



EMBRACE THE COLD

We ALL struggle with the ability to remain in the present moment- while virtually impossible to do 24 hours a day- there is a practice that can help facilitate this flawlessly- as well as help boost our metabolism, energy, and immune function.

Cold therapy is the process of intentional exposure to cold temperatures. This causes a hormetic stress response in the body. Through hormesis- our bodies strengthen their ability to adapt to external environmental stressors as well as mental stress triggers. The use of cold can be traced back as far as 2500 BCE when the Egyptians used cold therapy to treat inflammation and injuries.

Did you know Universal Athletic Club offers all members access to our cold plunge located in the back of our Aquatics Center. The temperature is a mere 52 degrees. For beginners it is recommended to start slow- staying immersed up to the neck for no more than 1 minute at a time- then incrementally working your way up to 3-4 minutes per session. The power of the mind will see you through to the finish line.

Cold Showers can be an effective alternative if you aren't ready to "take the plunge." This can be a perfect way to ease into a cold therapy practice - feel free to turn the dial and bask in the heat before or after exposing your entire body to the cold. For added benefit and joie-de-vivre- try self-massage under the cold water and focus on legs, arms and abdomen.

Take a note out of Wim Hof's playbook. Referred to as "The Iceman," he previously held a world record for

swimming under ice and prolonged full-body contact with ice, and currently holds a record for a barefoot half marathon on ice and snow. He attributes these feats to his "Wim Hof Method" which is essentially a moving meditation- focusing on controlling the breath during cold exposure events.

**ARE YOU
READY TO TAKE
THE PLUNGE?**



Trying to up your cold game and breathe deeply? Visit the Renewal Center to experience Live O² EWOT. Exercise with oxygen therapy is a 15-20-minute cycling session done while alternating between oxygen rich (~80% O₂) and hypoxic (~15% O₂) states delivered through your Live O² mask. Using Live O² allows the body to absorb up to 433% more oxygen. Expect increased energy and performance, reduced inflammation starting in the vascular system and joints, mental clarity, and increased immune function.



**Click here to
schedule your
free LIVE O²
session.**