

ASK THE EXPERT

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WHAT EXACTLY IS WHOLE BODY CRYOTHERAPY?

Maria Ensabella is the owner and founder of *LondonCryo*, the first Whole Body Cryotherapy centre in the City of London.

Whole Body Cryotherapy is a dry, noninvasive, process that lowers a person's skin temperature to 5°C during a session of up to three minutes. When you're inside our CRYO° CABIN™, your body is enveloped by mist pulsating at a temperature of -140°C.

I absolutely love how Whole Body Cryotherapy makes me feel and affects my body. In fact, I'm actually an accountant by trade, but I was doing a lot of training and noticed that I was getting injured and not healing like I used to in my younger days. I tried cryotherapy in New York and then again in Sydney and was amazed at what it did for me, not only physically, but mentally too. When I returned home to London I tried to find somewhere to do Cryo, but there wasn't anything. I took a gamble, left my career as an accountant and opened LondonCryo. That's how much I believe in Cryotherapy!

At LondonCryo we provide three minutes at -130c for peak performance and recovery. The benefits of cryotherapy are triggered when temperatures reach -110c or colder.

Cryotherapy tricks the body into "fight or flight mode", this triggers the release of epinephrine, endorphins and anti-inflammatory proteins.

The body is not actually in hypothermia but the brain thinks that it is. The processes leads to blood rushing to the core, this in turn leads to an increase in both increased metabolism and energy.

Cryotherapy effectively treats pain and improves overall wellness through three stages.

Firstly, the extreme cold of cryotherapy reduces local and systemic inflammation, which is a major source of pain and health problems.

Secondly, it triggers the release of analgesic (pain-relieving) endorphins.

And finally, the cold sensors in the skin travel to the brain faster than pain sensors, thus "closing the gate" to the feeling of pain.

Whole Body Cryotherapy is a much more advanced, efficient and certainly less painful and dangerous form of ice therapy. Ice baths last around 20 minutes and can actually damage your tissue, Whole Body Cryotherapy lasts a maximum of three minutes and isn't painful. In fact, after a WBC session,

mobility is improved along with reduced inflammation and pain. Cryotherapy tricks the brain into thinking it is hypothermic, which triggers its anti-inflammatory, analgesic and metabolic benefits. With ice baths you need to wait 24 hours before training again, whereas with Whole Body Cryotherapy you can get dressed and run out the door to the gym.

With Whole Body Cryotherapy, sports performance is improved by increased energy and a reduced perception of symptomatic pain. There is also an amazing natural endorphin "high" that you feel. Muscle and tissue repair is enhanced by reduced inflammation from highly enriched, oxygenated blood, improved blood circulation and lymphatic detoxification. You recovery from injury quicker due to the anti-inflammatory effects and enhanced blood flow. Delayed Onset Muscular Soreness (DOMS) is significantly reduced. Mental recovery is also accelerated due to an increase in energy and the release of endorphins. We've also found that Whole Body Cryotherapy greatly improves sleep. You're never not going to benefit from better sleep!

It's great for athletes of all different disciplines – from footballers to boxers, which is proved by some of our regulars. Jack Wilshere is a client of ours, he even tweeted a photo of himself in our CRYO° CABIN™, Olympic diver Tom Daley, track and fielder Perri Shakes-Drayton, boxers Joshua Buatsi and Ohara Davies, as well as hurdler Jacob Paul, are a few LondonCryo clients.

That's another great thing about Cryo, you can do it before or after exercise, or even both. You can even do it before a race or event as Whole Body Cryotherapy will improve your physical and mental clarity and performance by improving your blood flow and oxygenation. It will boost your metabolic rate and release endorphins and adrenaline. Doing Whole Body Cryotherapy after exercise/exertion will help reduce inflammation and pain while speeding up recovery and cell renewal.

We recommend eight sessions during the first two weeks to allow the body to adjust and realise new habits; thereafter an effective regimen would be three sessions a week. No more than twice a day if you are in heavy training or rehab. A plan of two or three times a week is generally adequate for most.

We recommend the packages as WBC is more beneficial when done on a regular basis; however, if your readers are interested in trying it out first, we're happy to offer 30% off a single session (£90) by using the promo code: Gymowner30.