

Demonstration video (12 mins)

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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.