STAY YOUNG
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Cryo Health has pioneered the Cryogenic Engineering industry in the Middle East since 2013; introducing a full-service cold-air spa featuring the most advanced Cryo chambers in cold therapy; revolutionizing whole and local body cryotherapy solutions.

CRYO Health provides various cryotherapy treatments to improve general wellness, enhance athletic performance, promote weight loss and aid in the fight against aging. Pushing your body and health to the limit, cryotherapy works by releasing endorphins that speed up physical recovery; thus reducing inflammation, decreasing pain and spasm, increasing cellular survival, as well as boosting the immune system and energy flow in the body.

Cryotherapy is the go-to treatment of top athletes and celebrities who want to achieve best results with no downtime. The Real Madrid football hero Cristiano Ronaldo, for example, believes in the power of cryotherapy so much that he had a cryosauna installed in his home to better his performance on the field. Supermodel Jessica Stam likewise undergoes cryo treatment in order to stay fresh and revitalized for walking her repeat shows. Meanwhile, Hollywood star Demi Moore is known to use cryotherapy to guarantee a youthful glow and immaculate complexion.

Focusing on the areas of Recovery, Anti-aging and Weight loss, CRYO Health ultimately recreates nature’s elements for wellness and beauty using the most cutting-edge European technology. We developed a concept covering all three key pillars, including:

1. Retail/franchising.
2. Service provision of private installations, manuals, standard operating procedures, and delivery of consumables.
3. Manufacturing of the equipment.

With our attractive franchise program, you will be your own boss in no time and receive the whole package delivered to your doorstep. How easy is that?! As easy as our three-minute treatments.

Join the future that is CRYO Health!
WHAT IS CRYOTHERAPY
Cryotherapy is a unique treatment that is taking the world of wellness by storm!

Cryotherapy is the local or general use of low temperatures, exposing the body to subzero temperatures to relieve pain and promote overall health and wellness.

During a cryotherapy session, users enter a “cryosauna”, which releases nitrogen gas between -120 C and -160 C for 3 minutes; it is mandatory to wear a bathing suit or underwear, socks, gloves, mouth and ear gear so as to protect against frostbite. As temperatures rapidly cool, oxygen is pushed through the system and as temperatures normalize, blood vessels expand and thus promote healing. In effect, cryotherapy stimulates blood circulation, balances the endocrine system, releases enhanced levels of endorphins and adrenaline, strengthens the immune system, stabilizes the central nervous system, and increases the oxygen and nutrient supply to the areas of the body that need revitalizing.

Cryotherapy is a revolutionary technology largely made up of 4 key elements: Muscle recovery, health and wellness, non-invasive anti-aging and weight loss.

Firstly, this form of physical therapy is used on individual body parts, or the whole body, largely as a way to help sports players recover faster — and with less discomfort than the traditional ice bath — from intense workouts.

Cryotherapy speeds muscle recovery, reduces tissue damage, decreases inflammation and relieves pain by increasing cellular survival, immune system and energy flow.

Cryotherapy is additionally used to treat aging and various skin symptoms by increasing cell rejuvenation, improving skin tone, reducing signs of aging, promoting skin rejuvenation and tightening, and boosting collagen levels. During cryotherapy treatment, the extreme cold activates collagen production in the skin, leaving your skin firm and tight. With increased sessions, one can expect smoother and more balanced skin with greater elasticity and a youthful glow. Simply put, it is a non-invasive alternative to Botox.

Finally, this breakthrough treatment further revives and accelerates metabolism, which boosts energy and prompts healthy weight loss. Proponents claim that, for example, your body can burn up to 800 calories as it fights to stay warm during each three-minute session. The treatment is also said to release endorphins that relieve stress, and give you an adrenaline rush.

“In all things of nature there is something of the marvelous.”

- Aristotle
HISTORY
Although the term cryotherapy sounds like it came from a science textbook, it is actually not new. In fact, the application of low temperatures to treat ailments traces back to 2500 BC in Ancient Egypt when cold was used as a method of treatment to relieve pain and inflammation. Moreover, Romans and Greeks, including Hippocrates, were cognizant of the anti-inflammatory properties of cold. One ancient method practiced was standing under an icy waterfall.

More recently however, modern whole body cryotherapy started in 1978 when Dr. Yamaguchi of Japan began using freezing sessions as a way of boosting the body’s immune system to treat his patients with rheumatoid arthritis. But it was a group of Polish scientists who embraced cryotherapy as a form of physical therapy, developing an Olympic rehabilitation center in Spala, Poland in May 2000.

Cryotherapy is currently being widely used in Europe, Russia and the United States for recovery from sports related injuries, fatigue, weight loss, anti-aging and enhanced peak performance and general well being.

“All progress takes place outside the comfort zone.”
- Michael John Bobak
Cryotherapy is a revolutionary technology comprised of 4 key elements: Recovery, health and wellness, non-invasive anti-aging and weight loss.

- **Recovery**
  - Decreases recovery time by up to 50%
  - Reduces delayed onset muscle soreness, swelling and inflammation
  - Boosts blood circulation and lymphatic drainage.
  - Reduces muscle soreness, pain and inflammation.
  - Enhances performance.
  - Increases metabolism and caloric burn.
  - Increases muscle strength and joint function.
  - Increases muscular resistance to fatigue.

- **Health and Wellness**
  - Increases flow of oxygen and nutrients to the body.
  - Releases endorphins, encouraging natural pain relief.
  - Reduces stress and anxiety levels.
  - Assists in pain of migraines, rheumatoid arthritis and multiple sclerosis.
  - Helps soothe eczema, psoriasis, and dermatitis.
  - Decreases Fibromyalgia and refreshes the body.
  - Helps combat insomnia.

- **Beauty and Anti-aging**
  - Reduces fine lines and wrinkles.
  - Improves skin elasticity
  - Balances skin tone and reduces blemishes.
  - Stimulates collagen production in the deeper layers of skin resulting in a smoother, firmer and more youthful look.
  - Constricts and dilates blood vessels, resulting in the breakdown and flushing away of toxins found in the deeper layers of skin.
  - Reduces fine lines and wrinkles, improves elasticity, balances skin tone and reduces blemishes.
  - Firms skin
  - Reduces cellulite
  - Speeds recovery from surgery

- **Weight Loss**
  - Boosts blood circulation, causing metabolism to work 3 times faster
  - Burns 400-800 calories per treatment
  - Eliminates water retention
  - Improves muscle definition
  - Helps reduce cellulite and improves skin firmness
WHY CRYO
Specializing in cryotherapy, CRYO Health has positioned itself successfully as a lifestyle offering for its users. It is the only company in the world providing a full package of retail, service and manufacturing benefits.

CRYO Health is set to rapidly expand in the Middle East, Asia and Europe, with expected openings in Abu Dhabi and Beirut alone this year.

CRYO Health’s highest priority lies in the adoption of European Safety Standards with all equipment being made in Europe under CE standards. In addition, we are one of the few treatment centers worldwide that offers a service company, specializing in engineering cryogenic applications and servicing them, with a full team dedicated to private in-house installations. CRYO Services also helps to deliver, design, advise and consult in cryogenic and gas areas.

One of the requirements to become a Franchisee is you must possess the business acumen, know-how and managerial skills required to lead a small team to its success. In addition, experience is key for dealing with hyper-cold temperatures of -193 Celsius of liquid nitrogen, as it comes with risks and certain knowledge.

The Franchisor, CRYO Health, in return will offer you excellent service, maintenance and marketing support, including but not limited to providing marketing materials, social media and public relations to improve the awareness of cryotherapy.

Our team is available 24/7 for your business needs and will handle the training of your staff and provide you with all the organizational, administrational and operational recommendations in order to operate the clinic at the same level of excellence and organization that we operate ours.

Shining under the spotlight, cryotherapy is now recognized as one of the fastest expanding beauty and recovery applications in the global wellness market and is further forecast to reach $265 billion worldwide by the end of 2017. Therefore, it goes without saying that non-invasive/ holistic treatments are the future of health and wellness.

The Franchisee is responsible in adhering to the standards of excellent and quality that we follow in making sure the clinic and all its components and equipment are handled with care and not damaged and/or broken by the use of members and operation of staff.

So make it your future, too.
LOCATION SETUP
You can start immediately!

Our team of engineers, technicians and architects will support you for a seamless opening in less than 100 days per location.

Fitting and design

We will manage the interior and exterior design, layout, and furniture details of the Cryotherapy clinic.

Machinery and Equipment

We will provide all the required equipment for the business operation in addition to maintaining and servicing the equipment.

Installation and Training

We will provide you with a set of standard operating manuals, which contain information and requirements for the establishment and operation of the Business and for the use of the Trade Name, Trademarks and System.

We will provide you with all organization, administration and operation recommendations in order to operate the Business at a high quality level.

Our staff will handle the training of your staff and provide you with all the organizational, administrational and operational recommendations in order to operate the clinic at the same level of excellence and organization that we operate ours.

Marketing Support

We will continuously provide you with the required advice and guidance to analyze the best operational methods, techniques and marketing material needed and make necessary suggestions for the improvement of each Cryotherapy clinic.

At the Franchisee’s own expense we will continuously develop new Marketing and Advertising activities to promote the Business and provide the Franchisee with the necessary information and material required to succeed.
How does Whole Body Cryotherapy work at CRYO Health?

CRYO Health’s Whole Body Cryotherapy safely lowers your skin temperature for a period of up to 3 minutes. Stepping into a cryosauna, your body is briefly enveloped with extremely cold air, with temperatures ranging between -110°C and -160°C. Your body responds by protecting itself with an immune response that boosts its performance, and your skin temperature returns to normal levels as soon as you step out of the cryosauna.

What is the cryosauna at CRYO Health?

A cryosauna is a metal chamber that is open on the top and equipped with a door and a platform that adjusts to your height. The sauna uses liquid nitrogen to create icy cold air that quickly lowers your skin’s temperature in less than 60 seconds. For the next minute or two, you slowly turn while in the cabin so that the subzero air evenly envelops your body.

Is it dangerous?

No. The liquid nitrogen that is used as a chilling agent does not come into contact with your skin. A trained operator is always present during the treatment to control the temperature levels and monitor your comfort.

Is there anyone who shouldn’t use it?

Anyone who has unmanaged hypertension or a pacemaker, a history of cancer, deep vein thrombosis, a cold allergy, or is pregnant should not use cryotherapy. If you have questions about whether you face any risks, you should first ask your healthcare provider before using a cryosauna.

Is it comfortable?

Describing the feeling of a cryosauna treatment is like standing naked in front of a freezer on a hot day. It’s a major chill, but not painful.

How long is each session?

Treatments usually take between 2 and 3 minutes. After exiting the cryosauna, you can warm up by doing a few minutes of cardiovascular exercise at a moderate rate, like riding a bicycle for example.

I’m claustrophobic. Can I still use the cryosauna?

Yes. The reason being is that the cryosauna is open at the top and adjusted to fit the height of the client; therefore, your head and neck are always rise above the opening so you are not completely enveloped. The cryosauna also has a door that is closed but not locked so you always have control over remaining in or exiting the chamber.

What do I wear in the cryosauna?

Because of the very low temperatures, clients must wear foot and hand protection, plus either undergarments or a bathing suit to protect intimate body parts. All other clothing is removed.

Do I take a shower before or after using the cryosauna?

No. The treatment is completely dry.

How soon can I expect results?

You’ll feel great right away because after completing your first treatment you will experience the release of endorphins – the body’s natural mood elevator – a lift that will last for several hours. Depending on your physical condition, you may feel immediate relief from joint and muscle pain, improved energy and increased flexibility that will last for several hours or even days. Changes in skin texture and reduction in cellulite and weight loss will take longer to see results and may require a series of treatments for maximum results.

Is one treatment enough?

While every CRYO Health session is beneficial and you’ll feel immediate results, research has shown that you will experience improved and cumulative benefits with a minimum of 10 sessions, within a 2 or 3-week time span. As a maintenance program, we suggest that the series be repeated every 3 months. Professional athletes will often have up to 2 sessions a day to help achieve peak performance.

What does 3 minutes in the cryosauna get you?

The positive physical and psychological effects last for 5 to 8 hours. After 10 sessions, the benefits last for three to six months.
MARKETING
& STRATEGY
The approach will be educate, engage and introduce the consumer to not only a new offering but one of its kind of experience.

**Roll out Phase 1**

**Build awareness, establish the concept and own the space**

- Develop interesting and sharable content
- Sneak-peak for media and influencers
- Thought leader engagement

**Roll out Phase 2**

**Engage consumers and media**

- Events sand partnerships
- High profile editors, doctors, dermatologists, social media ambassadors

**Roll out Phase 3**

**Celebrity testimonials**

- Leverage social media

**Advertorial campaigns**

- Fitness experts
- Models
- Doctors, therapists
- Influencers
"If you’re offered a seat on a rocket ship, don’t ask what seat! Just get on."

–Sheryl Sandberg
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Let’s do business! www.cryo.com