## PROFESSIONAL SPORT





In a world that spins fast, we create wellness oases where time slows down.

Spaces and programs dedicated to health, beauty, and self-care.

Places where body and mind regain harmony and vigour.

Because making people feel better is all that we want.







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# The challenges for professional sport

## The enhancement of sport performance does not depend only on the quality of the training itself.

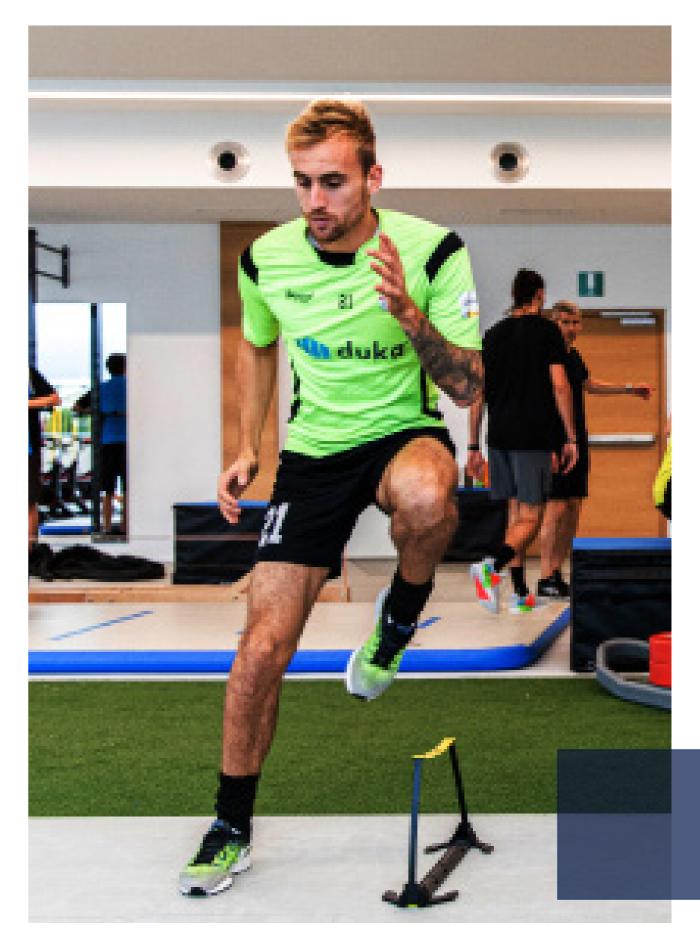
Athletic performance requires both **mental and physical effort**: training sessions, matches and away games come in quick succession.

This translates in constant dedication to achieve the **best result in every activity**.

In professional sport, **rest and recovery** play a paramount role, as much as training and effort. If adequately integrated in athletes' preparation programs, they allow not only to achieve **top performance** in a short time, but also to maintain it in the medium to long term.

This is the reason why, today, a new focus arises which is critical in the assessment of performance in professional sport. It is **as important as training** itself and must advance hand in hand with it: **recovery**.

Our advanced products and programs, stemming from scientific research, favour fast recovery - becoming valuable allies to ensure top performance at all times.



Fabian Tait, midfielder FC Südtirol.

# The value of recovery

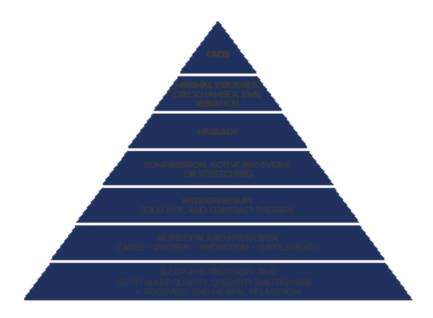
## Factors that impact sport performance.

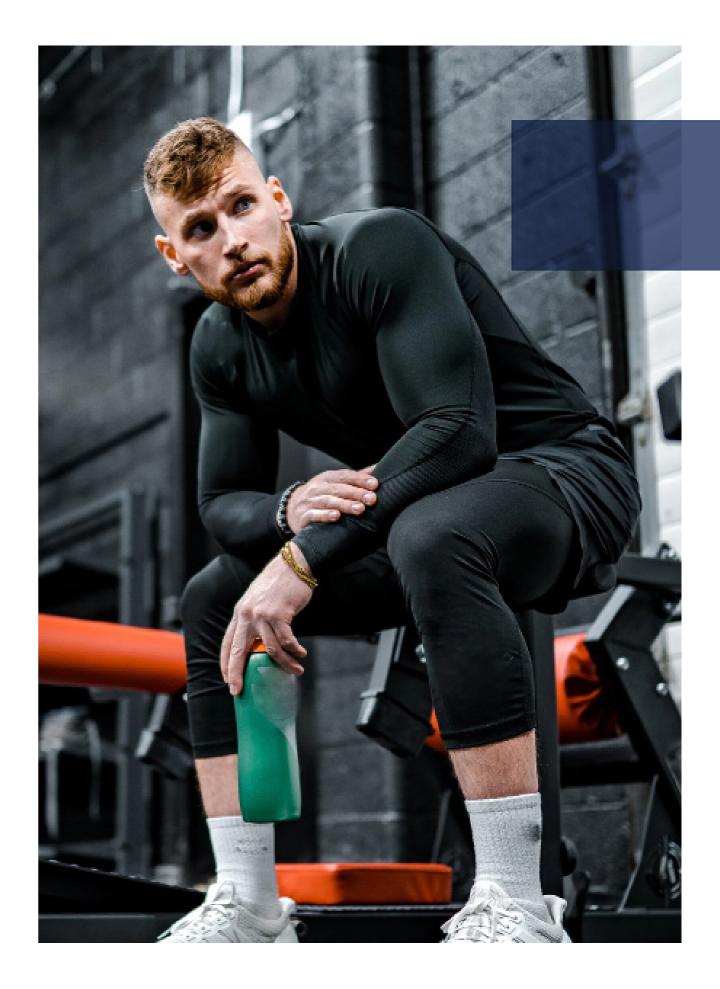
Many are the elements that impact the performance of athletes.

Some trends may vary over time, but the fundamental elements found at the base of the pyramid are **sleep** and **recovery time**, closely followed by nutrition and hydration.

The pyramid also shows additional strategies that, if integrated in athletes' daily life, contribute to the enhancement of performance: hydrotherapy, compression and massage techniques, supported by more and more innovative technologies, are among the activities that are backed up by increasingly advanced scientific research.

Our products act on the base of the pyramid and contribute to improving sport performance. We implement **cutting-edge technologies** in support of athletes, which enhance the time dedicated to recovery, by taking advantage of the body's natural physiology to favour **top performance at all times**.



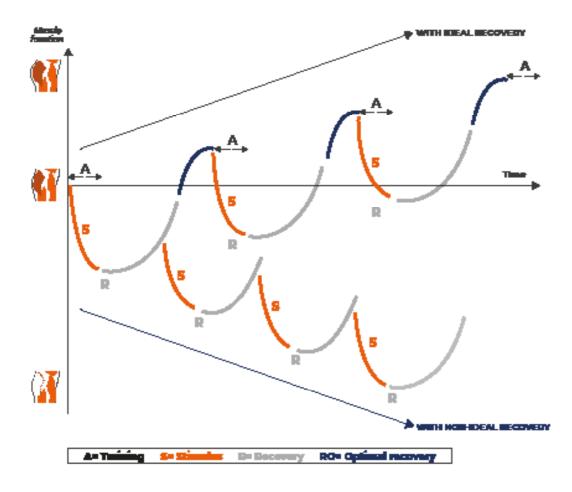


## Physical recovery.

After physical effort, it is necessary to grant your body an appropriate rest period to allow your muscles to recover and restore their normal functioning.

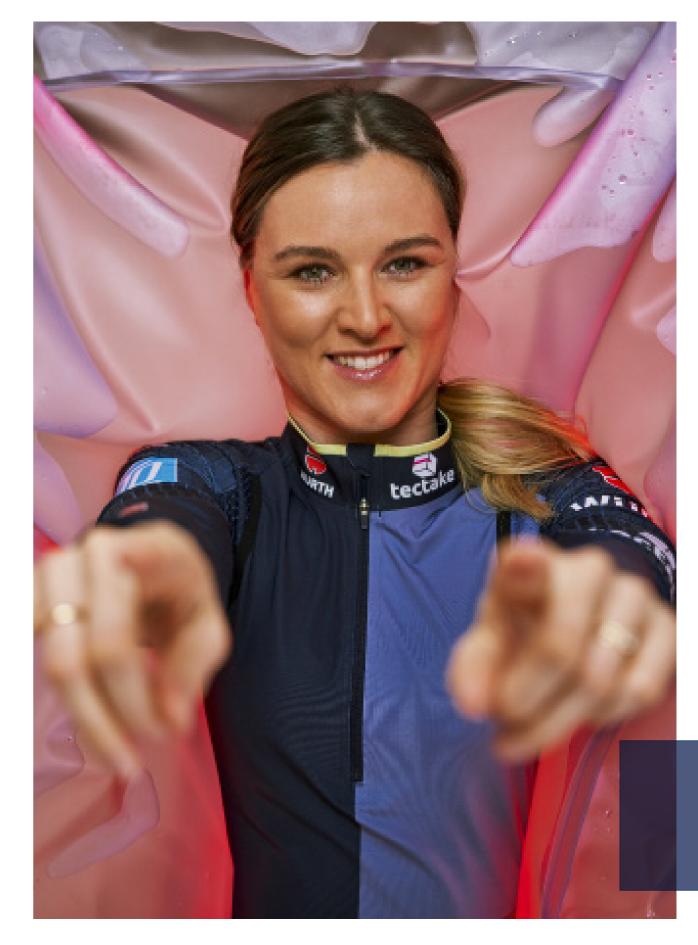
When muscle activation is excessively frequent, there is a risk of overload which may lead to a gradual performance loss from the medium to long term.

The recovery phase is fundamental, in that it allows the body to trigger the necessary processes of reconstruction and regeneration to regain balance and enhance one's capabilities before the next physical effort.



Our products were designed to meet these requirements, **using cutting-edge technologies that favour physical recovery** with the goal of enhancing athletes' sport

performance and well-being.



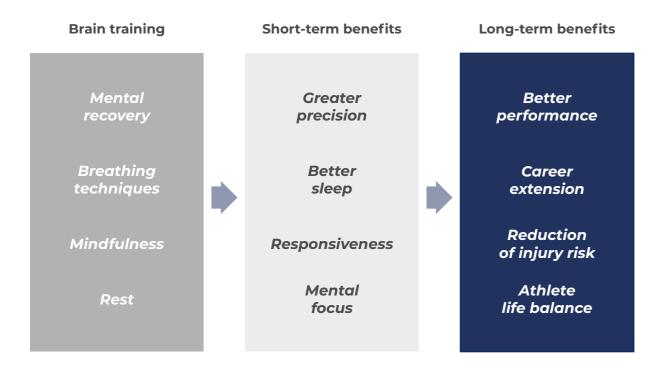
Denise Herrmann-Wick, gold medallist at the Biathlon world championship.

## Mental recovery.

Mental readiness, understood as actual training and correct recovery time, can have a significant impact on athletes' sport capabilities.

Correct rest, combined with exercise that have great cognitive impact like Mindfulness programs, help athletes to visualise and train their brain abilities. This favours a more effective management of stress and better focus; conscious breathing, on the other hand, contributes to improving athletic performance.

Adequate mental recovery has multiple benefits: reduction of injury risk, precision increase, quick decision-making ability, better sleep and fast recovery after intense physical effort.



At Starpool, we develop solutions for recovery that take into account these needs, using **technologies that support the decompression phase** after the match and favour **the training of both physical and mental strength**, with the goal of making the most of the athletes' sport performance and well-being.



Federico Pellegrino, cross-country skiing Olympic medal.

# Why choose us?

### **ALL-ROUND OFFER**

We've long supported athletic trainers and sport doctors,

as well as the best international sport teams. We don't just provide equipment: we are a reference, an **all-round partner** for the realisation of effective and practical spaces dedicated to recovery and to the enhancement of psycho-physical performance.

#### **INTEGRATED PROJECTS**

Our cutting-edge wellness solutions combine perfectly with different training programs and contribute to making the most of performance. Innovative solutions conceived for body and mind recovery and regeneration, functional to the specific needs of the team or athlete, for complete psycho-physical well-being.

#### **REVOLVING AROUND INDIVIDUALS**

Our approach to recovery in sports revolves around individuals, their physiology and psychology. A kind of wellness that is founded on scientific research and defines bespoke solutions for recovery and self-care, through products that combine quality and innovation with programs of use that are functional to individual goals. Meeting the needs of professional athletes is the first step in ensuring they make the most out of each performance.

### **EFFECTIVE RESULTS**

We support medical and athletic staff with all of our solutions dedicated to psycho-physical recovery: we help them identify the best programs of use to integrate in their athletic preparation routine. Our innovative format ensures the utmost effectiveness of the time devoted to recovery, thanks to the best technologies stemming from Starpool's experience.

# The Starpool method

The Starpool method expresses our idea of well-being, revolving around the individual and offering benefits to body and mind.

It is an ever-evolving approach that is based on scientific research and is reflected on the **design and realisation of technologies** dedicated to Wellness, recovery and self-care.

We think that **products and services of proven effectiveness** can only result from an accurate and in-depth project of analysis and research.

## Scientific Research Department



Our Scientific Research Department builds partnerships and analyses
the results of studies carried out in collaboration with prestigious
research institutes and leading institutions in the world of medicine,
sports and neuroscience. Our goal is to support trainers and sport doctors
in the definition of the most functional solutions
and recovery programs for the athletes and their teams.

# **Our DNA**

The origins of the Starpool method lie in thermalism and its thousand-year-old tradition, which makes up our DNA: heat, water, rest.

The alternation of these three phases, adjusted to the requirements of professional sport, brings authentic psycho-physical benefits to athletes.

Independent of the specific products, the format based on heat, cold and Dry Float Therapy completes their daily life in three crucial moments: physical activity, rest day and injury management.

# Heat

The starting point of every wellness experience.
The temperature rises and the body is overheated, activating the cardio-circulatory system and triggering beneficial perspiration.

# Water

Water is the fundamental element of cold reactions. They allow the body to rebalance its temperature after being exposed to intense heat and to trigger a series of beneficial psycho-physical reactions.

# Rest

Rest is the state in which our body experiences relaxation and psycho-physical regeneration. A restful state is fundamental to assimilate the beneficial effects of heat and cold.

# The physiology of heat exposure

Heat has always been employed for its beneficial effects on the muscles and nervous system.

The processes of heat production and transfer regulate body temperature and keep it balanced.

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 maintain the body's temperature balance.

Thanks to our constant research, we at Starpool 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.

# Finnish sauna benefits

Cardio-circulatory system training
Greater tissue oxygenation
Faster drainage of metabolic waste

## **IDEAL FOR:**

passive cardiocirculatory system training on rest days, to ensure continuous athletic preparation.

## Infrared therapy benefits

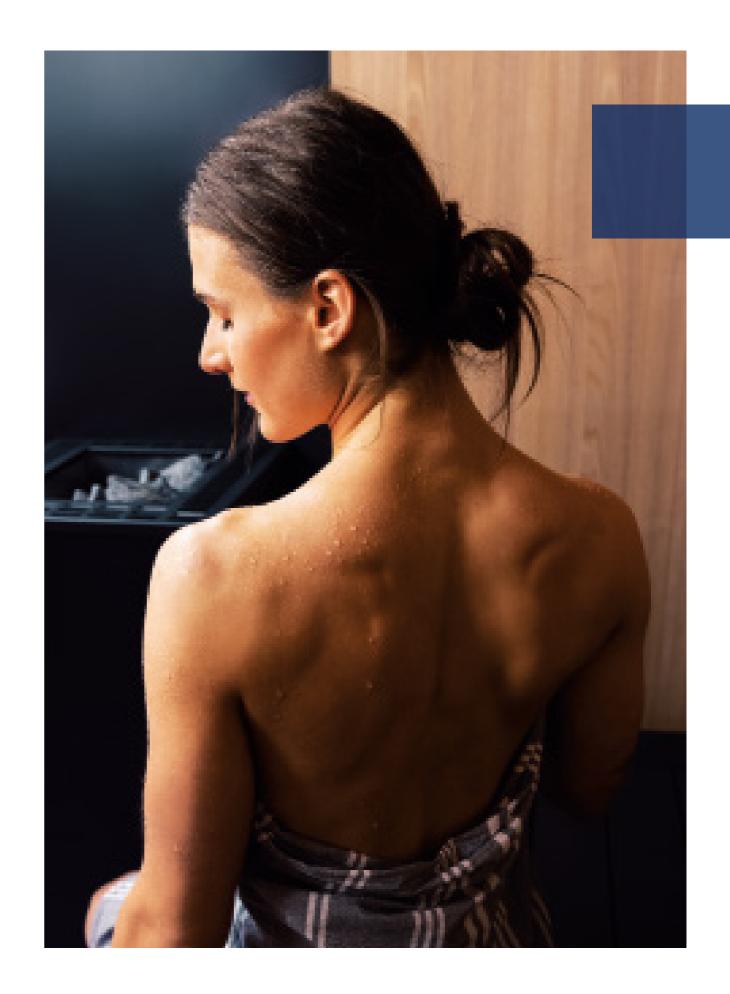
Muscle relaxation

Peripheral blood flow promotion

Greater endorphin production

## **IDEAL FOR:**

passive warm-up before the training and matches, microcirculation promotion and muscle pain reduction on rest days.



# The 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 responses that are triggered by intense cold.

Our solutions are based on the body's physiological response and take advantage of the reactions caused by intense cold to produce beneficial effects in the field of sports.

## **Benefits**

Reduction of edema and inflammation

Faster post-workout recovery

Pain reduction and muscle relaxation

Lower stress levels

Faster metabolism

Strengthened immune system

## **IDEAL FOR:**

the promotion of vasoconstriction and the activation of the endocrine system through the exposure to intense cold right after a physical effort, which help to reduce the feeling of fatigue on the following days.



# The physiology of the Dry Float Therapy

Dry floatation is the only system in the world that allows to recreate the effects of zero gravity.

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 neuromuscular system**, triggering a virtuous mechanism of physical and mental regeneration.

Through research, we are now able to make the most of this mechanism. If combined with training through specific programs of use, **Dry Float Therapy** improves blood flow and the activation of the **parasympathetic system**.

## **Benefits**

Peripheral blood flow promotion

Reduced muscle fatigue

Better quality of sleep

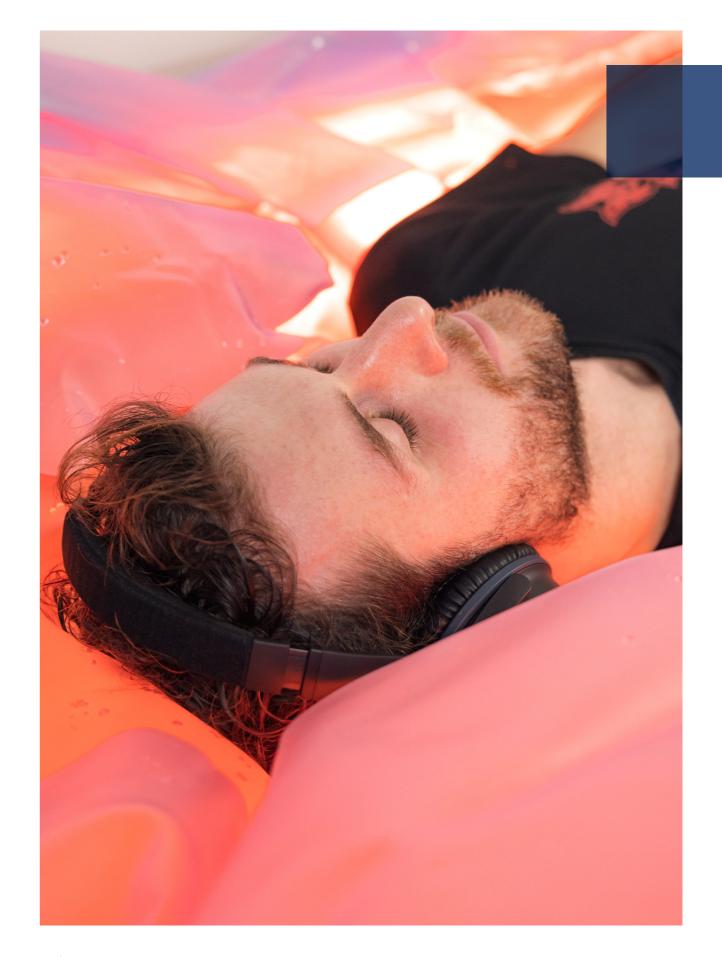
Heart Rate Variability increase

Spine relaxation

Reduction of stress and anxiety

## **IDEAL FOR:**

the Dry Float Therapy allows body and mind to regain energy easily, conveniently and quickly - favouring better sport performance.



 $\textbf{Daniel Frank,} \ \text{captain of Hockey Club Bolzano Foxes}.$ 

# The power of the mind

Keeping balance between body and mind is crucial to maximize sport performance.

Over the last few years, scientific research has proven that **mindset** and physical preparation are equally important to achieve successful performance. Sport psychology has developed several approaches oriented to mental training, like **Mindfulness** and **Brain Training programs**.

This is why, together with renowned partners in the fields of research and sport, we have developed products that favour athletes' psycho-physical health.

## Mindfulness benefits

Reduction of stress and anxiety
Living in the here and now
Better focus

# **Breathing** benefits

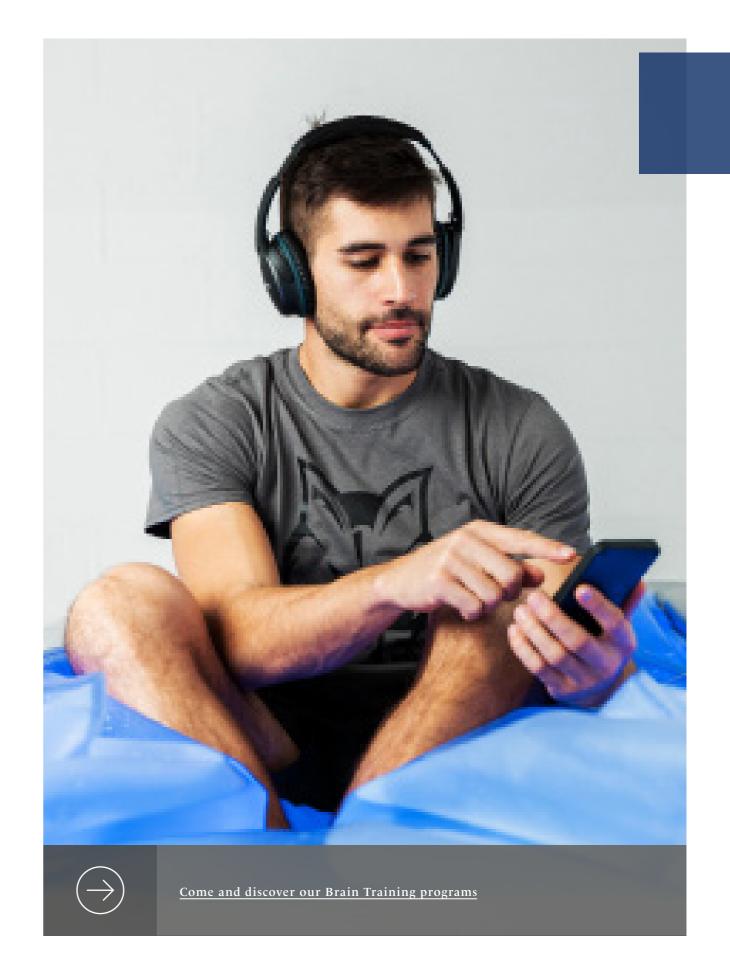
Better quality of sleep

Lowered blood pressure

Greater tissue oxygenation

Our Brain Training programs are included in the software of use of Zerobody Dry Float Pro which, thanks to the regenerating power of dry floatation on body and mind, acts as a real booster for cognitive training.

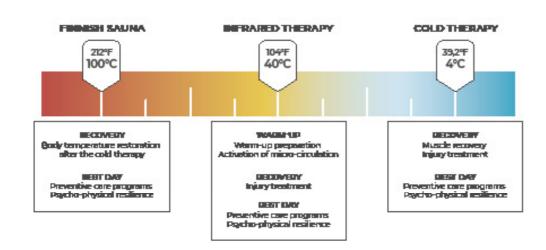
They are also available on **My W-Place**, the downloadable app for our clients.



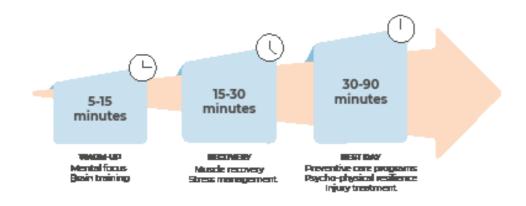
# A triple-physiology graph

Two charts for the benefits of heat, cold and Dry Float Therapy.

### THE BENEFITS OF HEAT AND COLD



### THE BENEFITS OF THE DRY FLOAT THERAPY





Toto Forray, captain of Aquila Basket Trento, and team doctor Fabio Diana.



# **Recovery Lab**

## The best support for the team.

A format designed to adjust to different contexts and spaces inside
the performance centre. It can be installed in an area entirely dedicated
to recovery or included in the spaces dedicated to training.
It does not require structural works and has low management costs,
while offering everything that sport professionals need.

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 schedules**, contributing to the improvement of performance.

## The format relies on:

## 

## **Layout Small**

LAYOUT 36 m<sup>2</sup>

2 x Zerobody Dry Float personal x

1 x Zerobody Cryo X

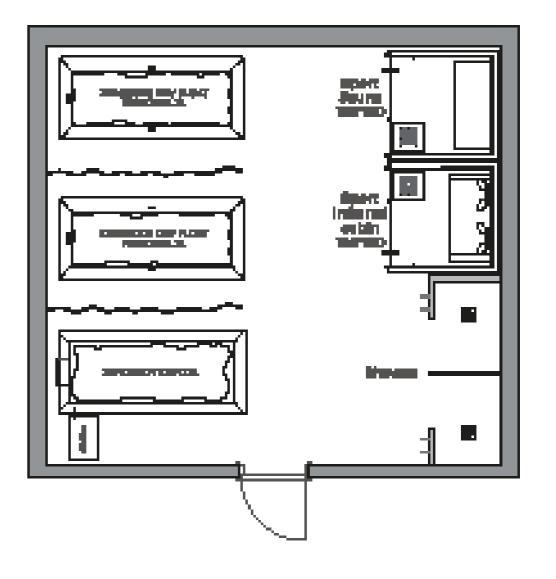
Sport Sauna 150 x 150 cm (for 2 people)

**Sport Infrared Cabin** 150 x 150 cm (for 2 people)

MANAGEMENT OF FLOWS

Warm-Up: 10 pax / 60'

Recovery: 8 pax / 60'



## **Layout Medium**

MANAGEMENT

Warm-Up: 20 pax / 60'

Recovery: 20 pax / 60'

**OF FLOWS** 

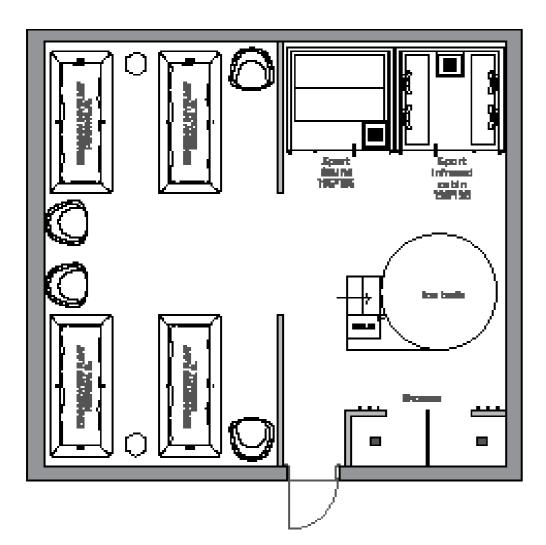
LAYOUT 60 m<sup>2</sup>

4 x Zerobody Dry Float personal x

1 x Ice Bath pro (for 4 people)

**Sport Sauna** 195 x 195 cm (for 4 people)

**Sport Infrared Cabin** 195 x 195 cm (for 4 people)



## **Layout Large**

LAYOUT 98 m<sup>2</sup> MANAGEMENT OF FLOWS

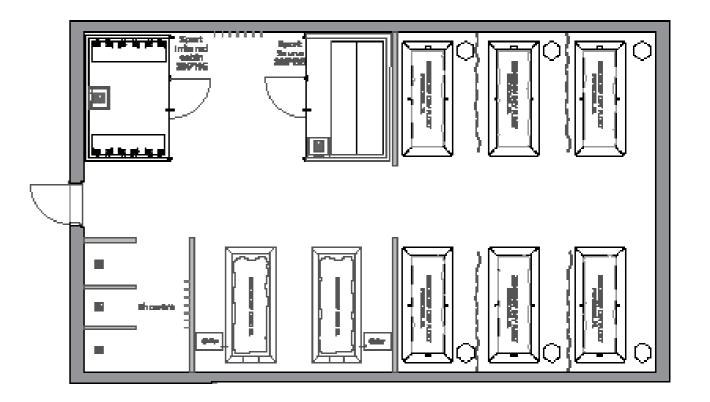
6 x Zerobody Dry Float personal x

3 x Zerobody Cryo X

Sport Sauna 285 x 195 cm (for 6 people)

**Sport Infrared Cabin** 285 x 195 cm (for 6 people)

**Warm-Up:** 30 pax / 60' **Recovery:** 30 pax / 60'



## **Recovery Room**

## The best support for every athlete.

A format designed to allow athletes to benefit from the best technologies for recovery even at home and make the most of the training and sport performance programs at all times.

Its effectiveness is ensured by cutting-edge equipment, and by programs of use that are combined with the different training phases, contributing to the improvement of performance.

## The format relies on:

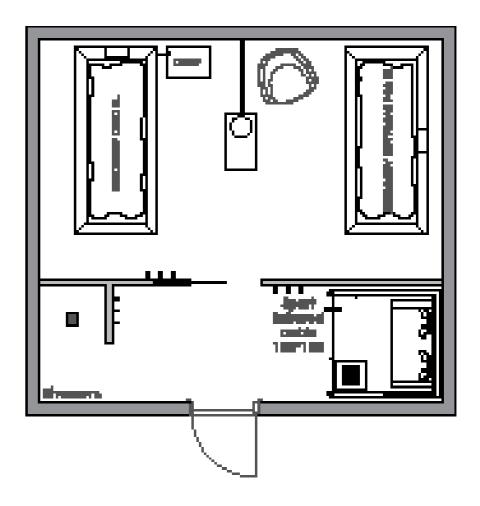


## **Layout A**

LAYOUT 28 m²

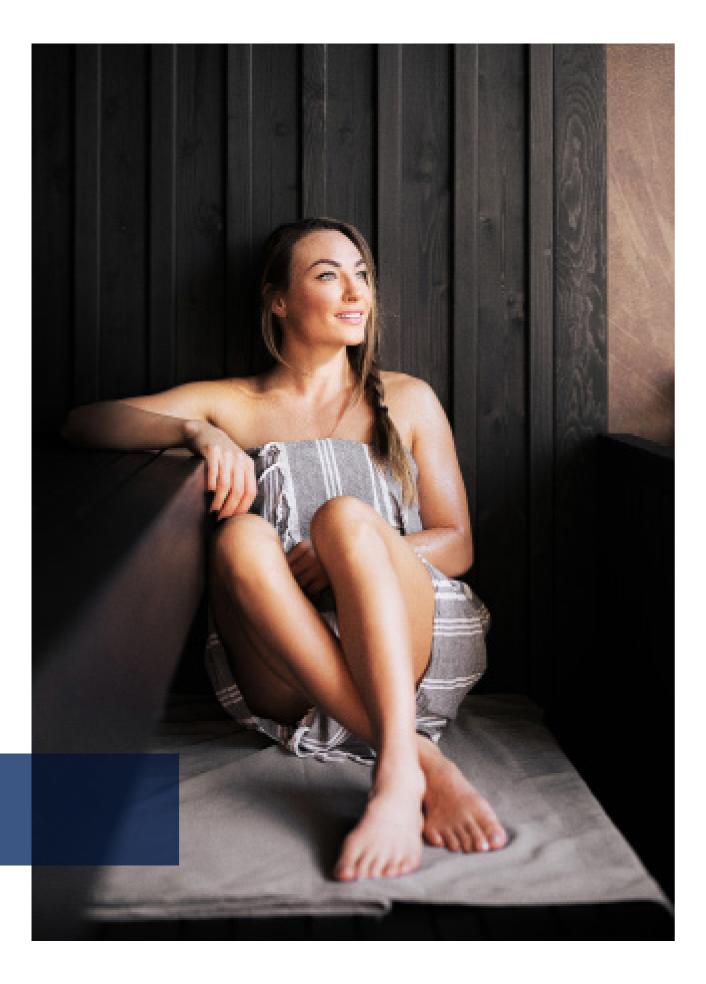
- 1 x Zerobody Dry Float pro x
- 1 x Zerobody Cryo X

**Sport Infrared Cabin\*** 150 x 150 cm (for 2 people)



### \*SPORT INFRARED CABIN

Thanks to the electric stove, Sport Infrared Cabin becomes a Finnish sauna with a simple switch. This makes it the ideal solution at home, where athletes can choose the best type of heat on the basis of each day's programs of use.



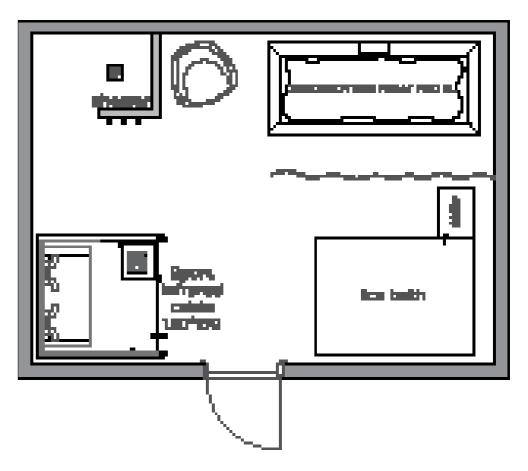
## **Layout B**

LAYOUT 22 m<sup>2</sup>

1 x Zerobody Dry Float pro x

1 x Ice Bath personal (for 2 people)

**Sport Infrared Cabin\*** 150 x 150 cm (for 2 people)



## \*SPORT INFRARED CABIN

Thanks to the electric stove, Sport Infrared Cabin becomes a Finnish sauna with a simple switch. This makes it the ideal solution at home, where athletes can choose the best type of heat on the basis of each day's programs of use.



## Our programs

Recovery Lab and Recovery Station become part of athletes' daily life in three fundamental moments: warm-up, recovery and on rest days, with targeted programs for full psycho-physical recovery and performance improvement. Each program is functional to the specific needs of athletes, completing their training schedule perfectly.

The phase before the physical effort is critical to prepare the body and reduce the risk of injury.

Mental focus

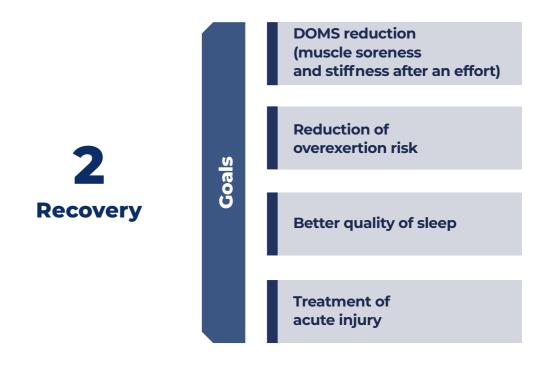
Marm-Up

Passive muscle warm-up

## **PROGRAM**



## The phase after the workout aims to ensure full recovery and top performance at all times.



## **PROGRAM**



On rest days, athletes can follow a program aimed at preventive care and psycho-physical resilience

In case of injury, when it is not possible to train or it is necessary to follow a treatment and recovery program, the technologies that come with our Recovery Lab help professional athletes to get back to their feet as soon as possible.





## **PROGRAM**



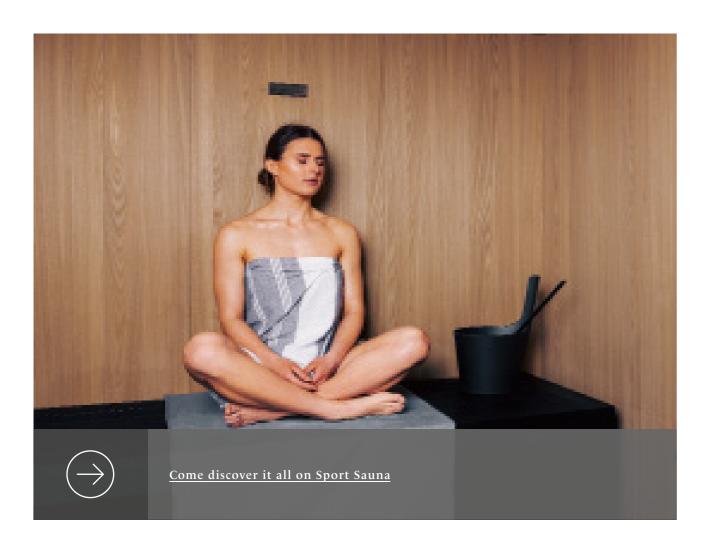




## **Sport Sauna**

The Finnish sauna, thanks to its **dry and intense heat**, maximizes the effectiveness of training programs and contributes to raising sport performance to top levels.

Sport Sauna combines the quality and innovation of our products with an **ergonomic and functional design**, developed to become integral part of the areas dedicated to recovery.

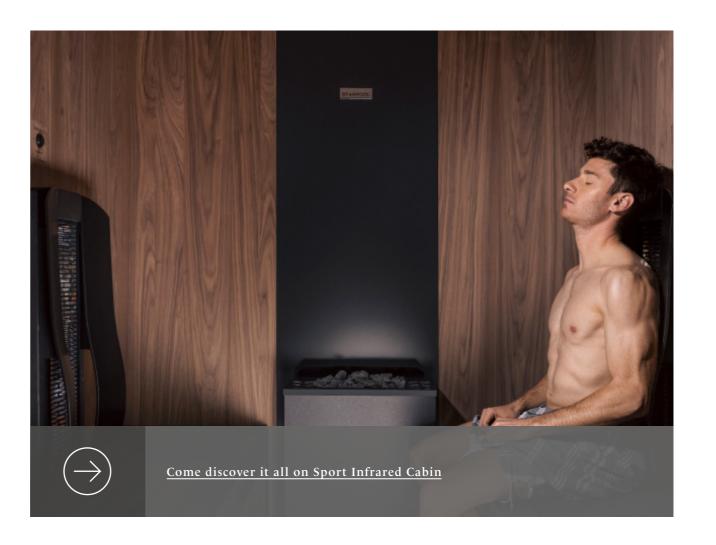


# **Sport Infrared Cabin**

A cosy and functional environment that makes the most of the regenerating power of infra-red rays, and that can quickly transform into a Finnish sauna.

The ergonomic seat, which transfers deep heat thanks to the special lamps installed on the backrest, makes this the ideal solution to complete training and performance programs with the Infrared Therapy. Thanks to the electric stove, this cabin can also easily be transformed into a Finnish sauna, characterised by a regenerating, dry and intense type of heat.

Sport Infrared Cabin is the result of our experience in the world of Wellness, to bring all **the benefits of heat to the world of sports** with functionality and versatility.



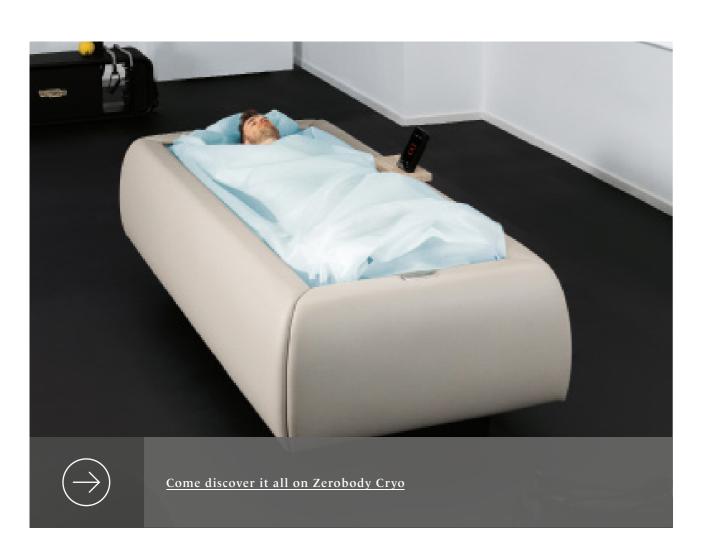
## **Zerobody Cryo**

Zerobody Cryo is the Starpool revolution in the world of Cold Therapy.

Innovative in its simplicity, safety and accessibility, it features a **patented**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.

Zerobody Cryo features a practical and easily accessible safety button. It can be used at any time to stop the cryotherapy session autonomously

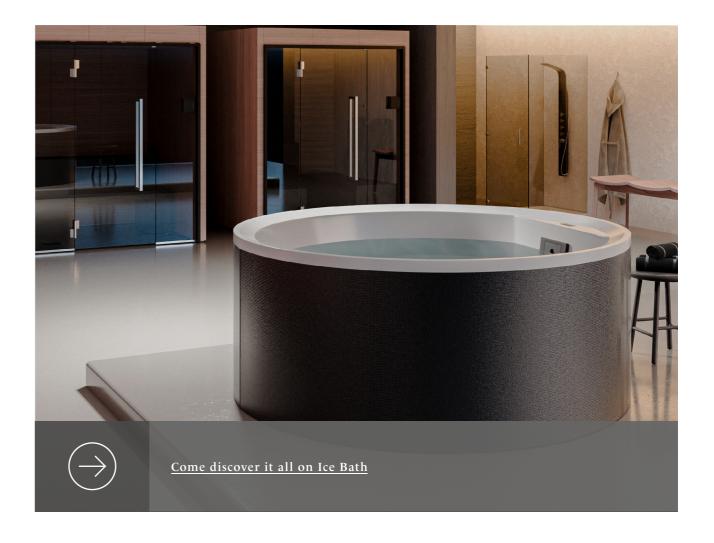
A less intense solution that brings the same benefits as cryotherapy and immersion in icy water.



## Ice Bath

Ice Bath is a simple and versatile solution to enjoy actual baths in icy water and have all the benefits of the cold therapy. Ideal for athletic recovery for professional sports and gyms, it is available in two versions: pro, a 4-seater pool designed for the recovery areas that are used simultaneously by groups of athletes; and personal, a 2-seater pool that is perfect for individual use.

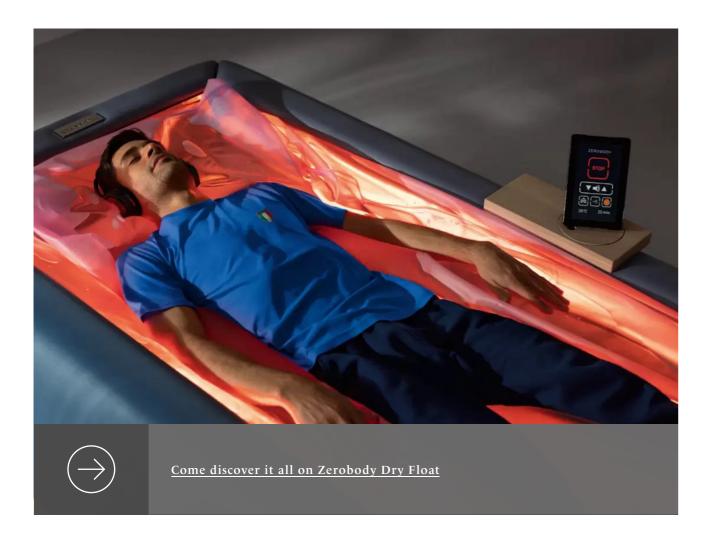
Through the touch-screen display, you can regulate water temperature from +4°C to +38°C, making Ice Bath a perfect solution for hot baths and Kneipp Therapy too. A practical button also allows for the fast and daily activation of the **systems of water recirculation.** 



# **Zerobody Dry Float**

Zerobody Dry Float is a one-of-a-kind system that **allows body and mind to recover their energy** easily and effectively by reproducing the effects of zero
gravity. The body floats over 400 litres of warm water, without the need to get
undressed or wet. It is a technological innovation that produces a positive impact
on stress, muscle and joint pain, sleep, focus, and psycho-physical recovery.

Zerobody Dry Float is available in two versions: **pro**, ideal for exclusive use, thanks to the software that allows to customise the session; and **personal**, perfect for an independent use in a Recovery Class designed for significant clients' flow.





Dorothea Wierer, Biathlon world champion.



## **Services**

Consulting, Training, Engineering and Technical Support are the four pillars sustaining our whole work.

Together, and thanks to the people who are part of our reality, we develop **ambitious projects** based on our clients' real needs, supporting and accompanying them every step of the way.

We'll support you in each phase, starting from the project, in order to help you make the most of our products and show you their full potential.

Being your Wellness partner pushes us to always do our very best, to develop effective and functional areas dedicated to recovery and to the improvement of athletes' psycho-physical performance.



Discover more about our services



### CONSULTING

Our professionals are by your side in every phase of your project to help you make the most of every product you choose. They will support you from the original idea to the final realisation, helping you to identify the best solution in terms of sustainability, management, function and design.



### **TRAINING**

Our Scientific Research Department is available to configure products and programs of use in the best possible way, and to share specific guidelines. Our support is always tailored on each specific case and contributes to defining the alternation and duration of the sessions, according to the desired benefits and to the characteristics of each sport.



### ENGINEERING

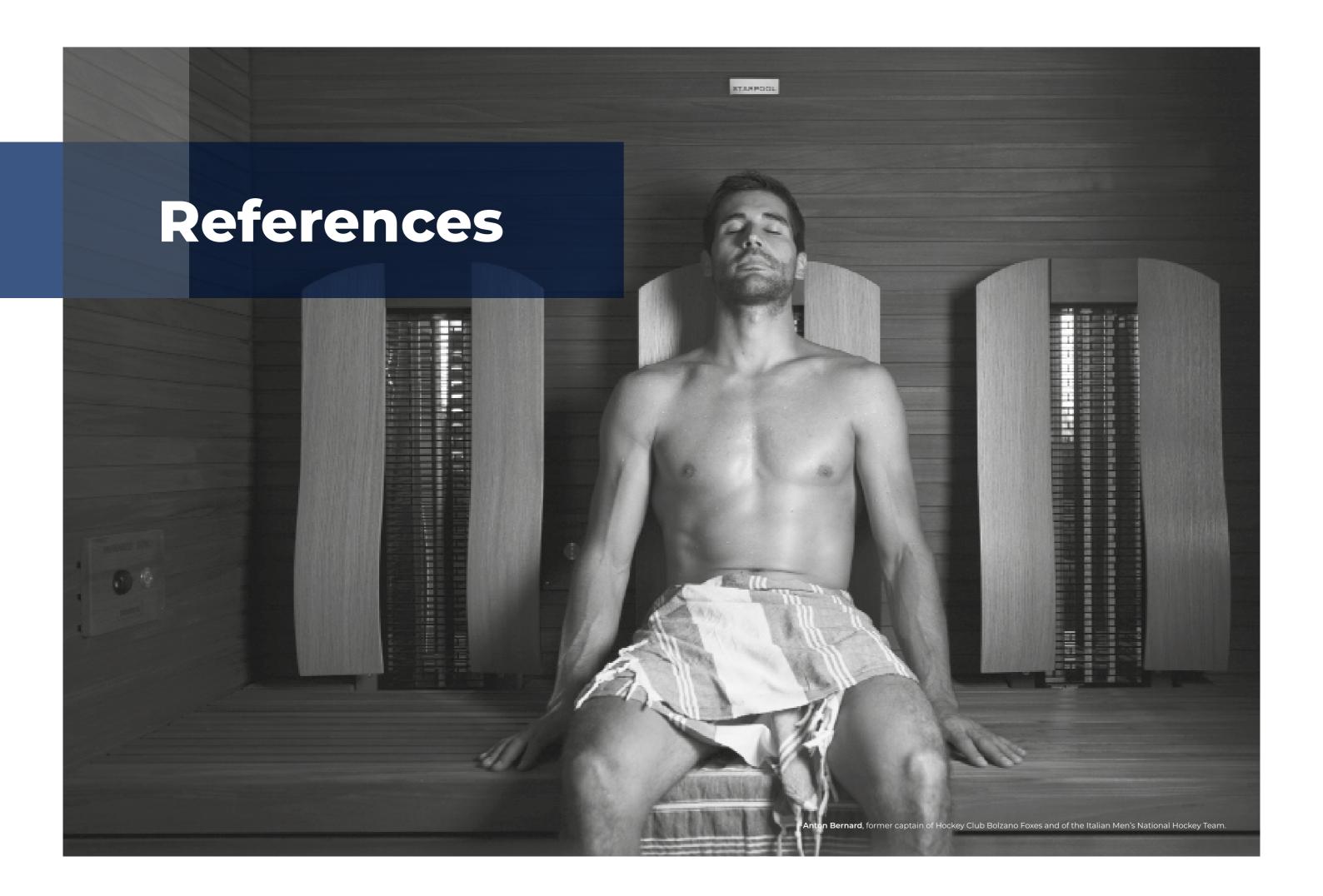
We shape and create any request, even the most unique, and we provide all the useful information to create any desired wellness solution. We provide for careful monitoring and guaranteed high quality in all production processes.

Our R&D department works constantly to provide the technical documentation required to realise every project.



#### **TECHNICAL SUPPORT**

We provide fast and constant technical support service, covering the hardware and software as well, thanks to our specialised technicians who give assistance to our clients in the shortest possible time, ensuring prompt, inexpensive action to prevent anomalies and malfunctions.



## **Our Ambassadors**



Francesco Cuzzolin HEAD OF PERFORMANCE, OLIMPIA MILANO BASKET

"Cold has positive effects on physical, cognitive and emotional stress and it is also useful before physical activity, as it quickly activates the nervous system. For our athletes, we chose Starpool and the innovative Zerobody Cryo, adding the benefits of floatation, which promote relaxation and blood flow, to those of the cold therapy. This solution is much more effective than the traditional cold plunge."



Steve Tashjian

HIGH-PERFORMANCE CONSULTANT, EX HEAD OF PERFORMANCE OF THE USA MEN'S NATIONAL FOOTBALL TEAM

"Zerobody Dry Float was a fundamental element in our Recovery Lab during the FIFA World Cup in Qatar. With it, we were able to improve muscle recovery, the response of the central nervous system and the quality of sleep, reducing the activity of the sympathetic nervous system. I'd recommend it to any sport team or athlete, without the hint of a doubt!"



**Elliot Williams** 

FUNCTIONAL PERFORMANCE DIRECTOR, SAN FRANCISCO 49ERS

"We started with one [Zerobody Dry Float], but our guys loved it so much that we ended up buying another three. If you are looking for an effective solution for recovery that all athletes will want to use, I strongly recommend Zerobody and Starpool's solutions for sports!"



Evan Neal

TACKLE, ALABAMA CRIMSON TIDE

"Man, it feels amazing! As far as training goes, it takes pressure off my back. Zerobody Dry Float is really good for recovery, in my opinion. I like to come in here after trainings and take a couple minutes and relax. This relieves a lot of strain and pressure off my back. I'm really grateful that we have these."

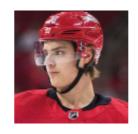


Jeff Allen

ASSOCIATE ATHLETIC DIRECTOR, ALABAMA CRIMSON TIDE

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"We were incredibly strategic with how we planned what we wanted to go into our Sports Science Center when it comes to recovery. We wanted things that no doubt would have physiological benefits for our athletes, something that we knew would help them. It would have been really easy, I think, for us just to build a room full of nap beds, and that would have been OK. But we wanted to raise the bar and do something unique, and I think we've done that. I'm really excited about the opportunity to use Zerobody Dry Float."



Sebastian Aho

CAPTAIN, CAROLINA HURRICANES

"We've been the first professional sport team to have a Zerobody Dry Float by Starpool installed in our facility. We use Zerobody Dry Float for many purposes, from muscle recovery to the treatment of a number of injuries, like concussions, neck and back injuries, and troubles connected to joints.

The possibility to bring the body back to a state of calm and deep relaxation is a great way to recover from the strain that our sport requires."



**Jaylon Smith** 

DEFENSE, DALLAS COWBOYS

"As a NFL professional athlete and entrepreneur, I'm always on the move. My days are so hectic that I can rarely rest as I should. I love Zerobody Dry Float because it relaxes my mind and regenerates my body in just 30 minutes!"



Dorothea Wierer

WORLD BIATHLON CHAMPION

"The benefits of Finnish sauna, Infrared Therapy, cold reactions and Zerobody Dry Float have a very important role, and - thanks to the Recovery Station developed with Starpool - I can enjoy them when and how I want, being able to integrate recovery in my athletic and personal schedule in complete privacy".



Denise Herrmann-Wick

GOLD MEDAL AT THE BIATHLON WORLD CHAMPIONSHIP

"As a biathlete and an Olympic champion, I train for about 1,000 hours a year. With such an intense pace, recovery is key for top performance at all times. That's why I chose Starpool: I can regenerate my mind and recover perfectly after races and training sessions, thanks to the appropriate combination of sauna and Dry Float Therapy."



Federico Pellegrino

OLYMPIC MEDAL - CROSS-COUNTRY SKIING

"Cross-country skiing is a discipline that requires great commitment and constant travel. After an exhausting training or a long trip, being able to recover mental and physical energy in a fast and effective way is fundamental for me. That's why I've chosen Starpool!"



Fabian Tait

DEFENDER, FOOTBALL CLUB SÜDTIROL

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"Zerobody Dry Float is so useful to me! Especially so if I have very close matches during the week, or during periods of maximum load training. It allows me to recover better and faster."



Anton Bernard
FORMER CAPTAIN OF HOCKEY CLUB BOLZANO FOXES

"Using Zerobody Dry Float in combination with the Finnish sauna and the Infrared Therapy by Starpool helps me recover fast after training and matches, and to prepare for athletic challenges in the best possible way. With Starpool, we found a valuable ally for both our physical and mental preparation."



Christian Thuile
MEDICAL PARTNER OF HOCKEY CLUB BOLZANO FOXES

"The combination of technologies such as Zerobody Dry Float, combined with cryotherapy, sauna and infrared therapy, allows us to constantly monitor the parameters of our players and act on their regenerative process. A Performance Center of this standing is undoubtedly an excellence for a renowned club such as our own: being successful on ice depends first and foremost on the players' health."



Fabio Diana
TEAM DOCTOR, AQUILA BASKET TRENTO

"The reduced perception of soreness and muscle stiffness in the sessions with Zerobody Dry Float improves the feeling of recovery and favours both relaxation and mood. We use the Dry Float Therapy also to improve the quality of sleep and the recovery caused by muscle relaxation after long trips or close together events. This is also helpful to facilitate the work of the physical therapist and massage therapist."



Stefano Migliorini
ITALIAN CROSSFIT CHAMPION

"In 2019 I suffered a bad injury right before the qualification round for the Games. Besides the pain, I had to deal with many negative emotions: fear, frustration, rage. I started a program of ideo-motor rehabilitation on Zerobody Dry Float, supported by my coach and a mental trainer. Even the medical staff was surprised by how much dry floatation, combined with visualisation techniques helped me move past the psychological trauma, and how much faster I recovered from my shoulder injury!"



**Ernest Briganti**CO-OWNER & HEAD COACH, REEBOK CROSSFIT LAB

"We're really happy with the results achieved thanks to Zerobody Dry Float and the program of ideo-motor rehabilitation for Stefano Migliorini. The medical team that managed the check-ups could see that the shoulder was working during the mental training, and they were very satisfied of the post-op recovery time."



**Kyle Jones**CO-FOUNDER OF ICRYO

"Zerobody Dry Float is an extraordinary solution for our franchising model. It is the only service that really offers a zen experience from a mental standpoint, while giving major physical benefits. Both the staff and the guests consider it an extremely valuable treatment."

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### **PROFESSIONAL ATHLETES**

Federico Pellegrino Dorothea Wierer Denise Herrmann-Wick Stefano Migliorini Gianni Moscon





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