**TruCryo Website Content – Fist Draft 05 05 20**

**Home Page**

TruCryo is a UK-based company where the revolutionary Kaasen range of cryotherapy equipment is designed and manufactured. Using unique and patented technologies, the Kaasen is the world’s most versatile lightweight, portable hand-held cryotherapy tool.

Each model in the Kaasen range has software protocols to safely guide the user through treatments for applicable to their chosen sector. Whether you are an athlete, trainer, physical therapist, aesthetician, dermatologist, or even involved in equine rehabilitation, there is a model to suit your needs.

The Kaasen range of cryotherapy products deliver a focussed stream of cold gas to cool the skin to 4oC (39oF) in a matter of seconds

Uncompromising in its performance, the Kaasen range delivers rapid True Cryo-Stimulation.

INCLUDE PHOTOS OF THE FULL RANGE OF DEVICES?

**About TruCryo**

TruCryo is a cutting-edge cytotechnology business which leads the sector in quality and innovation. With offices and manufacturing facilities in Shropshire and London, UK, our highly skilled team has a wide range of engineering expertise which has been honed during many years in the technology sector.

Over decades, the team have designed and developed patented technologies across various specialist sectors, including, petroleum, entertainment, aviation and cryo. Our in-house expertise includes electrical, mechanical and software/firmware engineering.

Working with experts across many disciplines, including aesthetics, dermatology, physiotherapy and sports science, our range of cryotherapy equipment is designed to meet exacting specifications using state-of-the-art 3D design software.

All products undergo a rigorous testing process to ensure performance and quality are never compromised.

Since 2015 product design and engineering innovation have been at the forefront of our capabilities at TruCryo

Meet The Team – INCLUDE PHOTOS OF CHRIS, JAY, NICK AND PAUL??

PICS OF RENDERS ON SCREEN?

**What is True Cryo-Stimulation? / How does it Work?**

The term ‘cryo-stimulation’ literally means ‘stimulation using low temperature’ (“Cryo” from the Latinized form of Greek kryos for "icy cold” + “stimulation” - encouragement of something to make it develop or become more active) and is used as a modality to stimulate a beneficial physiological response from the body.

TruCryo uses the cooling power of carbon dioxide (CO2) – the same as the contents of the fire extinguishers often seen on office and clinic walls. The CO2 is in liquid form in the cylinder and as it leaves, it expands and cools to a very chilly -78oC (-108oF), providing a stream of cooling gas to apply to the skin.

When the area of skin is cooled quickly and sufficiently (in this case to 4oC/39oF in less than 30 seconds), the thermal shock causes blood vessels in the underlying tissue to constrict (vasoconstriction) as a way of protecting the body’s core temperature.

As soon as the cold source is removed, the body warms the area quickly by expanding the blood vessels to around 4 times their original diameter (vasodilation) to allow a rush of freshly oxygenated blood to saturate the tissue. Additionally, hormones, neurotransmitters and nutrients flood into the area. At the same time, by-products and waste produced from natural body processes are removed from the area to be processed and disposed of by phagocytes and the lymph system.

The effect is for the localised tissue to receive all it needs to rejuvenate and to repair and restore its optimal functions:

* Injured muscle tissue is relieved of systemic inflammation (at the optimum time as some inflammation is useful is the healing process) and fed with all the goodness and nutrients they need to recover faster.
* Aging and thinning skin is able to repair the basal cell layer to restore the supply of collagen, elastin and hydration to regain a smoother, tighter appearance.

INSERT ANIMATION OF THERMAL SHOCK – BEING PRODUCED BY CHRISTIAN

**Products**

The Kaasen range of Cryotherapy devices deliver precise, targeted cryo-stimulation where it is needed. There are 3 options in the range:

**Kaasen** – designed for the physical therapy sector. The software and pressure options ensure the optimal delivery of cryo-stimulation to enhance the outcome of treatments applied by the skilled practitioner. This device can bring forward treatment programmes, reduce pain and save the hands of anyone performing massage and tissue manipulation. (IMAGE WITH HYPERLINK TO PRODUCT PAGE?)

**KaasenLife** – for the aesthetics sector. With protocols for performing treatments including cryo-sculpting (“fat freezing”), skin tightening, cellulite smoothing, treatment of psoriasis and eczema symptoms, smoothing of fine lines and wrinkles, the KaasenLife is the solution for extending the range of treatments and services available in any aesthetics clinic. (IMAGE WITH HYPERLINK TO PRODUCT PAGE?)

**KaasenPro** – for the versatile and demanding professional, this is the ultimate tool for enhancing and expanding the range of treatment options in your portfolio. (IMAGE WITH HYPERLINK TO PRODUCT PAGE?)

Each Kaasen device comes in a sleek attaché style case complete with everything required to perform the full range of treatments you need. The kit is lightweight (less than 7kg (15lbs) and is extremely portable.

The Kaasen products have our TruCryoAssist range of built-in safety features to ensure safety:

* Spray zone indicator light – a white LED highlighting area
* Thermal shock (optimal temperature) indicator light – a blue LED illuminates the area when the optimal temperature is reached
* Dual temperature sensors constantly monitor skin temperature
* Clear digital temperature display – the temperature is continuously displayed on the digital screen
* Laser proximity sensor – clear visual and audible indicators ensure the optimum spraying distance is maintained
* Automatic shut-off function – if the proximity warnings are ignored, the gas simply shuts off

**Kaasen Product Page**

Kaasen has been designed to support practitioners and clients in the physical therapy sectors. It is not a replacement for skilled hands!

The Kaasen delivers precise, targeted therapy to injured tissues. It is a dry, pressurised vapour therapy that is applied topically and stimulates an optimal local response from the body to enhance the treatment and recovery of damaged tissues.

Unlike nitrogen cryotherapy equipment, the Kaasen delivers the cold vapour under pressure at the point of skin contact. This provides a therapeutic massage function in addition to the cooling function. The pressure of the spray is variable from a very gentle 6 metres per second up to a firm 34 metres per second.

Cryotherapy as a stand-alone therapy has been shown to provide some benefits for the rehabilitation process. However, the therapeutic benefits are increased significantly when it is combined with rehabilitation treatments by a skilled practitioner.

Working with David Jenkins (BSc Hons) of Sports Therapy Scotland, a renowned physiotherapist with over 20 years of experience, including working with professional sports teams and the movie industry, we have developed a range of protocols to optimise the positive outcome from treatment.

The protocols include a full range of musculoskeletal injuries and conditions including spinal pain and joint injury treatments, through to rheumatoid arthritis.

**Benefits for your client or patient**

* Pain-free movement – making physical therapy and manipulation more comfortable
* Enhanced natural inflammatory responses to increase the rate of recovery
* Can bring a treatment plan forward during vulnerability phase following tears – rehabilitation process can start up to 7 days earlier
* Reduced systemic inflammation to reduce the potential for exacerbated tissue damage from extended periods of swelling
* Increased range of motion to promote enhanced rehabilitation through kinetic therapy

**Benefits for the practitioner**

* Massage and manipulation times by can be halved without reducing effectiveness – less discomfort for clients and practitioners
* Up to 25% “looser” muscle makes manipulation and massage easier – more comfortable and reduced risk of fatigue and repetitive strain issues for the practitioner
* Reduced treatment times mean more client appointments can be booked each day and revenues increased
* Enhanced outcomes can increase client delight and increase chances of reputational benefits

SPORTS THERAPY SCOTLAND AND CRYONEXT ARE SUPPLYING TESTIMONIALS AND PICS/FOOTAGE TO INCLUDE, IF WE WANT THEM.

**KaasenLife Product Page**

The KaasenLife is the world’s most innovative and versatile cryo-aesthetics device. The KaasenLife kit comes complete with everything you need to perform a wide range of non-surgical, non-invasive treatments.

Complete training and on-going support is included with the purchase of the KaasenLife equipment. You will become part of the TruCryo community where best practice is shared and new treatments are developed.

Because the KaasenLife is designed to produce results quickly, effective treatment protocols are short – from 30 seconds to around 8 minutes. This means you can treat many clients in a day – boosting revenues significantly. Short treatments are also very convenient for your clients – with many of the treatments being accessible even during their lunch break.

The speed and array of treatments performed by the KaasenLife means the return on your investment is rapid, in some cases less than 1 month.

The KaasenLife kit comes complete with everything you need to start your cryo treatments immediately. There are no consumables, other than CO2, which is widely available everywhere in the UK. The extensive range of treatments using the KaasenLife provides a wide range of appeal for many different clients of all ages, shapes and sizes:

**Cryo Body-Sculpting** – also known as cryo-lipolysis and “fat freezing” – the surface of the skin is cooled to between 0 and 4oC (39oF) in a matter of seconds, starting the process of destroying underlying fat cells (apoptosis) without damaging any other body tissue. The fat cells are permanently destroyed and are digested by the body’s waste management system. Clients often see an instant inch-loss (as the skin tightens as well); leaving them ecstatic and returning for more treatments. The process is painless, and a full abdominal sculpting treatment takes around 6-8 minutes. Once the process has started, it can continue for up to 6-months.

**Cryo-Facials** – smooth out fine lines and wrinkles around the eyes, nose, mouth and neck. Stimulation of the basal cells in the skin rejuvenate production of collagens, elastin and hydration in the epidermis, smoothing, filling out and invigorating the skin. Facial treatments take from 30 seconds to 2 minutes to perform.

**Skin Tightening** – increased production of elastin and collagens in the skin pulls aging and loose skin tighter. Protocols for

**Cellulite Smoothing** – a combination of apoptosis reducing the cellulite and skin plumping effect from the increased production of collagens smooths the skin and reduces the appearance of cellulite.

**Psoriasis and Eczema** – treat the symptoms and signs of these autoimmune conditions. Redness, dryness, itchiness and pain can all be significantly reduced without negative side-effects.

**Massage treatments** – the cold compress attachments are ideal for use as a massage compress. At -40oC (-40oF), the cool compresses provide a soothing and effective therapeutic modality for relaxing and softening tight muscles.

**Mood and Energy Boost** – applying the cold vapour to the scalp and areas of the spine can stimulate the vagus nerve – part of the body’s “rest and digest” system. Vagus nerve stimulation has proven benefits for depression and mental wellbeing. Clients often report a feeling of euphoria, feeling more awake and energetic after this treatment.

**KaasenPro Page**

Designed to meet the needs of the most demanding professional, the KaasenPro is the ultimate in versatile cryo equipment. With software and a complete kit to perform treatments in all areas of physical therapy and aesthetic therapies, this is the most comprehensive cryotherapy kit on the market.

PRO COPY NEEDS TO BE FINISHED

**Gallery Page**

I THINK WE SHOULD HAVE IMAGES OF BEFORE AND AFTER RESULTS ON EACH PRODUCT PAGE, BUT IT WOULD BE USEFUL TO HAVE A GALLERY AS WELL. THIS WAY PROPESCTIVE CLIENTS CAN SEE THE PICS WITHOUT HAVONG TO KNOW WHAT DEVICE TO CHOOSE E.G. WHETHER THEY ARE A PHYSIO OR AESTHETICIAN.

**Find a Stockist/Become a Distributor Page**

The TruCryo Kaasen range of products is sold worldwide. Please click on the map below or contact TruCryo for details of your local stockist to arrange a free demonstration.

INSERT MAP/SEARCH FUNCTION HERE – NOT SURE WHAT THIS LOOKS LIKE, BUT APPARENTLY IT DOES EXIST SOMEWHERE IN THE DEV TEAM.

If you are interested in becoming a distributor or stockist of the Kaasen product range, please contact TruCryo using this form: INSERT WEBFORM HERE?

**Brochures/Downloads Page**

**Should we have this page for downloads and brochures or should the download/request be on each product page?**

**We should have a webform to be completed in order for a brochure to be sent out – can this be automated upon completion of a webform?**

**FAQ’s Page**

**Is Kaasen safe to use?**

Yes – it uses commercially available CO2, is simple to use and is fitted with an array of safety features. Full training is provided with every Kaasen. The Kaasen is used on every continent in the world (apart from Antarctica because that’s cold enough…).

**Is carbon dioxide safe?**

Yes - if it is used in a ventilated space. Opening a window or a door will allow the CO2 to escape and fresh air to come in. We always recommend using a CO2 alarm in the space you are working in.

**Who should not have TruCryo treatments?**

**What does cryotherapy feel like?**

**Will TruCryo help my clients lose weight?**

TruCryo products are not designed for weightloss. EXPLAIN IN MORE DETAIL

**What are the side effects of the treatments?**

**When will clients see the results?**

**Will I receive training?**

Yes, comprehensive training is provided with every Kaasen. A trainer will come to your premises and train you and anyone else that will be using the Kaasen. Aftersales support will also be provided. TruCryo and our distributors provide updates on training in the form of online videos and there is advanced training available also.

**Is the training CPD recognised in the UK?**

There are CPD qualified training courses available via Jett Medical in the UK

**Who uses TruCryo Kaasen?**

The Kaasen range is used by aestheticians, physiotherapists, professional football teams, dermatologists, professional basketball teams, professional golfers, gyms, spas, health clubs, gymnastic teams, make-up artists, professional tennis players, actors and film sets, plastic surgeons, wellbeing centres, yoga studios and many more.

**Why would I buy TruCryo Kaasen equipment?**

Anyone looking to enhance their existing therapy protocols with cryotherapy or introduce new treatment plans will gain huge benefits from the Kaasen products. Cryotherapy does not replace existing protocols; it just makes them even more effective.

**Can I have a demonstration of the equipment?**

Yes, our distributors and stockists offer demonstrations of the equipment in use. You can also find lots more pictures and videos online and on social media; just search for TruCryo and Kaasen.

**What does the Kaasen cryotherapy equipment do?**

It sprays a cold therapeutic vapour onto the skin to cool the surface down to 4oC (39oF) in a matter of seconds. This causes a thermal shock to kick start a variety of beneficial processes within the body.

**Where can I buy TruCryo Kaasen equipment?**

TruCryo is sold in almost every country of the world. Some of our stockists and distributors are on our Find a Stockist page. Whilst this list is updated regularly, if you can’t find a stockist in your area or country, please fill in the enquiry form or call us and we’ll get back to you with some details.

**How much does the Kaasen cost to buy?**

We sell our range through distributors and stockists and whilst it works out at roughly the same price everywhere, stockists have promotional deals on sometimes. Contact them for specific pricing.

**Is the TruCryo Kaasen range available with finance?**

Yes, finance options are taken by many customers around the world.

**Can I rent TruCryo Kaasen equipment?**

Yes, many of our distributors offer rental and even revenue share deals.

**Can I perform a fat freeze/cryo-sculpting with Kaasen?**

Yes, the TruCryo Kaasen is ideal for performing cryo-sculpting.

**Can the TruCryo Kaasen products be used anywhere on the body?**

Almost; they are for external use only and must not be used on mucus membranes such as the eyes, inside of the nose, mouth, anus and vagina.