

Guest FAQ's

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Is the Kaasen Safe to Use?

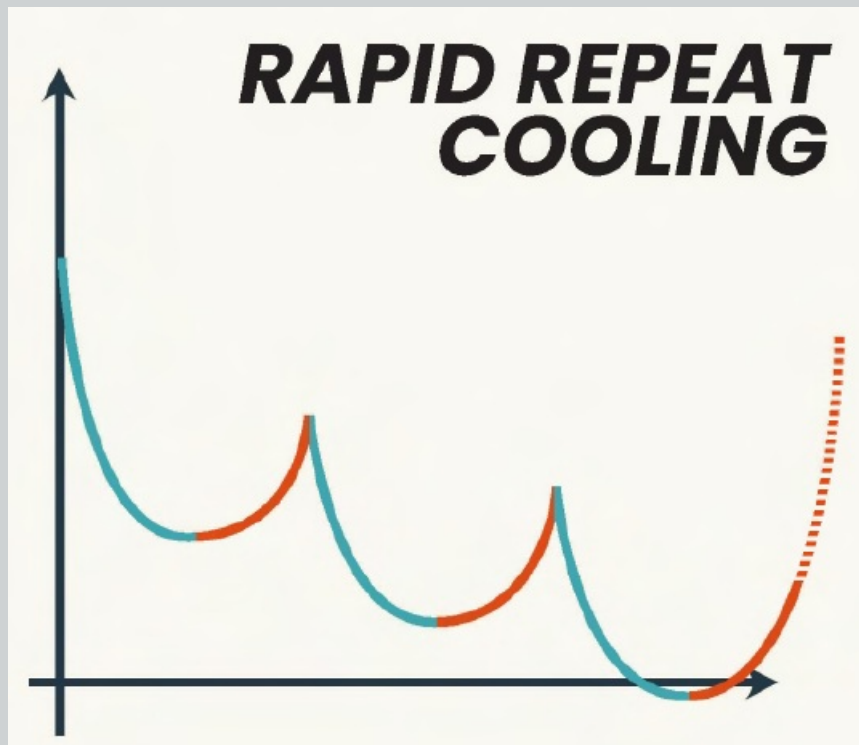
All the Kaasen devices uses carbon dioxide, which is safe, inexpensive and effective for targeted treatments. All devices feature dual temperature sensors, a cold shock indicator light, a treatment timer and an intelligent proximity sensor to ensure the optimal treatment every time.

What is rapid repeat cooling

Kaasen cools skin and underlying tissues to optimum temperature in under 30 seconds. Rapid, effective treatments without the need for post-treatment warming.

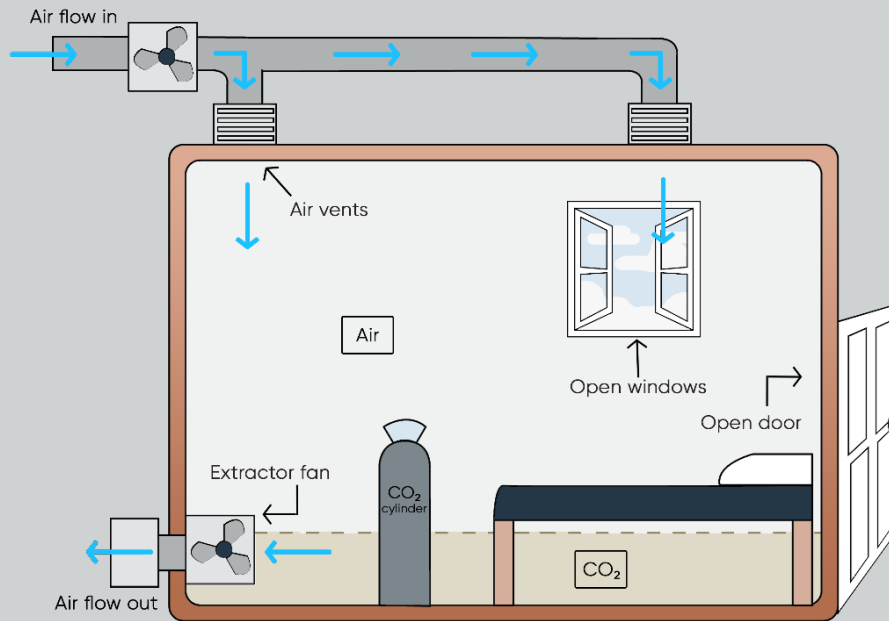
Body temperature is self-regulated; during warm-up periods, massage and other physiotherapy treatments can be employed to break up repeated cooling.

Rapid repeat cooling allows for a larger safe drop in temperature within a single treatment.



■ Rapid Repeat Cooling with Kaasen

■ Body temperature self-regulation



Will I Receive Training?

Yes, Comprehensive training is included with every Kaasen device to ensure you and your team feel fully confident and capable in its use.

As part of our commitment to your success, you can opt to go to a TruCryo regional training location or, for a minimal fee, have a TruCryo Certified Trainer come to your location. During your personalised training session, the trainer will provide thorough hands-on instruction for you and your team members that you would like trained to operate the equipment.

Our support doesn't end after initial training. TruCryo, together with our network of distributors, is committed to providing ongoing after-sales support to help you maximise the value of your Kaasen system. We regularly release updated training materials, including detailed online video tutorials that you can access anytime to refresh or expand your knowledge.

For those looking to take their expertise even further, advanced training programs are also available. These sessions are designed to deepen your understanding of localised cryotherapy techniques and broaden the range of treatments you can offer.

At TruCryo, we are dedicated to partnering with you every step of the way, ensuring that your experience with Kaasen remains positive, productive, and profitable for years to come.

Is the TruCryo Kaasen range available with finance?

Yes, finance options are taken by many customers around the world.

What are in the Different kits

The Kaasen family of devices represents the cutting edge of localised cryotherapy and body contouring technology. Designed for versatility and ease of use, each Kaasen model serves specific needs across human wellness, aesthetic enhancement, athletic recovery, and veterinary care.

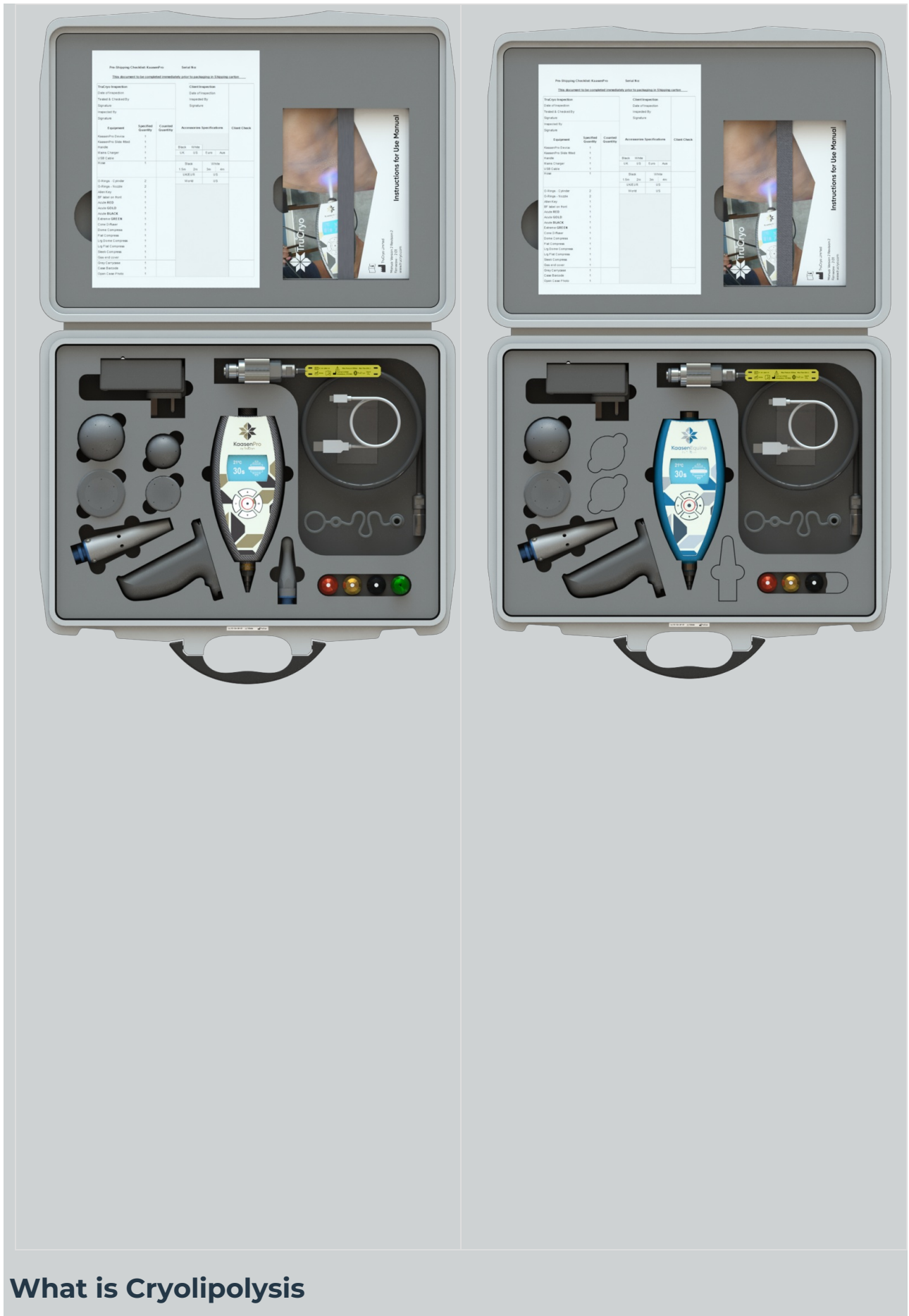
The **Kaasen** has been developed to focus on sports recovery, rehabilitation and maintenance. The device offers powerful localised cryotherapy treatments.

The **KaasenLife** has been specially developed to focus on lifestyle and wellness applications. It's perfect for clinics, spas, and wellness centres looking to offer clients non-invasive solutions for pain relief, inflammation reduction, and beauty treatments – all with minimal downtime and maximum results.

For practitioners seeking even greater performance and advanced capabilities, the **KaasenPro** offers an expanded range of functions. Ideal for high-demand environments like sports medicine clinics and rehabilitation centres, KaasenPro is supplied with all the nozzles, enabling the widest range of treatments.

Recognising the unique needs of the equestrian world, we have developed the **KaasenEquine** – a specialised device designed to support the health, recovery, and performance of horses. From injury rehabilitation to maintenance therapy, KaasenEquine delivers targeted cryotherapy treatments that are safe, effective, and easy to administer in any stable or veterinary practice.

Whether you're supporting human wellness or equine performance, Kaasen technology provides a proven, non-invasive solution to help your clients and animals achieve optimal health and recovery outcomes.



What is Cryolipolysis

Cryolipolysis is the breakdown fat cells using cold temperatures. Unlike other cells, the fat cells are particularly susceptible to the effects of cold. While the fat cells freeze, the skin and other structures are spared from injury. Cryolipolysis is among the most popular nonsurgical fat reduction treatments, with over 450,000 procedures performed worldwide.

Post Treatment Care

There is no downtime following treatment, although it is normal for the treated area to be a little pink – this settles within minutes. We advise you to drink plenty of water to enable the body to eliminate the crystallised fat cells.

A Deep Dive into Aesthetic Treatments

Unlocking the Benefits of Kaasen by TruCryo: A Deep Dive into Aesthetic Treatments

Kaasen by TruCryo offers a revolutionary approach to aesthetic treatments, leveraging controlled cooling to deliver a range of benefits for both skin health and body contouring through cryo sculpting. This innovative system provides a non-invasive solution for clients seeking to revitalize their appearance and address specific concerns.

Skin Rejuvenation and Enhancement

The localized application of cold temperatures through Kaasen's cryotherapy technology provides significant advantages for skin. The immediate cooling causes vasoconstriction, followed by vasodilation once the treatment is complete. This process, often referred to as a "vascular flush," helps to:

1. **Improve Microcirculation:** Enhanced blood flow brings a fresh supply of oxygen and nutrients to the skin cells, promoting a healthier, more vibrant complexion.
2. **Boost Collagen Production:** The thermal shock can stimulate fibroblasts, the cells responsible for collagen synthesis. Increased collagen leads to improved skin elasticity, firmness, and a reduction in the appearance of fine lines and wrinkles.
3. **Reduce Inflammation and Puffiness:** The anti-inflammatory effects of cryotherapy can significantly lessen redness, swelling, and puffiness, making it beneficial for conditions like rosacea or post-procedural recovery.
4. **Minimize Pore Size:** The cold helps to tighten the skin, which can temporarily reduce the appearance of enlarged pores, leading to a smoother skin texture.
5. **Enhance Product Absorption:** By stimulating blood flow and creating a temporary tightening effect, cryotherapy can optimize the absorption of topical serums and creams applied post-treatment, maximizing their efficacy.

The Power of Cryo Sculpting

Kaasen's precision cooling also makes it a powerful tool for cryo sculpting, a non-surgical method

for targeted fat reduction and body contouring. This process relies on the principle of cryolipolysis, where controlled cooling precisely targets and freezes fat cells without harming surrounding tissues.

1. **Targeted Fat Reduction:** When exposed to extreme cold, adipocytes (fat cells) undergo apoptosis, a natural cell death process. Over the following weeks and months, these dead fat cells are naturally metabolized and eliminated from the body.
2. **Cellulite Reduction:** The combination of fat reduction and improved circulation can lead to a noticeable reduction in the appearance of cellulite, resulting in smoother, more even skin.
3. **Body Contouring:** By selectively reducing fat in stubborn areas like the abdomen, flanks, thighs, and arms, Kaasen's cryo sculpting can help to reshape and contour the body, creating a more defined silhouette.
4. **Non-Invasive Alternative:** Unlike surgical procedures, cryo sculpting with Kaasen requires no incisions, needles, or downtime, making it an attractive option for individuals seeking effective body contouring without the risks or recovery associated with surgery.
5. **Improved Skin Tightening:** In addition to fat reduction, the cold therapy can also contribute to a degree of skin tightening in the treated areas, complementing the sculpting effect.

In summary, Kaasen by TruCryo offers a versatile and effective solution for a range of aesthetic concerns. From revitalizing skin health and reducing inflammatory conditions to precise cryo sculpting for fat reduction and body contouring, its controlled cooling technology provides a non-invasive pathway to enhanced beauty and confidence.

Do you have any studies and clinical evidence?

As you may know, we are heavily investing in a significant project: getting our "Kaasen" technology officially certified as a medical device. This is a step that none of our competitors have even begun to take. It's a rigorous and costly process, but it's a testament to our long-term commitment to innovation, safety, and delivering a technology you can trust completely. Our goal is not just to be a leader in the portable market, but to redefine what's possible with cryotherapy by establishing a new medical standard.

We have an abundance of clinical evidence, studies, and research on many of the biological effects that are triggered as a response to the protocols we carry out using Kaasen localised cryotherapy.

These can be found in our Knowledge zone, where you will get full access to our constantly updated database once you become a TruCryo customer.

[KAASEN HANDBOOK \(Studies\) for Therapy Expo 24 jay 4.pdf](#) @

Demonstration video (12 mins)

Welcome to this demonstration of our portable cryotherapy technology, "Kaasen.", My name is

Nick. And I'm the technical trainer for TruCryo. So I'm going to go through a little bit of a presentation and demonstration of a couple of the treatments that you can offer with the device, and give you some information on the science and economics involved. So let's get started.

TruCryo is a UK-based company where the revolutionary Kaasen range of cryotherapy equipment is designed and manufactured. Using unique and patented technologies, the Kaasen is the world's most versatile lightweight, portable hand-held cryotherapy tool.

The Kaasen device software protocols safely guide the user through a variety of different treatments targeting different areas of the face and body.

We have worked alongside industry professionals, we have worked on protocols for performing treatments in 3 business sectors: Aesthetics, Therapy and Wellness, and Animal therapy.

In Aesthetics, you can offer treatments including cryo-sculpting, also referred to as fat freezing. Skin tightening, cellulite smoothing, treatments to manage psoriasis, eczema, and inflammatory skin conditions. Smoothing of fine lines and wrinkles.

The Kaasen is your solution for extending the range of treatments and services available in any aesthetics clinic.

In Therapy and wellness, our treatments can aid both chronic and acute health conditions, as well as keep your clients in tip-top health.

Decreasing inflammation, managing pain, to increasing mobility, Kaasen will set you apart from other therapists and also attract new clients, especially professional athletes who seek to optimise their performance and recovery.

And we can also treat the same issues in animals such as horses.

So how does it work?

The consumable we use is liquid CO₂, and we use it for 4 different reasons. It's easy to find, inexpensive, and most importantly, it has the ice-cold temperatures of minus 78 degrees centigrade and the pressure we need to rapidly reduce the temperature and get deep into the soft tissue.

Using the range of nozzles, you can bespoke your treatments from acute CO₂ spray nozzles to contact nozzles for massaging areas.

Each spray nozzle is designed to spray from low to high pressure.

The contact nozzles are unique and can freeze down to minus 40 degrees Celsius and are also designed to be applied to dry skin without the aid of a membrane to protect the skin.

The device comes with a battery charger so the device can be used for around 8 hours of usage time.

Training is mandatory with each new user, and we will train and test you on the safe applications of the device before we certify you.

During training, we will show you how to apply the cooling sprays either using the handle or holding the ergonomic device, much like an artist and a paintbrush.

The device comes with many safety features to cut off the spray when you get too close or are too far away. The device has a proximity sensor on the screen to guide you to the distance of the spray.

The device can also be set to cut out at the optimum temperature to avoid over-treating an area.

You can also monitor the gas use using the timer on the device as you perform each treatment.

Now let's **demonstrate** a treatment.

Cryo Body-Sculpting – also known as cryo-lipolysis and “fat freezing” – the surface of the skin is cooled to between 0 and 4 °C or 39°F in a matter of seconds, starting the process of destroying underlying fat cells (apoptosis) without damaging any other body tissue. The fat cells are permanently destroyed and are digested by the body's waste management system.

As you perform the treatment, you need to maintain a distance and keep the device moving in a small zone, which you can mark on your client's body.

Clients often see an instant inch loss (as the skin tightens as well)

leaving them ecstatic and returning for more treatments.

The process is painless, and a full abdominal sculpting treatment takes around 6–8 minutes. Once the process has started, it can continue for up to 6 months post-treatment.

Cryo-Facials – smooth out fine lines and wrinkles around the eyes, nose, mouth, and neck. Stimulation of the basal cells in the skin rejuvenates production of collagens, elastin, and hydration in the epidermis, smoothing, filling out, and invigorating the skin. Facial treatments take from 30 seconds to 2 minutes to perform.

Skin Tightening – increased production of elastin and collagen in the skin pulls aging and loose skin tighter. Protocols for

Cellulite Smoothing – a combination of apoptosis, reducing the cellulite and skin plumping effect from the increased production of collagens, smooths the skin and reduces the appearance of cellulite.

Psoriasis and Eczema – treat the symptoms and signs of these autoimmune conditions. Redness, dryness, itchiness, and pain can all be significantly reduced without negative side effects. Also, reducing the overproduction of skin plaques with habitual treatments.

Massage treatments – the cold compress attachments are ideal for use as a massage compress. At -40 °C (-40°F), the cool compresses provide a soothing and effective therapeutic modality for relaxing and softening tight muscles.

Mobility and performance – due to the rapid drop in temperature, the blood vessels constrict; however, once the cold is removed, they are triggered to vasodilate to over 4 times their size. Flooding the area with oxygenated blood and nutrients. Unlike a pain killer with this warmed up

area you will not only reduce the pain but also find your client has more movement as well. This reaction is also sending blood to go fix the issue.

The treatments in wellness can be a game changer and not only speed up recovery but improve client's quality of life.

Mood and Energy Boost – applying the cold vapour to the scalp and areas of the spine can stimulate the vagus nerve – part of the body's "rest and digest" system. Vagus nerve stimulation has proven benefits for depression and mental well-being. Clients often report a feeling of euphoria, feeling more awake and energetic after this treatment.

In terms of **economics**

When it comes to offering services related to localized cryotherapy at your clinic, there are several ways to structure your offerings to appeal to different client needs and preferences. You can create a variety of packages, a subscription-based "cryo club," and specialized sports event packages.

1. Packages

Creating packages allows you to bundle sessions for a discounted price, encouraging clients to commit to a series of treatments for more effective results. You can tailor these packages to specific goals.

- **Injury & Pain Management Packages:** These are for clients with acute or chronic pain, injuries, or post-operative swelling.
 - Example: A "Localized Recovery Package" that includes 5 sessions of localized cryotherapy, with 3 of them including a consultation with an in-house physiotherapist.
- **Skin & Aesthetics Packages:** Focus on the cosmetic benefits of localized cryotherapy, often called "Cryo Facials" or "Cryo Slimming."
 - Example: A "Cryo Facial Package" with a set number of sessions to reduce wrinkles, tighten skin, and improve overall skin tone.
- **Combination Packages:** Integrate localized cryotherapy with other services you offer to enhance the overall experience and results.
 - Example: A "Detox Package" that combines localized cryotherapy and lymphatic drainage.
 - Other combinations: Localized cryo with sports massage, red light therapy, or compression therapy.

2. Subscription "Cryo Club"

A subscription model, or "cryo club," is perfect for clients who want to incorporate localized cryotherapy into a regular wellness or recovery routine. This provides a steady, predictable income stream for your clinic while offering a cost-effective solution for your clients.

- **Tiered Membership Options:** You can offer different levels of membership with varying benefits.
 - **Bronze membership:** A set number of localized cryotherapy sessions per month (e.g., 4 sessions).
 - **Silver membership:** A higher number of sessions (e.g., 6-8 sessions), plus a discount on other services or products. You could also include a free monthly guest pass for a friend.
 - **Gold membership:** "Unlimited" localized cryotherapy sessions per month (within a reasonable-use policy), plus significant discounts on all other services and retail

products.

- **Family/Shared Plans:** Offer a membership that can be shared between two people, which can be an attractive option for couples or families.
- **Membership Commitment:** A minimum commitment period (e.g., 3 months) can be required to ensure client loyalty.

3. Sports Event Packages and Mobile Services

Targeting athletes and sports teams is a great way to expand your clinic's reach. You can offer mobile services or specific packages for pre- and post-event recovery.

- **On-Site Event Services:** Bring your localized cryotherapy equipment to sporting events, marathons, or tournaments. You can set up a booth and offer quick, targeted treatments for athletes to help with muscle soreness, sprains, and inflammation.
 - Pricing: You can charge a fee for the event itself, offer a per-session price for participants, or have the event organizers include the service as part of the entry fee.
- **Team Packages:** Partner with local sports clubs or teams to offer a bulk package of sessions for their athletes throughout a training season.
 - Example: A "Team Recovery Package" for a local football or rugby team, which gives all players access to a certain number of localized cryotherapy sessions per month to aid in recovery and injury prevention.
- **Pre- and Post-Event Packages:** For individual athletes training for a specific event.
 - Example: A "Marathon Prep & Recovery Package" that includes sessions leading up to the race and a few sessions afterward to help with muscle repair and inflammation.

Why buy now?

We understand that making an investment like this requires careful thought, and I wanted to share a few key reasons why now is the ideal time to move forward.

1. Proven Results, Immediate Impact

Kaasen is already transforming businesses by delivering fast, effective, and localized cryotherapy treatments that clients love. Whether you're looking to enhance recovery, reduce inflammation, or offer cutting-edge wellness services, Kaasen delivers measurable results from day one.

2. Competitive Advantage

As the market grows more competitive, early adopters of innovative technology like Kaasen are standing out. By integrating Kaasen now, you position your business as a leader in modern recovery and wellness solutions—before others catch up.

3. Portability = Profitability

Unlike traditional cryotherapy chambers, Kaasen is compact, mobile, and easy to use. This opens up new revenue streams—whether in-clinic, at events, or through mobile services—without the overhead or space requirements of larger systems.

4. Support Every Step of the Way

We're not just selling a device—we're offering a partnership. From training and marketing support

to ongoing technical assistance, we're here to ensure your success with Kaasen.

Email us at sales@trucryo.com to schedule a call and face-to-face demonstration.

Demonstration video (Equine) (5 mins)

My name is Nick, and I specialize in advanced equine recovery and performance training for TruCryo. We have the technology that can be a game-changer for your racehorses and eventing horses—one that directly addresses the unique challenges of training, performance, and long-term soundness.

We all know the dedication it takes to get a horse to the winner's circle. Every training session, every race, and every moment in between puts immense stress on their legs, joints, and soft tissues. This constant demand makes them susceptible to micro-injuries, inflammation, and the kind of cumulative wear and tear that can prematurely end a career.

This is where **localized cryotherapy** comes in.

This isn't about a whole-body chamber or coldwater hosing where you are progressively cooling. This is a rapid, targeted, precise application of super-cooled gas (-78°C) directly to the specific areas that need it most: hocks, knees, fetlocks, and tendons. Not only that, but we can also target the areas that most modalities can't. For example, the PMJ, the saddle area, and any area that needs it. The benefits are dramatic and measurable, and they align perfectly with your goals for **prevention, performance, and recovery**.

1. Prevention: Proactive Protection Against Injury

- **Minimizing Micro-Trauma:** High-intensity training causes microscopic tears in muscle fibers and soft tissues. Localized cryotherapy, used proactively after a workout, helps to rapidly reduce inflammation and swelling at the cellular level. By addressing these minor issues before they become major problems, we can significantly reduce the risk of more serious injuries like tendonitis, desmitis, or bowed tendons.
- **Cooling Overheated Tissues:** The deep, penetrating cold rapidly draws heat away from stressed tissues. This is far more effective than traditional methods and helps prevent the kind of heat build-up that can lead to long-term tissue damage.

2. Performance: Unlocking Peak Potential

- **Reducing Muscle Soreness and Stiffness:** By flushing out inflammatory byproducts and increasing blood flow, cryotherapy helps to keep your horse's muscles supple and pain-free. This means they are more comfortable and willing to train and race at their full potential, without being held back by soreness.
- **Enhanced Mobility and Joint Health:** A horse with less inflammation in its joints is a horse with a smoother, more fluid stride. Regular localized cryotherapy can help maintain optimal joint health, leading to improved range of motion and overall biomechanical efficiency on the track.

3. Recovery: Accelerating the Healing Process

- **Rapid Swelling Reduction:** In the event of an acute injury, such as a knock or a sprain, targeted cryotherapy can be applied immediately to a specific area. The intense cold causes immediate vasoconstriction, which dramatically reduces swelling and pain. This speeds up the initial inflammatory phase and shortens the overall recovery time.

- **Accelerated Tissue Repair:** Following the initial vasoconstriction, the body responds with a powerful vasodilation (increased blood flow) that brings fresh oxygen and nutrients to the treated area. This "rebound effect" flushes out toxins and accelerates the natural healing process, getting your horse back to training faster and in better condition.

Think of it as a professional-grade, targeted ice bath for the areas that are under the most stress. It's a non-invasive, drug-free solution that offers a significant competitive advantage by keeping your equine athletes sound, healthy, and ready to perform.

I would welcome the opportunity to discuss how localized cryotherapy can be integrated into your current training and veterinary regimen. I am confident that once you see the results—a sounder, happier, and more competitive horse—you will agree that it is an invaluable tool for your stable.

Could we schedule a brief call next week to talk more about your specific needs and how this technology can help you protect your investment and secure more victories?

Thank you for your time and consideration.

Why choose Kaasen over other Cryo modalities?

Why KaasenPro is the Gold Standard in Localized Cryotherapy

In a rapidly expanding wellness market, not all cryotherapy devices are created equal. While many systems offer basic cooling, the **KaasenPro by TruCryo** stands apart through rigorous engineering, specialized ergonomics, and an unmatched professional ecosystem.

Here is why the KaasenPro remains the superior choice for practitioners worldwide.

1. Unrivaled Manufacturing Standards

While many localized devices are built as general-purpose tools, the KaasenPro is a dedicated medical-grade masterpiece.

- **ISO 13485 Certified:** TruCryo operates under strict ISO 13485 standards, ensuring every device and spray nozzle is manufactured to the highest global quality benchmarks.
- **Biocompatible Engineering:** Our specialized ice massagers are uniquely coated for safe, direct skin contact, preventing the "stick-and-tear" risks associated with cheaper, uncoated metal applicators.

2. Evidence-Based Protocols

We don't just provide the hardware; we provide the science. Unlike competitors who rely on generic cooling methods, TruCryo has invested in:

- **Internal Clinical Studies:** We've conducted our own research to map the physiological mechanisms of our "Thermal Shock" technology.
- **Industry Leadership:** As a founder member of the **Cryotherapy Industry Association**, we are the ones setting the safety and efficacy standards that others try to follow.

3. Direct Support & Global Expertise

The "TruCryo Advantage" is rooted in our transition to a **Direct-to-Client** model.

- **Head Office Synergy:** By dealing directly with our global headquarters, you bypass middleman delays and generic support.
- **Product Specialists:** Our hand-picked team of worldwide specialists works one-on-one with your business to ensure a "Fast Track" to ROI and clinical success.

4. A Future-Proof Investment

The wellness industry is evolving, and the KaasenPro is designed to evolve with it. Our protocols are



developed alongside medical and sports professionals to ensure your treatments remain at the cutting edge of recovery and aesthetics.

The Result: With TruCryo, you aren't just buying a machine; you are gaining a partner dedicated to client retention and business growth.

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