

# Americans Embrace Cold Shower Revolution

*Americans are taking their health and productivity to new heights with a chilling trend that's making waves across the nation: ice cold showers.*

LOS ANGELES, CALIFORNIA, USA, March 8, 2024 /EINPresswire.com/ -- Americans are taking their health and productivity to new heights with a chilling trend that's making waves across the nation: cold showers. But this isn't just about turning the dial down on the shower; innovators James McWhinney and Elisabet Sigurdardottir have introduced an innovative product called Anda Arctic, transforming the [cold shower](#) experience and taking it to an icy new level.



Anda Arctic filled with ice and fastened under a shower head

The concept of using cold showers for health benefits has been around for a while, with many Americans embracing the practice for its invigorating effects. Now, McWhinney and Sigurdardottir's Anda Arctic is revolutionizing how people experience these benefits. This state-of-the-art device attaches to existing shower systems, allowing users to control and lower the water temperature to near-freezing levels, far beyond what standard showers can achieve.

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*James McWhinney*

In the bustling corporate world, this trend is already making a mark. Early adopter James Robertson, an IT consultant, praises Anda Arctic "The difference is phenomenal. It's more than just a cold shower—it's an invigorating experience that wakes up every part of your body, there's absolutely no need for my morning coffee anymore. My productivity and focus have skyrocketed since I started using Anda Arctic," he enthuses.

McWhinney and Sigurdardottir, the brains behind Anda Arctic, are passionate about bringing the benefits of extreme cold exposure to the mainstream. "We wanted to create a product that not

only challenges the conventional shower experience but also provides tangible health and mental benefits," explains McWhinney. Sigurdardottir adds, "Our goal is to make the extraordinary benefits of icy showers accessible to everyone in a safe and controlled manner. Cold immersions using Anda Arctic have shown to improve circulation, reduce stress, increase energy levels, and enhance mental alertness and immune response."

However, caution is advised. Health professionals recommend consulting with a doctor before embarking on extreme cold shower routines, especially for individuals with certain health conditions.

The environmental impact of Anda Arctic is another aspect that resonates with Americans. The creators of Anda Arctic, McWhinney and Sigurdardottir, were inspired by the growing trend of ice baths among health enthusiasts. "We saw people reaping the benefits of ice baths, but also recognized the significant amount of water, ice, and electricity they require," says McWhinney. Sigurdardottir adds, "With Anda Arctic, we wanted to replicate that intense experience in a more sustainable way, reducing the environmental footprint while still delivering the health benefits."

As Anda Arctic gains popularity, it's clear that Americans are not just embracing the cold—they're diving headfirst into a new era of health and wellness, where the benefits of a morning chill are just a shower away.

Are Cold Showers the New Coffee? Anda Arctic Thinks So! Embrace the chill and elevate your morning routine with Anda Arctic. Visit [andahealth.co/anda-arctic](https://andahealth.co/anda-arctic) to learn more.



Anda Arctic in use



Anda Founders, James McWhinney and Elisabet Sigurdardottir

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