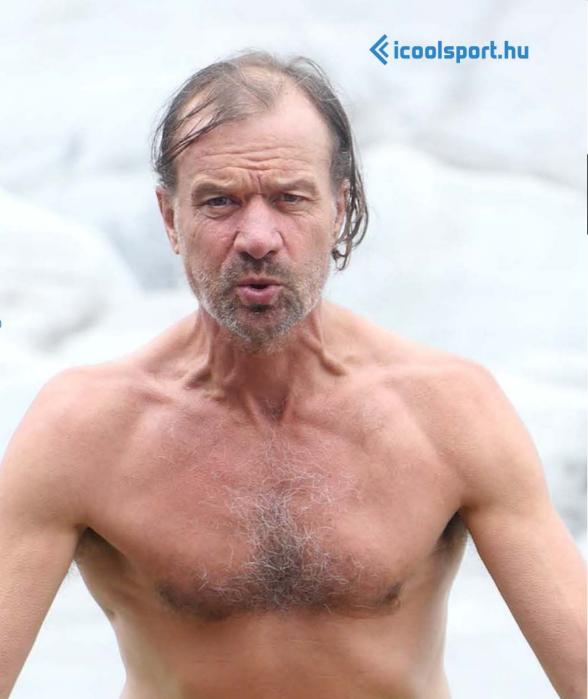


A powerful new iCool machine created to honour & support Wim Hof's outstanding contributions to recovery science



Combining the benefits of iCool Technology with the Wim Hof Method

Change your life, boost your endurance, your general health and your mental state to a new level, Let the true Iceman show you the way at www.wimhofmethod.com



# Cold is your friend and breathing is the key. Used together, they can radically improve your life.

The iCool Iceman compact system technology enables health and fitness enthusiasts to accurately combine the scientific benefits of cold water immersion (CWI) with the Wim Hof Method (WHM), to go deep into the body's untapped recovery potential.

### Before you dive into the world of ice baths:

Your body needs to learn to adapt to the cold. It's a science that begins and ends with the breath. At first, your cardiovascular system may react to the ice-cold water by causing you to breathe erratically. As you slowly increase your tolerance to cold showers, you will be able to exert control over your breath's rhythm, and thus, increase the benefits of cold water immersion (CWI).

In support of the scientifically proven Wim Hof Method, iCool, the world's leading ice bath equipment manufacturer, has created a machine fit for the Iceman in you.









## Metabolism & Weight Loss

Alter the behaviour of your fat cells by exposing your body to colder temperatures.

It's a no-brainer that a healthy diet combined with regular exercise helps yield results for our physique. But did you know there are certain techniques you can apply to drive your body further into fat burning mode? That's because the body contains two types of fat—unhealthy white fat and beneficial brown fat.

Unlike the tissue in white fat cells, the tissue in brown fat cells converts energy into heat. It's a process called thermogenesis, and it's been shown to help with metabolic function, blood glucose levels, and the prevention of weight gain.<sup>3</sup>

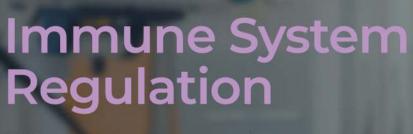
The body's ability to raise its core temperature with submersion in an iCool ice bath is phenomenal. Cold water immersions have been shown to trigger 'recruiting'—which means your body can take white fat cells and turn them into brown fat cells. Doing this over time may help your body transform from the inside-out—with more of fat cells that burn energy to generate heat and less fat cells that store energy to be released as a backup in case our body needs it. Just imagine your body helping you maintain weight for a change instead of working against you.

Cold water immersion  $\rightarrow$  norepinephrine  $\rightarrow$  activation of brown fat cells  $\rightarrow$  energy turned into heat (nonshivering thermogenesis) (9) = gradual cold exposure optimal for activation of brown fat cells.

3. Forner, F., Kumar, C., Luber, C.A., Fromme, T., Klingenspor, M. and Mann, M., 2009. Proteome differences between brown and white fat mitochondria reveal specialized metabolic functions. Cell metabolism 10(4), pp.



324-335.



Shift your immune system into gear with cold water therapy.

There are ways to jolt your flu-fighting system to life without the need for vitamins and supplements. Ice bath submersion and alternative breathing techniques offer a demonstrated ability to trigger an adaptation response to the immune system.4 It's what's called 'controlled hypoxia'—and it works by activating the stress hormone adrenaline. Despite the preceding research, new evidence suggests the nervous system and the innate immune system are interlinked.<sup>5</sup>

With an exposure to physiological stressors, the Wim Hof Method challenges the body to function beyond its comfort zone, hence its direct effect on immune function. Not only that, but the body sets off a response to the nervous system affecting oxygen intake, which helps to deliver an increase in energy.

"It's exciting that we were able to show for the first time in a very scientific, robust way that it is possible to influence your immune system willingly. That's really, really new."

- Professor Peter Pickkers Radboud University Medical Centre

5. Kox M, van Eijk LT, Zwaag J, van den Wildenberg J, Sweep FC, van der Hoeven JG, Pickkers P., 2013. Voluntary activation of the sympathetic nervous system and attenuation of the innate immune response in humans. Proceedings of the National Academy of Sciences. 2014 May





## Sleep

Enjoy a good night's sleep with the body's natural tranquiliser - the nervous system.

It's especially important for athletes to ensure they're getting the appropriate quality and quantity of sleep for optimal performance. The reason the iCool Iceman + WHM holds promise as a technique for better sleep is because rest habits are triggered and regulated by the brain and the nervous system.<sup>6</sup>

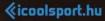
Not only that, but the immune system is a hugely influential factor in the link between psychosocial stress and sleep<sup>7</sup>. Based on studies that advocated CWI therapy, regulation of cortisol levels was shown to improve symptoms of depression and reduce the instance of sleep-related disorders.

By exposing our bodies to the sensation of the cold, we're able to build up a higher tolerance to stress. That's because after the initial temperature shock, our bodies are able to calm down and become more resilient to changes in our environment.

More than 80% of athletes taking post physical stress icebaths report improved mental state and far better sleep patterns.

6. Kim, E.J. and Dimsdale, J.E., 2007. The effect of psychosocial stress on sleep: a review of polysomnographic evidence. Behavioral sleep medicine, 5(4), pp. 256-278.

7. Banfi, G., Melegati, G., Barassi, A., Dogliotti, G., d'Eril, C.M., Dugué, B. and Corsi, M.M., 2009. Effects of whole-body cryotherapy on serum mediators of inflammation and serum muscle enzymes in athletes. Journal of thermal biology, 34(2), pp. 55-59.



## Athletic Recovery

Reach beyond your limits by cold conditioning your body to recover faster.

The depth of our physiology is far more nuanced than previously thought. Mastering the extreme conditions and combination of the iCool Iceman with the Wim Hof Method unlocks hidden abilities that enhance your performance and recovery.

After an intense training session it's important to give our bodies an opportunity to recuperate. But for those athletes between events during a competition—it's likely they'll need to facilitate a more-rapid-than-usual recovery. The iCool Iceman + WHM speeds up the process by mitigating inflammation and delayed-onset muscle pain.

Not only does ice bath submersion improve recovery from exercise-induced muscle injury—it also helps to repair damage associated with intense physical training?. When we learn to embrace the power of ice cold water which the iCool Iceman provides, we can extend the realms of recovery beyond what we thought possible.

7. Banfi, G., Melegati, G., Barassi, A., Dogliotti, G., d'Eril, G.M., Dugué, B. and Corsi, M.M., 2009. Effects of whole-body cryotherapy on serum mediators of inflammation and serum muscle enzymes in athletes. Journal of thermal biology, 34(2), pp. 55-59.





## «iCool Iceman

Improve your health and wellbeing with iCool Cold Water Immersion Therapy





visit: icoolsport.hu E: sales@icoolsport.hu

### iCool Ice Bath Systems

### COMPACT COOL

ICOOL COMPACT COOL



### COMPACT DT

CHILLING OR HEATING IN ONE SYSTEM



### COMPACT XP

THE WORLD'S MOST POWERFUL PORTABLE ICEBATH SYSTEM



### COMPACT XP DUAL TEMP

POWERFUL CHILLING OR HEATING IN ONE SYSTEM



### POWERFUL CHILLING AND HEATING OF 2 POOLS AT THE SAME TIME

POWERFUL CHILLING OR HEATING IN ONE SYSTEM



### TURBO DUAL TEMPERATURE

POWERFUL CHILLING OR HEATING IN ONE SYSTEM



Coming Mid 2019! The world's first automatic ice shower systems plus great looking personal recovery tubs with very fast chilling built in.

### iCool Ice Baths & Pools

### ICEPOD

STAND ALONE ICEBATH



### ICEPOD DUO

CEPOD DUO



### ISPRINT

LOWER BODY IMMERSION ICEBATH



### ISQUAD

4 PERSON ICEBATH



### ITEAM

2 PERSON ICEBATH



### WORLD'S MOST POPULAR DEEP RECOVERY POOL FOR 6-8 ATHLETES.

TEAM RECOVERY, OUR PERFECT DEEP WATER ICE BATH FOR 8 ATHLETES



### WORLD'S MOST POPULAR DEEP RECOVERY POOL FOR 10-12 ATHLETES.

THE WORLD'S BEST RECOVERY POOL AT THE LOWEST PRICE ANYWHERE.

