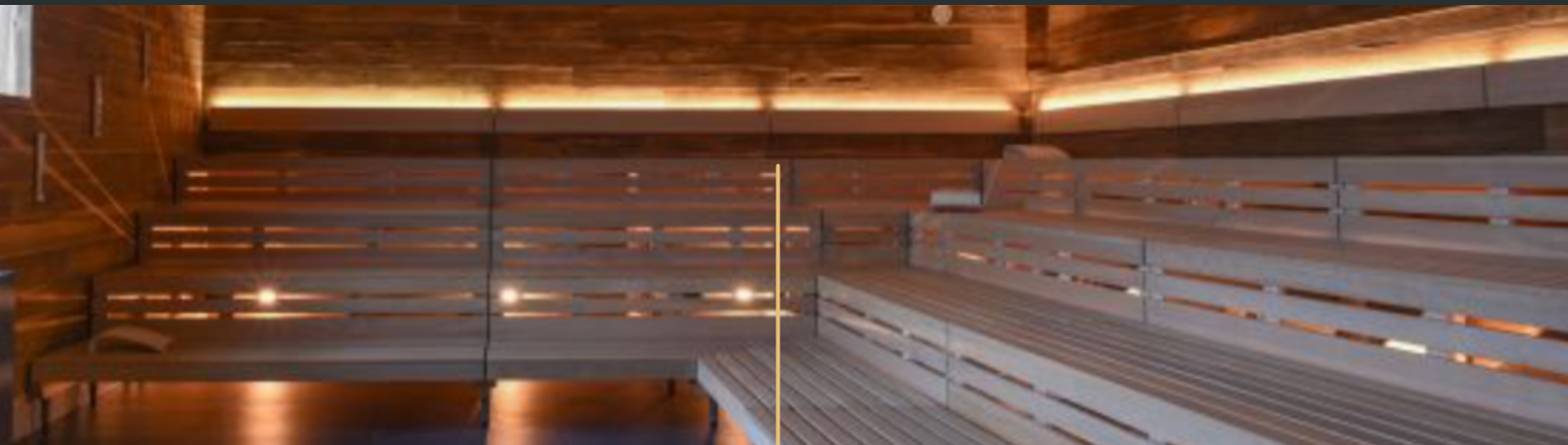


The Move Method

# Heat Exposure

Theory  
Benefits  
Application



# Theory

## What is heat exposure?

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

## Hormetic stress

Heat exposure is a type of hormetic stress. Meaning, it can trigger positive effects... but 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, energised and recovered to all the multitude of health benefits.

Our approach, therefore, is to help you navigate the different temperatures, timings, breathwork techniques and heat contrasts to produce both the desired immediate and long-term outcomes.

Remember, doing more does not result in more benefits. Like exercise, (another hormetic stress) it is about finding the effective dose.

We've taken the guesswork out for you, so all you need to do is sit back and enjoy the heat.



# Benefits

- Improved recovery + muscle growth
- Improved longevity
- Increased endurance
- Improved cardiovascular health
- Decrease stress
- Removal of toxins

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## | Improved recovery & muscle hypertrophy

Through increased blood circulation and reduction in protein degradation heat exposure has been shown to relax the nervous system, improve HRV, reduce systemic inflammation, improve insulin sensitivity and aid in soft tissue repair, post-sauna.

Also, growth hormone (HGH) is released which supports muscle growth, bone density, injury recovery and metabolism. Incredibly, HGH has been shown to increase up to 16-fold within sauna use.

All of this further helps improve our sleep quality, which ultimately is the king of recovery!

# Benefits

## | Improved longevity

Intentional heat exposure activates the FOXO3 gene, heat shock proteins, NRF2 and interleukin 6. These are all part of the stress response pathway. The genes respond to stress by activating the anti-stress pathways that include: anti-inflammatory (inflammation is a major contributor to many long-term diseases), anti-oxidant, the creation of new stem cells and the repair of DNA.

Studies show that just 2-3 sessions per week:

- Decreased chances of sudden cardiac death by 22%
- Decreased chances of Dementia & Alzheimer's by 20%
- Decreases Hypertension/Blood Pressure by 24%

(increase to 3+ sessions per week and effects double or triple in most instances)

## | Increased endurance

Sauna use can mimic the effects of moderate cardiovascular exercise. Heat exposure increases blood plasma volume. As a result, blood flow to the heart, skeletal muscle and skin increases, as does the red blood cell (RBC) count.

- Increased blood flow to the heart results in less cardiovascular strain for the same level of work
- Enhanced blood flow to skeletal muscle reduces the dependence and usage of local glycogen stores
- Improved blood flow to the skin increases sweat rate and cooling efficiency, which improves tolerance to greater cardiovascular demand
- Increased RBC count leads to better oxygen delivery to the muscles. It is thought that this increase in RBCs is due to the release of Erythropoietin (EPO) in response to the rise in blood plasma volume
- It can improve lung function and oxygen intake

# Benefits

## | Improved cardiovascular health

Sauna closely mimics cardiovascular exercise, with an increase in heart rate and blood flow. Our blood vessels then widen (vasodilate) in an attempt to cool the body down. This increased blood flow to the heart results in less cardiovascular strain for the same amount of work.

This has all been closely studied and findings show substantial benefits in reducing blood pressure, improving arterial compliance and lowering the risk of death from cardiovascular disease (up to 63%), hypertension (up to 46%) and strokes.

## | Decreased stress

Depending on how it's used, the sauna has both immediate and long-term effects on our stress levels, reducing both state and trait anxiety.

Heat has been shown to lower cortisol levels, activate our parasympathetic nervous system, improve HRV, reduce blood pressure and release dynorphins, endorphins and serotonin that provide anti-depressive benefits and improvements in mood.

With regular sauna use, you can also build up physiological resilience to stress, helping you become less affected by stress over the long term. This resilience is pre-frontal top-down control over your reflexes, limbic system, and hypothalamus. It's about learning to control behaviour when the body is flooded with adrenaline.

## | Removal of toxins

The sauna can act like an extra kidney, ridding heavy metals and toxins such as cadmium, aluminium, BPA, arsenic, lead, and mercury. Which in small amounts are required for maintaining good health but in larger amounts can become toxic, dangerous and carcinogenic.

# 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 heat exposure is the dose. Whilst there are studies suggesting that approx 70 minutes of sauna per week places 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 to beat any world records for time spent suffering in the sauna.

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 programme 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 heat exposure is single 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 heat 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

Use of the sauna is generally not advised for pregnant women and children under the age of 16.

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

With sauna use, it is also important to stay hydrated during and after use, plus ensure no alcohol consumption before or directly after.



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## **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'

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