

# Demonstration video (Equine) (5 mins)

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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 ( $-78^{\circ}\text{C}$ ) 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.