

# US Cryotherapy™ announces its newest franchise opening

*Cordova, TN opened to the public on March 27, 2017.*

CORDOVA, TN, US, March 28, 2017 /EINPresswire.com/ -- [US Cryotherapy](#) Franchisee owners Eric and Michelle Montgomery opened their US [Cryotherapy](#) Cordova center to the public on March 25, 2017 at 750 N.

Germantown PKWY Cordova, TN 38018. The center is the 13th location opening under the US Cryotherapy brand in the US. The cold air therapy wellness center offers a unique, convenient, and energizing new therapy that promotes faster recovery and better health. Whole Body Cryotherapy (WBC) offered by US Cryotherapy is exposure to subzero temperatures in a walk-in chamber environment using refrigerated cold air with no use of liquid nitrogen. The entire body is exposed (including chest, neck, and head during the short duration session). The cold stimulates skin sensors, activating a Central Nervous System (CNS) response, which causes the release of endorphins, the body's natural pain inhibitors and mood elevators, accelerating recovery while elevating mood and energy. Elite athletes, professional sports teams, and the general public have adopted Whole Body Cryotherapy treatments as a holistic new way to treat the body and feel great in the process. The center will also offer localized cold air treatments, facial rejuvenation and Normatec compression treatments.

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"The center looks great, the awareness around the country for holistic wellness and alternative healthcare is on the rise; this couldn't be a better fit for us or this area", concluded Montgomery."

*Eric Montgomery, Franchise Owner*

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"US Cryotherapy is the cryotherapy brand people trust", said Kevin Kramer, CEO & Co-Owner of US Cryotherapy. "When you walk into one of our centers nationwide, you get the same core values of quality services, great customer care with superior safety and explanation of the process and benefits, and most importantly, you get value-based pricing which is absolutely critical for consumers to make this a part of their weekly routine. We are the only True Whole Body Cryotherapy company in the US (using no liquid nitrogen in any of our products). We deliver over 10,000 treatments per



C1 Franchise Now Open

month around the country without incident, and we are growing because we take care of your recoveries. That implies we help people feel better naturally because what we do works better than anything of our competitors, and because we place extreme value in our services model to track every treatment, follow every safety procedure, and train every employee the same so the customer feels taken care of at US Cryotherapy in every way.” added Kramer.

US Cryotherapy Cordova is located at: 750 N. Germantown PKWY Cordova, TN 38018. Contact them at (901) 413-6575. Hours of operation, pricing, and other information can be found at:

<http://www.uscryotherapy.com/location/cordova-tn/>

About US Cryotherapy:

US Cryotherapy™ is a cold air therapy & equipment company based in the Sacramento, CA area. They operate Company owned wellness and recovery centers in Roseville and Davis, CA, Scottsdale AZ, and Redondo Beach CA (at Velocity Sports Performance) opening at the end of February 2017. The Franchising Division currently has 8 open locations with various new centers opening around the country throughout 2017. US Cryotherapy introduced Whole Body Cryotherapy (WBC) to the United States creating the market in 2011, was the first and remains the only company offering whole body, walk-in chamber therapy using no liquid nitrogen for cooling. The C4 systems accommodate up to four people in the chamber per session and are all-electric refrigerated cold fresh air. There are documented advantages in areas of: safety, outcomes, and convenience using US Cryotherapy equipment. US Cryotherapy has become a global leader in WBC having administered more than 500,000 treatments since 2011 in multiple locations throughout the US, averaging an estimated 10,000 customer visits per month across the US and growing, with exceptional safety, service, and customer experience reviews. US Cryotherapy manufactures its proprietary equipment in the US and directly sells equipment to various independent medical groups, sports teams, NCAA, and for home use as well.

US Cryotherapy is owned and operated by the Kramer family. US Cryotherapy's Corporate Offices are located at 1490 Drew Ave, Suite 110 Davis, CA 95618. # 866-279-2796

[www.uscryotherapy.com](http://www.uscryotherapy.com)

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