

For the summer retreat in the Fassa Valley, Genoa chooses sport recovery by Starpool

Genoa Cricket and Football Club - in Moena until 23rd July for the summer retreat that will mark the beginning of the new season and the return to the major league - chose the Fiemme company as Official Wellness Partner to support players in a fundamental phase of their preparation journey.

Thanks to scientific research and its nearly 50-year experience in the field of wellness, Starpool has created Recovery Lab: an innovative format featuring cutting-edge technologies and programs of use to make the most of the effectiveness of the fundamental time dedicated to recovery.

Ziano di Fiemme, 13th July 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 a fundamental phase 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 specific care. It is now known that mental recovery reduces the risk of injury, increases precision and quick decision-making ability, and favours better sleep and fast recovery after intense physical effort.

These are the grounds underlying the **new partnership between Genoa CFC** - in Moena until 23rd July for the pre-championship summer retreat, **and Starpool**. The partnership was created to make a **Recovery Lab** available to the players, to allow them to test the new technologies and include recovery strategies in their training.

"We believe in the **union between sport and wellness**: they are a winning pair. The impact of body and mind well-being on sport performance is a fact. We've been working for years at the development of services and programs dedicated to recovery, so sharing our expertise with the longest-living Italian team fills us with delight", claims **Riccardo Turri, Starpool CEO**.

The approach of the Fiemme company is founded on **scientific research**, which is reflected in the design and creation of **technologies and spaces dedicated to wellness**, including those dedicated to **sport professionals** to offer them certain **psycho-physical well-being and effective recovery**.

Everything starts from the **thousand-year-old tradition of thermalism** and its cornerstones: **heat, water, rest**. This is the origin of the commitment of the **Starpool Scientific Research Department** in developing technologies and programs of use to **take advantage of the body's physiological response to heat** - vasodilation, enhancement of the circulatory system and perspiration; **to cold** - reduction of muscle pain, vasoconstriction, and enhancement of the endocrine system; and **to reduced gravity**, which enhances blood flow and cardiovascular system, thanks to the activation of the parasympathetic system. Reduced gravity is the principle underlying **Zerobody Dry Float**, a dry floatation system used by the big international sport clubs for psycho-physical recovery, sleep improvement and cognitive enhancement.

The **alternation of these three phases**, adjusted to the requirements of players through programs developed by the Starpool Scientific Research Department together with the team's training staff, will be **integral part of the training**.

In the **Recovery Lab** designed for the red-and-blue team, the players will get to test the regenerating power of **Zerobody Cryo** - the Starpool revolution in the world of cryotherapy - and treat themselves to moments of rest and psycho-physical regeneration with **Zerobody Dry Float**, combined with Mindfulness and breathing techniques programs included in the software of use.

The programs of use of Recovery Lab fit in **three crucial moments of the daily life of athletes**. In the **phase before the physical exercise**, with the goal of promoting passive muscle **warm-up** and favour responsiveness and mental focus; in the **recovery phase after the physical effort**, helping to reduce muscle soreness and the risk of overexertion, enhance sleep quality and, if necessary, treat acute injuries; and **on rest days**, when athletes can attend the Recovery Lab to follow maintenance programs oriented to prevention and psycho-physical resilience.

"We're happy to be able to work together with Starpool during Genoa's summer retreat. And we're even happier that their Recovery Lab is available to our players. **Recovery, be it physical or mental, is now a critical topic in high-level sports**, and it's precisely the continuous exchange between innovative companies such as Starpool and the medical staff of the teams that entails more and more effective solutions" claims **Dr. Alessandro Corsini, Healthcare Manager of Genoa CFC**.

The products:

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 low temperatures**, 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 for sports

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 Olympic 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**.

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 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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