

US Cryotherapy announces the opening of its first Michigan Franchise in Kalamazoo, June 9th, 2018.

Grand opening location: 6794 S Westnedge Ave., Suite A Portage, MI, 49002 - # 269-993-0947

KALAMAZOO, MI, US, June 11, 2018 /EINPresswire.com/ -- US [Cryotherapy franchise](#) owners Dr. Blake Upston, D.C. and Jason Smith open to the public in a Grand Opening Saturday, June 9th. The center has been treating customers and expanding its early clientele the past three weeks under a soft opening status.

US Cryotherapy's cold air treatments offer a unique, convenient, and energizing new concept which promotes faster recovery and better health. Whole Body Cryotherapy (WBC) offered by US Cryotherapy is exposure to subzero temperatures in a walk-in chamber using refrigerated cold air with no use of hazardous liquid nitrogen or chemicals. The entire body is exposed (including chest, neck, and head during the short duration session which uniformly cools the entire body). The "cold shock" stimulates skin sensors, activating a Central Nervous System (CNS) response, which causes the release of endorphins, the body's natural pain inhibitors and mood elevators, accelerating recovery while elevating mood and energy. Elite athletes, professional sports teams, and the public have adopted Whole Body Cryotherapy treatments as a holistic new way to treat the

body via stimulating self-repair while energizing the body, mind, and skin. US Cryotherapy has treated over 1-million customers across the nation at 20+ locations since founding the Cryotherapy industry in early 2011. The [Kalamazoo](#) center will also offer localized cold air spot treatments, facial

rejuvenation, and NormaTec compression, with other recovery modalities to be added in the future.

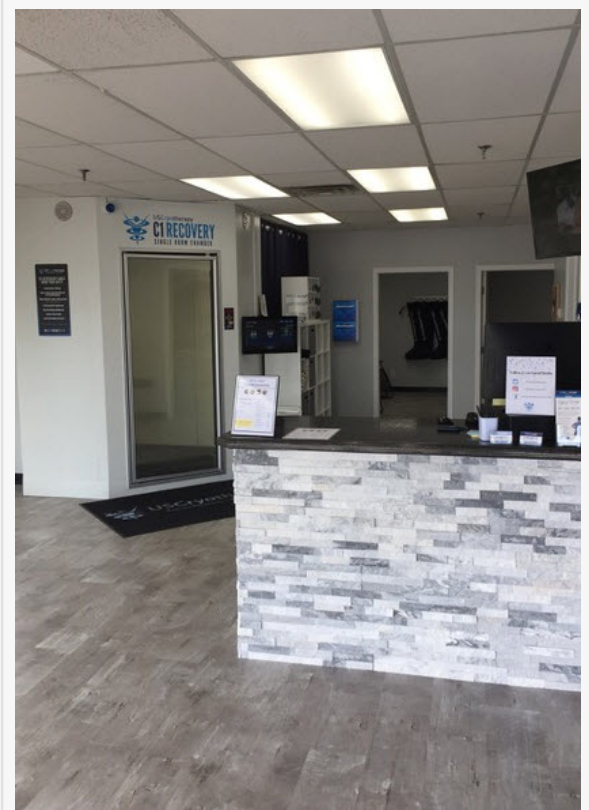
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Jason Smith

“Dr. Upston and I are excited and have worked hard to bring this holistic approach to managing pain, inflammation and overall health to the Kalamazoo/Portage area,” commented Jason Smith, co-owner. “With Dr. Upston practicing clinically in chiropractic care and me working as a Physical Therapist Assistant, we strive to make a difference in people's quality of life. US Cryotherapy provides us an adjunctive method to do so. Whether you are battling chronic/acute pain, recovering

from surgery/injury, recovering between workouts or training sessions, or just want to improve mood



New US Cryotherapy Franchise in Kalamazoo

and live a healthy lifestyle, we can help with our new centers' retail services. We look forward to serving the greater Kalamazoo area for years to come," concluded Smith.

"The combination of health, wellness and recovery backgrounds of Dr. Upston and Jason are a growing trend within US Cryotherapy center expansions nationwide. Their medical backgrounds enforce the growth of our confirmed alternative healthcare system," commented Kevin Kramer, US Cryotherapy CEO/co-founder. "As the founders of the Cryotherapy Industry in 2011, US Cryotherapy couldn't be more thrilled by the direction and leadership position we hold in the North American market. We are now able to accept FSA/HSA coverages nationwide as we are recognized to provide the safest, most complete services model in the industry," concluded Kramer.

US Cryotherapy Kalamazoo is located at: 6794 S Westnedge Ave., Suite A Portage, MI, 49002. More information can be found on the Kalamazoo, MI location at:

<https://www.uscryotherapy.com/location/kalamazoo-mi/>

About US Cryotherapy: US Cryotherapy™ is a cold air therapy & equipment company based in the Sacramento, CA area. They operate Company owned wellness and recovery centers in Roseville and Davis, CA, Scottsdale AZ, and Redondo Beach CA (at Velocity Sports Performance). The Franchising Division currently has 17 active locations with various new centers opening around the country throughout 2018. US Cryotherapy introduced Whole Body Cryotherapy (WBC) to the United States creating the market in 2011, was the first and remains the only company offering whole body,

walk-in chamber therapy using no liquid nitrogen for cooling. The C4 systems accommodate up to four people in the chamber per session and are all-electric refrigerated cold fresh air. There are documented advantages in areas of: safety, outcomes, and convenience using whole body walk-in systems. US Cryotherapy has become a global leader in WBC having administered over 1-million treatments since 2011 with exceptional safety, service, and customer experience reviews. US



Inside Kalamazoo



Various recovery and rejuvenation options

Cryotherapy contract manufactures its proprietary equipment in the US and directly sells equipment to various independent medical groups, sports teams, NCAA, and for home use as well. US Cryotherapy is owned and operated by the Kramer family. US Cryotherapy's Corporate Offices are located at 1490 Drew Ave, Suite 110 Davis, CA 95618. # 866-279-2796 www.uscryotherapy.com For more information.

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