



KRYOPACKS AND KRYOMATS

For those of you who follow me, I've been in the holistic game for a long time. In my many years of working with top athletes and celebrities throughout the world, I've found that there are a few common threads— one of those being **cold therapy**. Whether it's bags of ice in a cold metal tub, Game Ready machines or a CryoFreeze, every one of them has understood the importance of a "cool down". My personal frustration has always been that these therapies are **often inconvenient and expensive, so I wanted to change that with the invention of the AB KryoPacks and KryoMats.**

I've always been fascinated with ancient cultures and their modes of healing and knowledge, and I believe we've strayed too far away from foundational principles that keep us healthy and happy. Things like eating vegetation from topsoil rich plants, and ancient practices like the Chinese energy healing of Chi Gong. I think many ancient cultures were doing a lot RIGHT! Many people don't know that cold therapy dates way back! In fact, as early as the seventeenth century BCE, cold therapy was mentioned in an ancient Egyptian medical text known as the Edwin Smith Papyrus, which was named after the dealer who purchased it in 1862. Making my new KryoPacks and KryoMats even cooler! (pun intended)

To steal the words of 'Iceman' {Hof} **we have lost "the ability of our body to adapt to extreme temperature and survive within our natural environment."** I second that sentiment, and I believe that FasciaBlasting and Kryotherapy can help us get back to our true nature. Needless to say, I am so proud to bring these new products into your life as part of doing things better! ❤️

THE 1-2-3 PUNCH FOR FAT

YEP! RELAX AND BURN FAT

1. KRYOPACKS AND KRYOMATS

Cold is great at turning calories into heat. When we expose ourselves to cold, our brown fat tissue burns calories to keep us warm. Studies show that cold therapy **stimulates the brown fat activity in our bodies,** causing us to burn calories. Up to an 80% increase in metabolic rate was detected in one survey, comparing people exposed to cold vs warmer temperatures. A higher metabolic rate, again, means **we burn more calories.**

This is also true with FasciaBlasting. In a peer reviewed and published study of the FasciaBlaster tools, **we saw an increase in metabolic rate,** complimenting the use of KryoPacks and KryoMats.

2. BLASTER OIL TECHNOLOGY

Blaster Oil's patented technology has been shown to **convert stubborn white fat cells into brown fat cells** to promote fat “melting”, making the Oil and the KryoPacks complementary.



3. FASCIA BLASTING

And any Blaster fan knows that the FasciaBlaster has shown in it's own peer reviewed science to **reduce fat at the site of blasting**. So now you have **3 ways to reduce fat scientifically**, in addition to a healthy diet and exercise. Just Blast with BlasterOil and apply KryoPack or KryoMat afterwards - YouR 1-2-3 punch routine for FAT!

REDUCE INFLAMMATION - FROM THE OUTSIDE IN AND INSIDE OUT

From the outside in, exposure to cold raises the production of adiponectin in the body, a protein that helps reduce inflammation. In addition, it works by reducing blood flow to a particular area, which can significantly reduce inflammation and swelling that causes pain, especially around a joint or a tendon. It can temporarily reduce nerve activity, which can also relieve pain. This is amazing, because we can instantly blast then apply KryoPacks or KryoMats for relief in a hurry! Perfect for our busy lives.

A reduction in inflammation with KryoPacks and KryoMats is the perfect companion to FasciaBlasting because the FasciaBlaster tools have shown in peer reviewed and published science to reduce inflammation from the INSIDE. We saw a reduction in the blood marker, the C-reactive protein, expressing as systemic inflammation. So combining KryoPacks and KryoMats with FasciaBlasting is a powerful combination for decreasing inflammation, which is at the heart of so many of our systemic issues. Now you have solutions that work quickly and effectively without medicating.

RECOVER QUICKER - TAKE THE OUCH OUT OF YOUR WORKOUTS

As we all age, workouts become more challenging and we need solutions that let us push ourselves without pain. A study of 360 people, who rested or immersed themselves in cold water after intense exercise, found 24-minute cold water baths (50 – 59 °F) stopped sore muscles developing. So you can use your KryoPacks and KryoMats to help you recover quicker and age more easily.

This type of recovery goes beautifully with FasciaBlasting, because FasciaBlasting is great at getting the fluids moving and getting the toxins out. Combining FasciaBlasting with KryoPacks and KryoMats will be a powerful combination for fighting our soreness due to fatigue.