

Mills County's Coolest Attraction

CryoGold offers whole body cryotherapy sessions to remove toxins, replenish the body with oxygenated blood, and restore your body to a better state of condition. Cryotherapy reduces pain, reduces inflammation, increases energy levels, and shortens recovery times.

CryoGold is located inside McMahan Pharmacy at 1503 W. Front Street in Goldthwaite, TX. Our experienced technicians will fully explain how daily sessions can increase effectiveness, strength, endurance, brain function, and mood.

After completing the form on our iPad, the technicians will check your blood pressure and lead you to the treatment room where you will begin your Cryo experience!

You will be provided with gloves, a pair of socks, and shoes to wear during your session. The technicians will re-enter the room and elevate you until your head is above the rim of the cabin. The door of the Cryo unit will not lock and you can exit at any time. Your technician stays in the room with you the entire time.

The Cryo unit will then fill with hyper-cooled air (-170° to -280°F) for up to three minutes. The extreme cold provides an epic rush!

This is a dry process, which only impacts the surface of the skin. The tissue is not actually frozen during the treatment. Most people find this to be pain-free because the dry environment allows your body to tolerate the cold more comfortably. You might just find yourself craving your next sessions!

Be sure your skin is clean and free from any lotions, chemicals or other products. Listen to your CryoGold technician while in treatment. It is very important to turn (rotate) your feet and body throughout your session to ensure even cooling and prevent over-cooling. Turning correctly and clean dry skin reduce your risk for chilblain and burn.

The best part for many people is that you are in and out in less than 15 minutes (8 minutes for the quick clothes-changers), making this easy to work into your day.

You can find CryoGold on Facebook @CryoGold or call 325-648-3464.

Barry Fikes, who now calls himself "Dr. Freeze," of Richland Springs said he started Cryotherapy because he was waking up hurting, the pain of an aging body. Inflammation and soreness were slowing him down and lowering his quality of life.

During a routine blood pressure check, Barry's doctor found him on the high side - 155 over 95.

Barry was put on an elimination diet and exercise, and lowered his blood pressure to 124 over 70 with no drugs or caffeine.

Two months of Cryotherapy at CryoGold helped reduce his pain and help him back to comfort, health, and pain-free physical activity.

With a \$25 introduction price for new customers and the concierge treatment at CryoGold, including specialty coffee and tea, you too can experience the benefits of Whole Body Cryotherapy.

In 2017 the International Journal of Sport Medicine published an article titled Whole-body Cryotherapy as a Recovery Technique after Exercise: A Review of the Literature.

The review investigated the effect of whole body cryotherapy on recovery after exercise. whole body cryotherapy is exposure to temperatures between 110 to -190°C. Of the 16 eligible articles extracted, ten induced muscle damage using controlled exercise in a laboratory setting, while six induced damage during sport-specific training. Results indicated that muscle pain was reduced in 80% of studies following whole body cryotherapy. Two applied studies found recovery of athletic capacity and performance with whole body cryotherapy improved, variables of this nature were



* Dr. Freeze's special snorkel not required.

CryoGold offers Cryotherapy services for locals and visitors inside McMahan Pharmacy at 1503 W. Front Street in Goldthwaite.

also improved in 71% of studies using controlled exercise. Further benefits of whole body cryotherapy treatment included reduction of systemic inflammation and lower concentrations of markers for muscle cell damage. These results suggest that whole body cryotherapy may improve recovery from muscle damage, with multiple exposures more consistently exhibiting improvements in recovery from pain, loss of muscle function, and markers of inflammation and damage.

Whole body cryotherapy can be summed up in three words; remove, replenish, and recover.

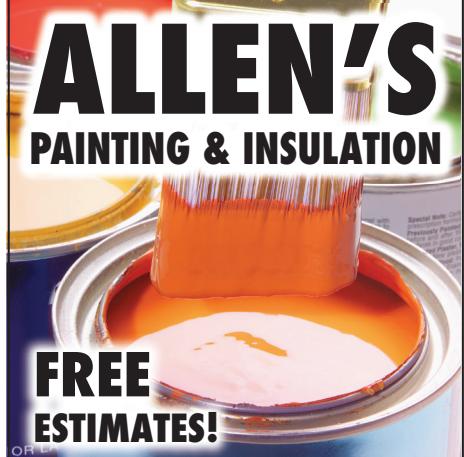
The blood vessels in the skin surface and muscle tissue constrict, forcing blood away from the peripheral tissues. After 3 minutes, the body begins to remove toxins, enhance inflammatory response, and help the body's natural filtration system. The filtered blood is replenished back to the body through the veins and muscles. The body's blood is oxygenated which enriches the skin and muscles while increasing range of motion as the body returns to a warm temperature. During the recover phase, the body is restored or returned to a former and better state of condition. Overall, whole body cryotherapy reduces pain, inflammation, increases energy levels, and improves and shortens recovery times.

For more information contact CryoGold, located inside McMahan Pharmacy at 325-648-2484.

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