

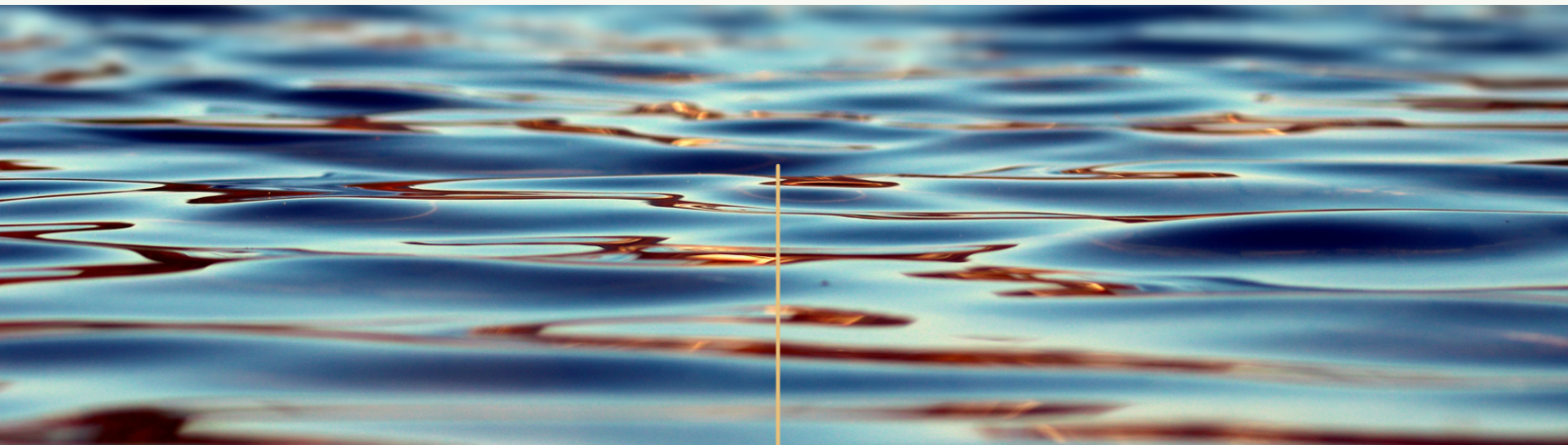
The Move Method

Cold Exposure

Theory

Benefits

Application



Theory



What is cold exposure?

Purposeful exposure to cold temperatures to produce physical and mental benefits.

Hormetic stress

Cold exposure is a type of hormetic stress. Meaning, it can trigger positive effects...but only when dosed correctly.

Our approach

For that reason, we have created a first-of-its-kind software that delivers precise, audio-guided sessions helping you achieve the desired outcomes, from feeling calm, energized or recovered, whilst allowing you to reap all of the short and long-term health benefits.

Our software takes the guesswork out of cold exposure and guides the user between different temperatures, timings, breathwork techniques and contrasts to produce the specific desired outcome.

It is important to understand that more time doesn't necessarily result in more benefits. Like exercise (another hormetic stress) the key is the dose.

Benefits

The benefits of intentional cold exposure

- Increased energy & focus
- Anti-depressive benefits
- Increased longevity
- Improved immune system
- Increased stress tolerance
- Promotes weight loss

| Increased energy & focus

In the immediate term the release of hormones epinephrine and norepinephrine results in increased energy levels and focus.

In the longer term, cold exposure stimulates something called mitochondrial biogenesis. This increases the number of mitochondria (think of mitochondria as our cell's power plants) in our cells, allowing us to produce more energy.

This has significant impacts on our aerobic capacity and general ability to navigate everyday stressors in a calmer, and more productive, state.

Benefits

| Anti-depressive benefits

Cold exposure has incredibly powerful anti-depressive benefits.

It causes the release of dopamine (up to 250% above normal) which has prolonged and powerful effects on our mood.

Another hormone, norepinephrine, is also released immediately upon cold exposure, which aids in improving mood along with further positive implications on depression and ADHD.

The research is continuing to come in, showing astonishing promise.

| Increased longevity

Cold exposure is a hormetic stress that when dosed correctly, can stimulate powerful physiological reactions that contribute to longevity.

The cold shock proteins, activated by cold exposure, help regulate molecules NF-kB (inflammation), p53 (DNA damage, senescence), and TGF- β (fibrosis).

Further to this, cold shock proteins positively influence diseases such as cancer, type 2 diabetes, and chronic liver/kidney disease. It also has powerful effects when it comes to neurodegeneration (like Alzheimer's and Parkinson's).

As mentioned in other sections, benefits to our metabolic health, brain function, and immune system all contribute to our longevity.

Benefits

| Improved immune system

Cold exposure has been shown to improve many areas related to a properly functioning immune system. This is seen with the production of white blood cells, NK cells (which fight tumour and virus-infected cells), B-lymphocytes, T-lymphocytes, and a higher platelet count.

It also helps our lymphatic system to pump and drain better. This is incredibly important for our immune system as it helps us clear waste, microbes, and bacteria from our cells.

| Increased stress tolerance

Getting into the cold is a fantastic way to train the mind. By controlling your response to stress in the cold, this top-down control over certain brain circuits translates to other stressful areas of our lives. We learn to control behaviour when our body is flooded with adrenaline.

It's not about how long we can stay in the cold, it's how long we can control our response to the cold. Ultimately helping us gain more control over our stress response in day-to-day life.

| Promotes weight loss

In the immediate term, your body burns a lot of calories to maintain its core body temperature. But more importantly, it stimulates the body to change 'white' fat to 'brown' fat, which is more metabolically active. It's brown in colour due to having a higher density of mitochondria.

Brown fat activation can also increase insulin sensitivity. The higher our insulin sensitivity, the less insulin our pancreas needs to release to normalise blood glucose levels.

Application

' Through specific protocols, the heat can be used to optimise your health in the long term
CHANGE YOUR STATE in the immediate term '

Change Your State

The key to effective cold exposure is the dose. Whilst there are studies suggesting that approx 11 minutes of cold exposure per week put you in the optimal range for long-term health benefits, it is important to understand that every single dosage (use) can have a different immediate outcome.

Our aim with each use is to 'Change Your State', not beat any world records for time spent suffering in the cold.

Using science-based principles, our software creates sessions specific to your current mood/state and desired mood/state. As you will find out, different states require different dosages. Just as you would alter rep schemes in a gym program to elicit different responses, you must apply different time exposures, breath protocols, contrast therapy and pre and post-exposure movement to ensure you are being specific with your usage.

So much of what we see with cold exposure is singular protocol estimations, based purely on maximal dosage for hopeful maximal long-term benefit. This can actually be detrimental and have adverse effects if the users' entry state is one of say stress or anxiousness.

We prefer to treat each session individually. Ensuring we apply the correct dosages on that given day. If we do this regularly, we will accumulate enough cold exposure to elicit all of the long-term health benefits, without comprising short-term wellness.

Application

| Using the software

As a user, you can choose your own journey, depending on how you feel on the day. Using our in-studio software, first, select how you currently feel and then select how you want to feel post-session.

This will create a personalised session, with the correct dosages for each element required to elicit the desired change of state.

| What are the different States?

Pre session

How do I feel going in?

Tired

I feel sleepy and fatigued

Stressed

I feel anxious, tense and weary

Sore

I feel sore and/or worked

Normal

I feel balanced and ready

Post session

How do I want to feel after?

Energised

I want energy and focus

Calm

I want relaxation and clarity

Recovered

I want to restore and recover

Balanced

I want to reset and renew

Safety Considerations

If in doubt, get out

Ice plunges are generally not advised for pregnant women and children under the age of 16.

Whilst the cold can be extremely beneficial for heart health, it is important to consult your doctors if you are prone to low blood pressure, has had a recent heart attack, unstable angina pectoris, severe aortic stenosis or any other heart-related conditions.

It is normal for your breath to be taken away as you enter the ice. This should however settle within thirty seconds. That said, we cannot stress the importance of removing oneself from the plunge if at any point you feel anxious, overwhelmed or begin to shiver.



Hormesis

'A biological event whereby a beneficial response happens as a result of a reduced dose of a stressor; building up a tolerance for a beneficial adaptation. Examples include heat, cold, exercise, fasting, cognitive tasks etc'

