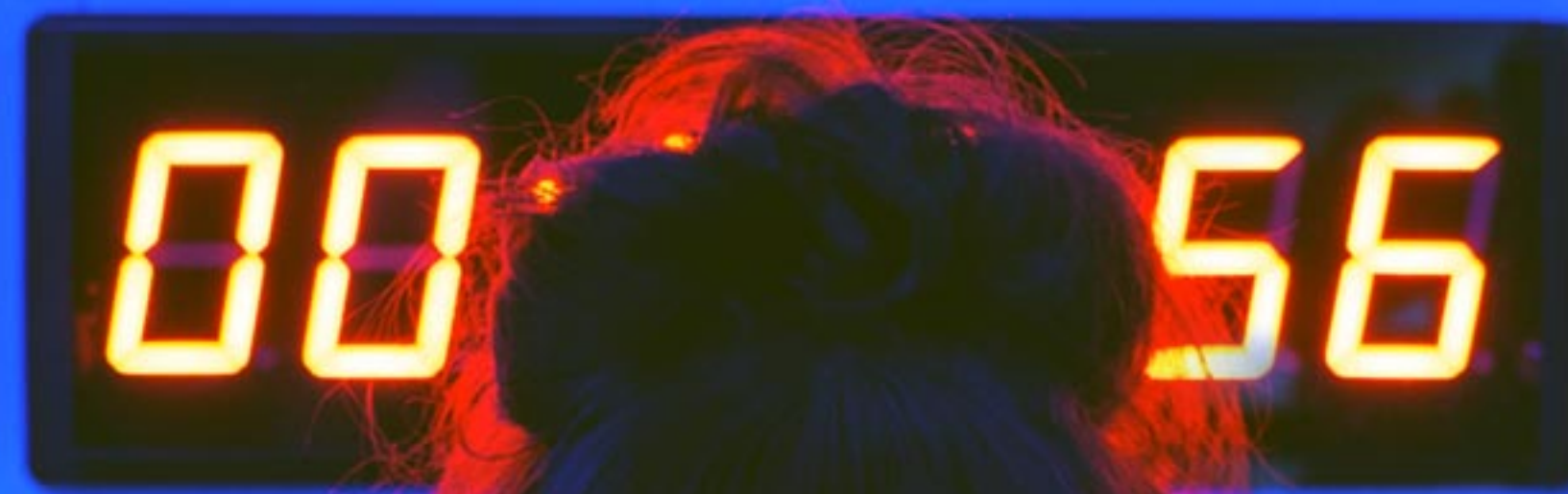
WHY COLD PLUNGE IS BETTER THAN CRYO

Cold is cold, right? Not exactly. Cryotherapy and cold plunges are both great therapies and both have similar benefits, but cold immersion gets you those benefits sooner – which means less time in the cold. Also, cold immersion therapy is much better for muscle recovery as the cold penetrates much deeper into the skin and into the muscle tissue itself, whereas cryo only reach about half a millimeter into the surface of the skin. A cold plunge also offers the additional benefits of mental strength and resilience – the shock of the cold water stimulates our fight or flight responses. Since water conducts heat away from the body 25 times faster than air, only cold plunge can produce this intense response. Cryotherapy lacks such a shock, so it can't stimulate our system the way cold plunge does.

Because immersion in cold water permeates our muscles in a way that cold air can't, CWI boasts higher anti-inflammatory benefits than cryotherapy, soothing everyday pain. Cold water is also good for the complexion and can even help treat some skin conditions like acne. Immersion in cold water lifts our mood, improves our cognitive processes, and boosts the immune system by stimulating our leukocytes (white blood cells). Additionally, you can take advantage of the power duo of hot & cold therapy via CWI / sauna; you cannot if you do cryo – any water particles on the skin will freeze and cause damage.

Additionally, because Evolve offers memberships that include Cold Plunge (plus over 20 other services!) on a walk-in basis at less than \$18 average per visit, choosing cold plunge at Evolve over cryotherapy will save you money in the long run!

Interested in trying supervised cold plunge therapy with Evolve Human Optimization Labs? Visit us and try our biohacking modalities today, or contact us for more information.



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