

Cool idea for health, vitality

Cryotherapy now in town

■ Michele Sternberg

DON'T get me wrong, it's cold. Freezing. Below freezing. Over 140-degrees below.

But it's a whole lot of fun, and definitely worth it.

On Wednesday a group of game media types trotted along to sample the newest craze sweeping Hollywood A-listers – cryotherapy.

Now, we haven't had our bodies frozen for posterity but with its rejuvenating properties we all left looking a whole lot younger and feeling refreshed.

Now in Noosa, cryotherapy treatments are the specialty of Flocryo in Sunshine Beach Road at Noosa Junction.

Since opening just a few months ago they have been helping a wide range of people not just look and feel younger, but to become pain free.

Cryotherapy is simply the exposure of the body to extremely low temperatures to aid healing.

It's been used since the 17th century, yet has seen an epic resurgence in Europe and the US after the modern concept was ingeniously developed by the Japanese in the 1980s.

Cryotherapy is used to treat a range of conditions from sporting injuries and aiding peak performance to relieving debilitating pain, surgical recovery, rheumatoid arthritis and skin condition treatment.

It also supports anti-ageing and skin rejuvenation and offers relief for those suffering sleep and anxiety issues.

The oldest and most popular form of cryotherapy is the application of ice or cold packs to injuries causing blood vessels to constrict and reduce blood



JUMP IN: Practice owner at FloCryo James Bermingham (right) prepares radio presenter Todd Widdicombe for whole body cryotherapy.
PHOTO: MICHELE STERNBERG

flow so to alleviate pain, swelling and inflammation.

At Flocryo you can choose to immerse your whole body, just one part, or your face – your choice.

The television and radio crews jumped in for the full treatments and came out feeling chilled and on a natural high from the three-minute process.

No frost bite on the extremities (thanks to supplied gloves and socks).
James Bermingham,

“Cryotherapy is simply the exposure of the body to extremely low temperatures.”

practice owner at FloCryo, swears by the technology.
“I know first-hand the cost constant pain and recurring

injury has on our families, community, and workforce, so I decided to find and deliver an affordable solution to help others,” he said.

The former mine worker had been suffering pain from a back injury when he heard about cryotherapy via a podcast. And the rest, as they say, is history.

James said he has already seen amazing results in clients, especially for treating rheumatoid

arthritis.

Not game for the full body treatment, I personally opted for the more specialised cryofacial treatment which took about 15 minutes.

A single session costs \$68 and, according to the girls in the office on my return, I looked like I'd had a far more expensive facial peel.

■ Flocryo is at 4/28 Sunshine Beach Road, Noosa Heads. Phone 0490 866 240.