

Sport recovery by Starpool

In professional sport, rest and recovery play a paramount role, as much as training and effort. Enhancing and maintaining high sport performance even in the medium and long term cannot only depend on the quality of the training, but also and most importantly on the quality of the moments dedicated to recovery.

Thanks to scientific research and its experience of nearly 50 years in the field of wellness, Starpool created an innovative format with a series of targeted products and programs entirely dedicated to full psycho-physical recovery and performance enhancement, which are essential for professional athletes.



Ziano di Fiemme, 27th June 2023_ After physical effort, it is necessary to grant your body **an appropriate rest period** to allow muscles to recover and restore their normal functioning. This is fundamental in order to allow your body **to activate the necessary processes of reconstruction and regeneration** to regain balance and enhance one's capabilities before the next physical effort. Even the mind, with its significant impact on athletes' sport abilities, needs rest. It is now known that mental recovery reduces the risk of injury, increases precision and quick decision-making ability, better sleep and fast recovery after intense physical effort.

The **Starpool method** revolves around the individual, ensuring benefits for both body and mind, keeping them in balance. This approach is based on **scientific research** and is reflected in the design and development of

technologies and **spaces dedicated to wellness**, and destined not only to the daily care of **psycho-physical well-being** but also to **recovery after training**. The Fiemme company has developed two formats in the world of professional sport: **Recovery Lab** and **Recovery Station**, which can be installed both in training centres and in the athletes' homes.

Everything starts from the **thousand-year-old tradition of thermalism and its cornerstones: heat, water, rest**. This is the basis of the commitment of the Starpool Scientific Research Department in developing technologies and programs of use that take advantage of the **body physiological reaction to heat, cold and Dry Float Therapy** - patented innovation for the enhancement of the time dedicated to rest - in order to improve sport performance and favour the best possible recovery.

The physiology of heat exposure: When the outside temperature and humidity rate change, the body gives a physiological response according to the differences that it perceives. The responses of **vasodilation, cardio-circulatory system activation** and **perspiration** are triggered subjectively in order to **restore the body's temperature balance**. Thanks to the constant research, Starpool technologies use the body's physiological responses by offering solutions that apply to sport and that take advantage of the different types of heat - like the dry, intense heat of the Finnish sauna or the deep heat of the Infrared Therapy - to produce beneficial effects.

Physiology of cold exposure: Cold exposure has always been used in physical activity to promote recovery. From a physiological standpoint, the exposure to cold and low temperatures can trigger different types of response from the body. The intensity and type of response are determined by the time of exposure and cooling rate. **A reduction in muscle pain, vasoconstriction, and the activation of the endocrine system** are only few of the physiological reaction that are triggered by intense cold.

Physiology of the Dry Float Therapy: Thanks to the lessened weight perception and to the dry environment which does not alter the vestibular system, the brain detects a chance for relaxing and decreasing the involvement of the neuromotor system, triggering a virtuous mechanism of physical and mental regeneration. If combined with training through specific programs of use, **the Dry Float Therapy improves blood flow and stimulates the cardiovascular system, thanks to the activation of the parasympathetic system**.

The **alternation of these three phases**, adjusted to the requirements of professional sport through programs developed by the Starpool Scientific Research Department together with the athletic training staff, brings proven psycho-physical benefits to athletes.

Recovery Lab and Recovery Station

These formats are designed on the needs of sport and professional teams, as well as those of individual athletes. Each space is bespoke in design and engineering, and its effectiveness is ensured not only by a careful **designing of spaces** and by **cutting-edge equipment**, but most importantly

by the **definition of programs of use that blend in perfectly in athletes' training moments**, contributing to performance improvement.

Recovery Lab and Station are developed to be used **before and after exercise, and on rest days**. The phase before exercise is fundamental to prepare the body and **reduce the risk of injury** by acting on **passive muscle warm-up** and **mental focus** before the game. In the phase **after exercise**, these formats ensure ideal recovery with programs developed to **reduce muscle soreness** and the risk of overexertion, improve the quality of sleep and, if necessary, to **treat acute injury**. And last but not least, on **rest days** athletes can attend the Recovery Lab to follow a program oriented to **prevention** and **psycho-physical resilience**.

The experts from Starpool are able to find the best solution, exploring the best and most effective combination between products such as:

Sport Sauna: the **Finnish sauna** which, thanks to its **dry and intense heat**, maximizes the effectiveness of training programs and contributes to improving sport performance to top levels. With its **ergonomic and functional design**, it is developed to integrate perfectly in the spaces dedicated to recovery.

Sport Infrared Cabin: a cosy and functional environment to take advantage of the **regenerating power of infra-red rays**, thanks to an ergonomic seat that transfers deep heat through special lamps installed on the backrest. **Infrared Therapy** promotes blood circulation, favours skin healing and relaxes muscles.

Sport Infrared Lounger: a valid alternative to the Infrared Cabin, it is the ideal solution to create practical stations dedicated to infra-red rays therapy. It is especially useful in the event of overlapping flows of client. Thanks to the **adjustable backrest** and its **ergonomic shape**, it can be integrated perfectly in areas dedicated to fitness recovery.

Ice Bath: a simple and versatile solution to enjoy actual baths in icy water and have all the benefits of the cold therapy; it is ideal for athletic recovery, at the gym and even at home. Its reduced dimensions make it easy to move and install everywhere. Through a simple touch-screen display, the water temperature can be regulated from +4°C to +38°C.

Zerobody Cryo: the Starpool revolution in the world of **cold therapy**; innovative in its simplicity, safety and accessibility, it features a patented water membrane that wraps the body entirely without the need to get wet, at a functioning temperature of **4-6°C** in a safe and **non-invasive** environment. The access is gradual and makes the approach to the cold therapy easier, resulting in the same benefits as the traditional cryotherapy or the immersion into icy water. Zerobody Cryo ensures a less intense exposure to the cold, offering users the complete comfort of dry floatation.

Zerobody Dry Float: the **innovative and patented system** to regenerate body and mind. Developed on the basis of the broad scientific research on the benefits of floatation in water, Zerobody Dry Float is an effective and versatile solution offering all the benefits of the **Dry**

Float Therapy: the body floats over 400 litres of warm water, without the need to get undressed or wet. The Dry Float Therapy takes advantage of the benefits of floatation to allow body and mind to regain energy in an easy and versatile way that suits everyone. **Zerobody Dry Float**, a one-of-a-kind system **offering the benefits of reduced gravity**, is a technological innovation in the service of regenerative well-being that produces a positive impact on: **stress, muscle and joint pain, sleep, focus, psycho-physical recovery**. Thanks to the Mindfulness and breathing techniques programs included in the software of use, Zerobody Dry Float makes the most of mental training effectiveness, a crucial element in the life of professional athletes.

Starpool is **partner with Virgin Club** throughout the whole of Italy, with **DreamFit** and **Go Fit** in Spain, **Crunch Fitness** and **iCryo** in the USA, and **Cryopoint** in Germany. The Trentino company also works with Olympian cross-country skier **Federico Pellegrino**; Biathlon world champion **Dorothea Wierer**; gold-medallist at Biathlon world championship **Denise Herrmann-Wick**; cycling champion **Gianni Moscon**; Italian Crossfit champion **Stefano Migliorini**; **FC Südtirol**; **Hockey Club Bolzano**; **Aquila Basket Trento** and **Trentino Volley**. Starpool has also been chosen by great international teams of the **US National Football League** like the **San Francisco 49ers**, **Los Angeles Rams**, **Minnesota Vikings**, **Cleveland Browns** and the **Carolina Panthers**, and of the **US Major League Baseball**, like the **New York Mets**, **San Francisco Giants**, **Seattle Mariners** and **Chicago Cubs**, as well as the **American National Football team** and the US Hockey champions **Carolina Hurricanes**. Many are also the teams of the **US National Collegiate Athletic Association** to have chosen Starpool Alabama Crimson Tide, Clemson University, Ohio State Buckeyes, Rutgers University, University of Florida, University of Houston, University of Nebraska, University of North Dakota, University of Oklahoma and Winner Circle Athletics.

After launching the format at FIBO, the world fitness trade show held in Cologne last April, Starpool brings integrated recovery to **EPIC 2023**, the international congress by **ELPA - EuroLeague Players' Association** - held in **Cesena** at **Technogym Village** on **1st July 2023**, as **Official Wellness Partner**. During the congress, world-class experts from the most diverse professional sectors will share with the broader basketball and sport communities their latest scientific research, methods and experience on the topics of performance, strength & conditioning, nutrition, data science, sports psychology, traumatology, among others. <https://elpa.basketball/epic2023/>

Again in **July**, from **17th to 22nd**, Starpool will take Recovery Lab to "**the Sanctuary**", the sport-cultural week organised by the **American National Basketball Players Association** (NBPA) for its NBA stars in Andalusia. The week will include a program with preparation, training and recovery sessions at the Higuera Training Center in Fuengirola, the new and cutting-edge building overlooking the Mediterranean sea, a few kilometres away from Malaga.

Starpool - Wellness Concept made in Italy

For almost 50 years, **Starpool** has realised products and services designed to achieve **mental** and **physical well-being**. Focusing on the individual, with the goal of making wellness an **accessible** and **daily practice**, it creates spaces and programs to suit

STARPOOL

wellness concept

everyone, with the collaboration of designers, companies and operators in the sectors of **hospitality, health, sports** and **beauty**. All of this is done on the basis of a tailor-made wellness *mission*, for a customised wellness that makes its way in the **home private** world, as part of everyday life.

At the root of it all, there lies Starpool's DNA: **heat, water** and **rest**, whose alternation generates genuine benefits that positively influence people's lives, from **prevention** to **muscle recovery**, from daily exercise to **live well** to **mental wellness**.

Casa Starpool is located in a true open-air spa, the **Fiemme Valley**, from which it draws constant inspiration in a continuous exchange, borrowing its raw materials, like the wood, and giving back a constant and daily commitment for a future in name of sustainability, starting with the development of innovative technologies for energy monitoring and saving.

With over **4.000 realised spas**, Starpool is present in **79 Countries** worldwide, with **4 foreign branches** and **26 distributors**.

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