



THE COLD REVOLUTION



I'M READY
CRYOSHOWER
ICE BLAST

At CryoShower, we are excited to bring you the ICE BLAST an easy to use, clean, portable cold therapy device that will reduce the temperature of your shower with ease. Also in this newsletter, we look at Dan de Luis' cold therapy journey, and we highlight the benefits of cold therapy.



CRYOSHOWER ICE BLAST

The CRYOSHOWER ICE BLAST is a straightforward, compact portable device that attaches to your shower reducing the tap temperatures to deliver water in the cold therapy zone. It maximizes the cold therapy benefits wherever and whenever it is used at home or on the go.

CRYOSHOWER ICE BLAST is available to you now through Indiegogo; discounts are available on limited pre-sale stock.

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WHY COLD THERAPY



DAN DE LUIS

Dan de Luis is a Wim Hof instructor, yoga instructor, breath, mindfulness, mindset and meditation coach.

Dan had been a yoga instructor for some time before using cold therapy. Several simultaneous difficult experiences found him in a pretty poor mental state; Dan's dad was sick and died, his wife was suffering from cancer, and he had a physical injury which stopping him playing sport. "I took my first cold shower and found a cathartic release."

[Listen to Dan's story.](#)

[LISTEN](#)

"THE COLD IMPROVES MY MOOD"

He has struggled with PTSD since he was young, but he finds cold therapy improves his mood and helps him be a better person. "Cold therapy allows you to listen to yourself, to pay attention to what is going on inside and what you need in that moment."

Dan's wife also uses cold therapy, and when she was receiving chemotherapy, she saw dramatic increases in white blood cell counts which is counter to what is expected. Thankfully, Dan's wife is in remission.

The retreat Dan runs is currently being expanded, and he hopes it will be finished in the early autumn.

[Listen to Dan's story](#)

[LISTEN](#)



[WATCH](#)

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WHAT CAN I EXPECT?



STRENGTHENS MENTAL WELLBEING

Cold therapy has documented positive effects on mental health. It releases feel good hormones which lift mood, alertness, circulation and improvement in clarity.

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BUILDS MENTAL TOUGHNESS

Cold therapy requires commitment and focus to deliver results; it builds will power enabling focus in all areas of life.

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WATCH

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WHY COLD MATTERS



TEMPERATURE MATTERS

Scientific research shows that we need to expose ourselves to water below 15C/60F to maximize the benefits of cold therapy. This isn't always possible; cold water temperatures can be high in summer and in hotter climates.

CRYOSHOWER ICE BLAST delivers cold water in the benefit zone throughout the year wherever you are. [link](#)

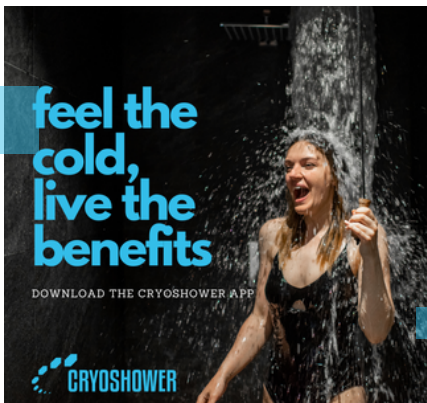
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COST OF COLD THERAPY

There are cold therapy plunge pools and cryotherapy chambers on the market, but these are expensive and typically in a fixed location.

CRYOSHOWER ICE BLAST is clean, portable and affordable; it delivers cold therapy benefits wherever you are.

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EASY TO ACCESS

Plunge pools take time to cool down, and quickly add to your electricity bill.

CRYOSHOWER ICE BLAST is easy to use and cheap to maintain

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