



## 1. INFLAMMATION (sports injury, recovery, rejuvenation etc..)

kriobox boosts 'nor-adrenaline' in you....which has been found to:

- Decrease a very potent molecule tumor necrosis factor alpha (**TNF- $\alpha$** ) which has been implicated in almost every human disease ranging from type 2 diabetes to inflammatory bowel disease to cancer.
- Decrease other chemicals such as macrophage inflammatory protein-1  $\alpha$  (**MIP-1  $\alpha$** ), which is produced by immune cells and may play a role in rheumatoid arthritis.
- Alleviate pain signals and symptoms
- It is important to note, that inflammation is a key driver of the aging process which is associated with most age -related diseases and inhibits the release of serotonin from neurons which is linked to mood, happiness, and positive outlook.

## 2. COGNITIVE FUNCTION (get some Einstein-effect!)

kriobox optimizes mental performance, due to:

- The super-boost of nor-adrenaline (a neurotransmitter and hormone) into the bloodstream and brain. This means supercharging your focus, attention and mood.
- The release of cold shock proteins in the brain, in particular RNA binding motif 3 (**RBM3**). This turbocharges you by supporting all parts of your brain - in particular preventing the loss of synapses which delays the brain from aging and decelerates neurodegenerative diseases, i.e. Alzheimer's disease and Parkinson's disease.

## 3. IMMUNE FUNCTION

kriobox empowers you through:

- Increase in certain types of immune cells which have been shown to kill viruses and tumor cells, e.g. cytotoxic T lymphocytes.
- Decrease of respiratory tract infections which serves to reduce the occurrence of everyday cold and flu symptoms.

## 4. BODY-SHAPE/LOOK

A) METABOLISM: Increases metabolism, due to the:

- Cold-induced thermogenesis which occurs as a biological response to producing heat to warm the body thus boosting energy and burning fat
- Increase in mitochondria which increases brown fat and is associated with trending towards a lower body fat percentage as well as a higher tolerance to withstanding the cold for a longer period of time.

B.) MUSCLE-MASS

- The production of the 'cold-shock' protein called "RBM3" prevents loss of muscle-mass

C.) COLLAGEN - beauty, skin-tightening

- There's an amazing increase in the production of collagen in your skin due to the significant increase in blood flow from the short- lived constriction of blood vessels which is then followed by a dilation. Collagen production has a direct influence on improving the elasticity and firmness of your skin thus reducing cellulite + creating a regenerated effect on your skin-tone

## 5. GENERAL WELLNESS

ANTI-OXIDANT effect

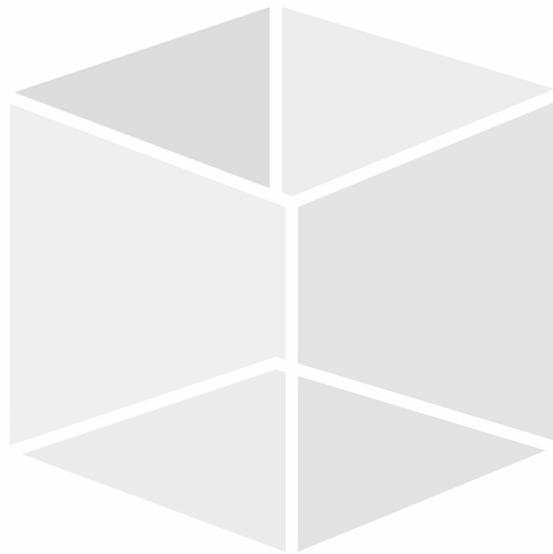
- kriobox increases the activation of very potent genetic antioxidant enzymes (which are exponentially more powerful than supplemental antioxidants) – including glutathione reductase and superoxide dismutase – which are in your mitochondria preventing damage to important cellular components every moment of the day. This antioxidant activity plays an extremely important role in helping your body to stay healthy and cancer free.

SLEEP!...

- kriobox resets/reboots your nervous system, allowing you to 'operate & sleep normally'

## 6. PERFORMANCE ENHANCEMENT/Bio-Hacking

- Combination of all the above, means the opportunity to implement KRIOBOX into your daily regime as the ultimate Bio-Hack.
- Use it before/after training
- Use it as a wellness superboost...



# KRIOBOX