

TruCryo Ltd Press Release – Sept 2026 For immediate release

Adding Cryotherapy to a Physiotherapy Practice: Where Does It Actually Fit?

For a physiotherapy practice considering localised cryotherapy, the most useful question is probably not 'what does the machine do?' It is 'where would we actually use it?'

That distinction matters. New equipment only earns its place in a treatment room when it fits naturally into the way practitioners already work.

Localised cryotherapy is designed to provide rapid, targeted cooling to a specific area. In practice, that means it can be incorporated into an existing appointment rather than becoming a completely separate treatment experience. A practitioner may choose to use cooling before, during or after other elements of a session, depending on the treatment objective, the client and their own professional judgement.

This makes the technology potentially relevant across several parts of a physiotherapy business. It may be used within sports and recovery work, alongside rehabilitation programmes, or offered as a distinct treatment option where the practitioner believes targeted cooling is appropriate.

There is also a commercial question. A cryotherapy system should not simply be purchased and left in the corner. Practices need to consider how it will be explained to clients, how staff will introduce it, whether it will form part of an existing treatment or carry its own charge, and how frequently it is realistically likely to be used.

TruCryo's Kaasen has been designed with this kind of integration in mind. The handheld unit is portable, uses interchangeable nozzles and is supplied with training and treatment guidance. TruCryo also provides ongoing support rather than treating delivery of the equipment as the end of the relationship.

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The important point is that cryotherapy does not need to replace anything a good physiotherapist already does. Its strongest role may be as an additional tool that broadens the options available within an established treatment approach.

For a clinic considering investment, that is the test: not whether cryotherapy sounds impressive, but whether practitioners can identify real, repeatable situations in which they would actually choose to use it.

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About TruCryo: TruCryo is a Shropshire-based developer and supplier of localised cryotherapy equipment for physiotherapy, sports treatment and equine applications. Using a controlled stream of cold CO₂, TruCryo systems provide practitioners with a targeted method of applying cold therapy to specific areas. TruCryo combines professional equipment with training, treatment guidance and ongoing technical support, helping practitioners integrate localised cryotherapy safely and practically into their existing services.