As the popularity of cryotherapy continues to grow, many fitness and wellness professionals are looking for ways to capitalize on the sizeable market demand by launching or expanding cryotherapy businesses. With sustainability and profitability on the line, it’s important to choose the best vendor and equipment.

This buyer’s guide is designed to help new and existing entrepreneurs, and fitness and wellness professionals enter the cryotherapy space with clarity and confidence.

**KEY CONSIDERATIONS FOR BUYERS**

1. Equipment Manufacturing and Functionality
2. Service and Future Support
3. Safety and Regulatory Considerations
1. EQUIPMENT MANUFACTURING AND FUNCTIONALITY

The quality and functionality of the equipment are key factors to consider for those pursuing a cryotherapy business. The operational efficiency, safety, design, and usability of the machines vary from vendor to vendor. Here’s how to ensure that your equipment meets the high-performance standards you need and expect.

Where is the equipment manufactured?

Working with a U.S. based cryotherapy manufacturing company is a crucial component of your business. This enables easier access to the manufacturing site should you want to see the equipment being built first-hand.

Additional benefits that set IMPACT apart from the industry include consistent machine quality, delivery of equipment that meets your timeline, immediate access to replacement parts, and ongoing support. While on the surface it may seem that all U.S. based manufacturers have these advantages, we recommend that you address each one specifically with potential vendors to ensure you’re getting all the facts.

Does the cryotherapy vendor manufacture the equipment or simply distribute it?

When launching your cryotherapy project, it is beneficial to work with a cryotherapy partner with a deep understanding of the equipment that they are selling. To ensure expertise and end-to-end support, cryotherapy business owners should opt to work directly with the manufacturer rather than going through a third party.

**PRO TIP:** Be sure to ask your potential vendor how many clients they work with and if they would be willing to provide you with their contact information. Third party verification can help ensure that you’re making a confident investment.
Does the machine produce consistent client sessions?

The success of your cryotherapy business rests on repeat business. The consistency of the cryotherapy experience is of critical importance. Make sure that the cryotherapy machine has the technology to replicate sessions without fail. Preset temperature and time protocols can help deliver consistent client experiences.

Understand Your Cryotherapy Equipment Warranty

Your cryosauna is an important investment and the warranty can serve as built-in business protection. Warranties vary from manufacturer to manufacturer, so be sure to get the specifics from each of your potential vendors. Review your contract carefully and consider the following:

- Is the warranty administered by the distributor, manufacturer or a third party?
- What is included in your warranty?
- What is NOT included in your warranty?
- What is the response time for a warranty issue?
- How long will your equipment be covered under the warranty?
- Will there be charges for travel and time for a tech to be onsite?

Additional Questions to Ask

- What are the power requirements for the cryosauna?
- Are there additional investments related to build-out or power requirements?
- Does the cryosauna require a dry-out period, or daily maintenance that affects the continuous use of the cryosauna?
- Are parts and service readily available 24/7?
- Does the cryosauna have a mechanical lift or other components that may create issues? Major moving parts in extremely low temperatures can be problematic.
2. SERVICE AND FUTURE SUPPORT

The best cryotherapy vendor will have complete, end-to-end support that ensures the best outcomes for your new business. Access to specialized services and staff will set you up for sustainable success. Here are a few important questions to ask potential vendors to ensure they are capable of meeting your needs.

Does the vendor have a US-based, factory trained service team?

To achieve the best results for your business, you’ll need support at each phase of service (from planning to on-site installation and maintenance). Think long-term and remember that you will need to develop an ongoing relationship with this company to keep your operation running smoothly. Make sure that, should any issue were to arise, the vendor would have the bandwidth to execute an immediate service plan.

Who manages your account long term?

Your cryosauna purchase and installation are more than a one-time transaction. You need to ensure that your vendor can offer a long-term partnership. You should feel confident in their ability to address your future needs.

Additional Questions to Ask

- Will the vendor provide on-site personnel for your equipment installation?
- Is training provided on-site?
- Is there additional charge for training new employees?
- Can you provide an introduction to a preferred insurance provider?
- Do you help facilitate the relationship for nitrogen gas supply? If so, do you help manage the relationship long term - please provide a reference.
- How many people are on the service staff?
- Can you provide a service reference?
- Are software updates provided? If so, is there a charge associated with those updates?

Does the cryotherapy vendor have relationships with national partners?

There are important points to consider when starting your cryotherapy business. It is crucial to choose a vendor willing to evaluate your site and coordinate third-party suppliers. For example, to ensure safe and consistent delivery of your nitrogen supply, coordination with the gas supplier is critical. An experienced vendor can serve as a liaison and ensure compliance.
3. SAFETY AND REGULATORY CONSIDERATIONS

Safety is a top priority.

There could be risks associated with operating cryotherapy equipment that is not compliant with nationally recognized electrical safety standards. Here are a few questions to ask about these matters during the vendor vetting process.

**Does the cryotherapy vendor provide on-site equipment training and certification?**

Training and certification should be required for all designated operators. The best vendors will provide standardized and comprehensive on-site training, led by certified, professional employees.

**What type of certifications have the vendor’s products earned?**

Your cryosauna should meet the highest safety and quality standards. Assure that the equipment you’re considering has the proper certifications (i.e., the ETL and CE marks) to successfully comply with local regulations.

**Additional Questions to Ask**

- Do you have a resource to communicate with and educate fire marshals and other city regulatory agencies?
- How many successful cryotherapy projects have you helped launched in the USA? Please provide references.
- What does your training program look like and how do you assist with future training?
About IMPACT Cryotherapy

IMPACT Cryotherapy strives to support the growing lifestyle of whole body wellness. We believe in the benefits of cryotherapy and pride ourselves on providing the latest cutting-edge technology that’s built to last.

IMPACT is dedicated to helping new and existing business owners develop a solid strategy around growing their own cryotherapy business. When you partner with IMPACT Cryotherapy, you are not alone in building your business. We provide all customers access to comprehensive support staff at every phase of service.

All our cryosaunas are manufactured here in the USA. Our products are custom built to be the safest and highest-quality cryosaunas in the industry. Our industry-leading Smart Sauna software simplifies the user interface and even integrates a monitoring system with built-in safety protocols. As an IMPACT trained operator, you will have a complete working knowledge of the unit so you and your customers are confident in every session. The direct communication from the software to the technician exceeds current safety standards and ensures sessions are replicated without fail.

To learn more about IMPACT Cryotherapy, reach out at sales@impactcryo.com or give us a call at 877-467-2796.

Additional Resources

WHAT DOES - 200° FEEL LIKE? THE FUTURE OF BUSINESS.
Cryotherapy doesn’t just rejuvenate the body. It can reinvigorate your business.

AN AMERICAN PRODUCT BUILT TO WORK — BUILT TO LAST
Take a peek inside the leading manufacturer in the U.S.

NATURAL WELLNESS IN 3 MINUTES
Watch the IMPACT experience first-hand.