



EVOLVE
Human Optimization Labs

WHAT IS **COLD WATER THERAPY** AND HOW CAN IT HELP ME?

Cold plunge. Cold immersion therapy. Cold hydrotherapy. Ice bath. It's called all sorts of things. You've probably seen it on tv - Peyton Manning in a tub of ice hawking insurance. Maybe you've even seen that Wim Hof guy hiking through the snow in nothing but shorts or swimming around next to a glacier like NBD (hello, next level!).

Cold water therapy has been gaining popularity recently, especially among celebrities and athletes, and with good reason! So what does it do? Would it be right for you? Here are the highlights.

WHAT, EXACTLY, IS IT?

It's pretty much what it sounds like. You just sit in a tank of chilly water (55° – 58° for beginners or 44° for you advanced folks). And...that's it. Why? Think of it like icing an injury. Cold therapy works because the extreme cold constricts the blood vessels and reduces blood flow, thereby causing less swelling and inflammation to any areas of damage or pain. Just a few minutes of cold exposure (as little as 2 minutes is very effective, but you can safely go up to 15-ish minutes), and you're good to go!

WHAT DOES IT DO?

Due to the cold water inhibiting excess blood flow, cold therapy reduces muscle soreness and inflammation and, therefore, speeds recovery. Diminishing blood flow to muscles post-workout does not stunt muscle growth as swelling is not a required part of muscle hypertrophy, merely a typical biological byproduct of the micro-tears in the muscle. Your body will build back the muscles better and stronger with or without the inflammation and associated soreness, so why not skip that part?

ADDITIONAL BENEFITS

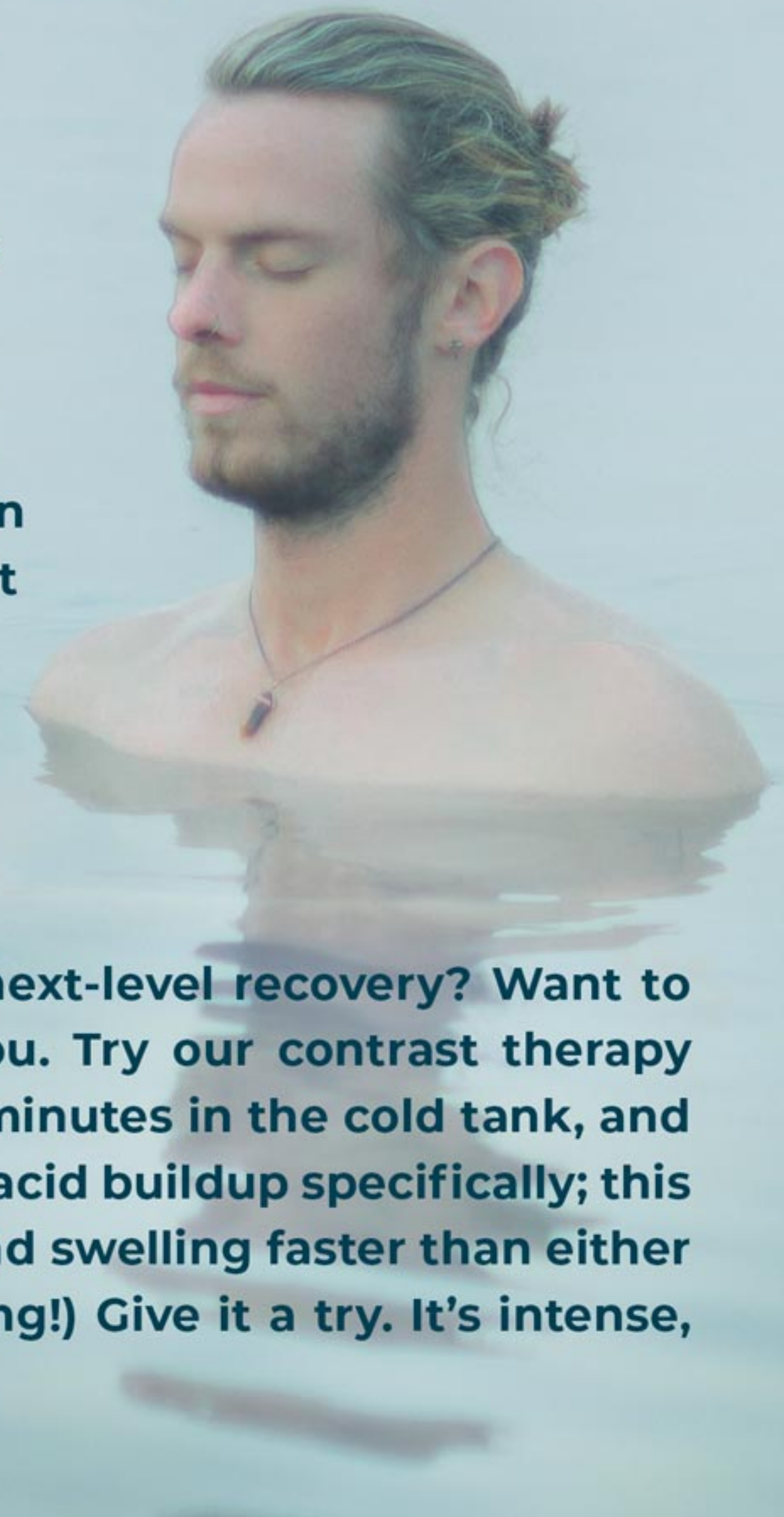
Cold water therapy can help you with any number of issues and conditions from boosting immune function to fighting depression. It can raise energy levels, improve metabolic function and help you get deeper sleep; the increased circulation helps avoid downstream effects such as headaches, high blood pressure, fatigue and muscle cramps. It's pretty amazing stuff.

C.W.I. VS. CRYOTHERAPY

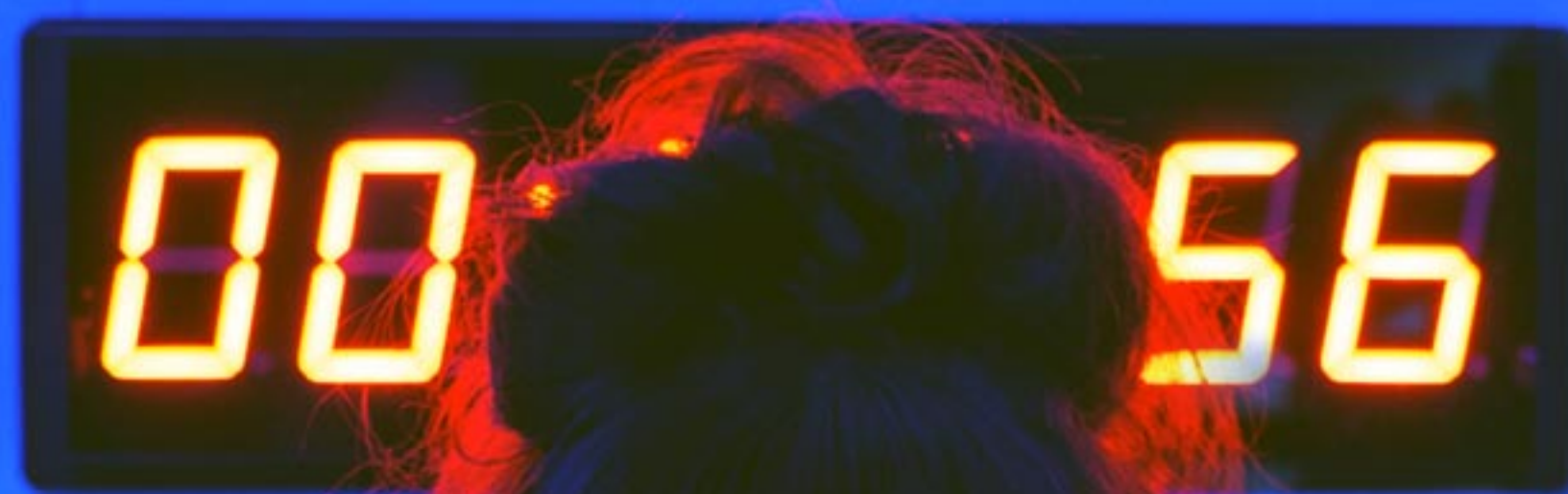
Cold is cold, right? Not exactly. Cryotherapy and cold plunges are both great therapies and both have similar benefits, but cold immersion gets you those benefits sooner – which means less time in the cold. Also, cold immersion therapy is much better for muscle recovery as the cold penetrates much deeper into the skin and into the muscle tissue itself, whereas cryo only reaches about half a millimeter into the surface of the skin. A cold plunge also offers the additional benefits of mental strength and resilience.

LEVEL UP: CONTRAST THERAPY

So you're onboard with cold immersion therapy. Great. Want next-level recovery? Want to multiply all the benefits of cold therapy alone? We've got you. Try our contrast therapy option - it's a few minutes in the Norwegian sauna, then a few minutes in the cold tank, and repeat for a few cycles. This "fire and ice" method targets lactic acid buildup specifically; this will lessen pain and soreness and will decrease inflammation and swelling faster than either cold or hot therapy alone. (It's backed by science and everything!) Give it a try. It's intense, but it's truly powerful.



While settling down into a chilly tub of water might not sound particularly fun – yep, it's cold in there – the benefits are undeniable. Especially helpful for athletes or those with nagging injuries, cold water therapy is an easy and effective method to boost athletic recovery and performance in only a few minutes per session. Not only will you reap the physical benefits, you'll also get a confidence boost by overcoming the mental hurdles in doing something that's hard but worthwhile.



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