



# Wellness Evolution

Cryo Tokyo's latest location shines a light on holistic health

**W**hether we're trying to reach a personal best in the gym or just trying to battle aches and pains, finding a wellness routine that offers outstanding results can make all the difference. And when you can add a new wrinkle to that routine? All the better. A perfect example of this is Cryo Tokyo Neo, which is bringing yet another cutting-edge treatment to Japan.

Cryo Tokyo has already made a name for itself with its cryotherapy treatments, which expose the body briefly to ultra-low temperatures. The three-min-

ute sessions can burn up to 800 calories, help to treat knee or back pain, relieve stress and improve mood. As general manager Michael Suwa explains, this combination of powerful results and short treatment sessions have made it an ideal fit for executives without a lot of time on their schedules.

"Busy people like the CEOs of large companies don't have time to get massages for one to two hours. That's why a treatment like cryotherapy can be excellent."

## BRIGHT IDEA

However, Suwa was looking for another way to help his clients achieve even greater well-being. This led him to discover light therapy. As the name implies, the treatment uses light sources such as lasers and LEDs to trigger healing responses in the body. It rapidly became a treatment of choice for top athletes and Hollywood celebrities, but hadn't arrived in Japan.

That changed with the opening of Cryo Tokyo Neo in Azabu-Juban last

month. The salon offers the cryotherapy treatments that have put the business on the map for those looking to feel their best, while also introducing clients to the NEO | Light. The unit uses three different colors of light for various effects: red, which reduces pain and inflammation; green, which relieves stress and improves sleep quality; and pink, which has detoxing effects.

Suwa says the light therapy sessions last about 10 minutes and serve as an ideal complement for cryotherapy treatments. Or they can provide many of the benefits of cryotherapy without the ultra-low temperatures.

The new salon, which is about double the size of their original location, also serves as a showroom for people interested in buying either cryotherapy or light therapy units for their own clinics or even for private homes. And as Suwa explains, it will introduce clients to the next step in a journey towards feeling their best. "We hope this salon can be a location where the new stage of wellness evolution can take place."

