

Cryotherapy for Sports Recovery

in Young Athletes

BY MADDIE FERRAND



CryoTexas, owned by Elisa and Robert, is a sports recovery and wellness studio in the Energy Corridor that is especially popular among the area's student athletes.

As former Personal Trainers, Elisa and Robert enjoyed helping others improve their quality of life. Their personal training studio was also located in the Energy Corridor where they specialized in functional training, often tailoring workouts to address their clients' previous injuries and their physical challenges.

Robert first learned about the many benefits of Whole Body Cryotherapy from his father's use of it years ago in Poland. When he discovered that Whole Body Cryo was available in Austin several years ago, the couple made a weekend trip there to experience Whole Body Cryo for themselves.

When Whole Body Cryo finally made its way to Houston, Robert started utilizing the service himself to aid in his own personal fitness regime. Elisa watched him go from being sore all the time to beating personal records in the gym and never being sore. The decision was made, CryoTexas would no longer be just a dream.

Robert resigned from his corporate job and the pair started working towards making the dream a reality. CryoTexas opened its door

to the public in November 2016. To date, their cryostudio has seen over 2,000 new clients try Whole Body Cryotherapy. They see clients of all ages and from all walks of life. From student athletes to those living with Rheumatoid Arthritis, many enjoy the benefits of CryoTexas' multitude of services.

CryoTexas has a wide range of services including Whole Body Cryotherapy, Compression Therapy and Targeted Cryotherapy, to mention a few. They've recently expanded their studio to include a new service called CryoSkin 3.0.

Student athletes love the cryotherapies offered, and CryoTexas was featured on local news station KPRC for this reason. The news segment titled "Cryotherapy Popular Among Student Athletes" can be found at cryotexas.com. It features local high school athletes experiencing Whole Body Cryotherapy and sharing their results.

Do not accept the fact that you have to live with pain, regardless of your age, past physical activity or trauma. At CryoTexas, our purpose is to enhance our clients' lives by improving their overall health and well-being while promoting non-invasive options for pain management.

Robert and Elisa also pride themselves on their customer service and their community



outreach. Because they have been part of the community since 2004 (their daughter graduated from Stratford High School in 2010), they additionally focus on supporting other small businesses and schools in the Memorial and Energy Corridor areas, and offer high school students 10% off of all regular-priced services.

Discover the healing effects of Whole Body Cryotherapy at CryoTexas, located at 14520 Memorial Dr., Suite #110. You can learn more at cryotexas.com or by calling 281-529-6442.



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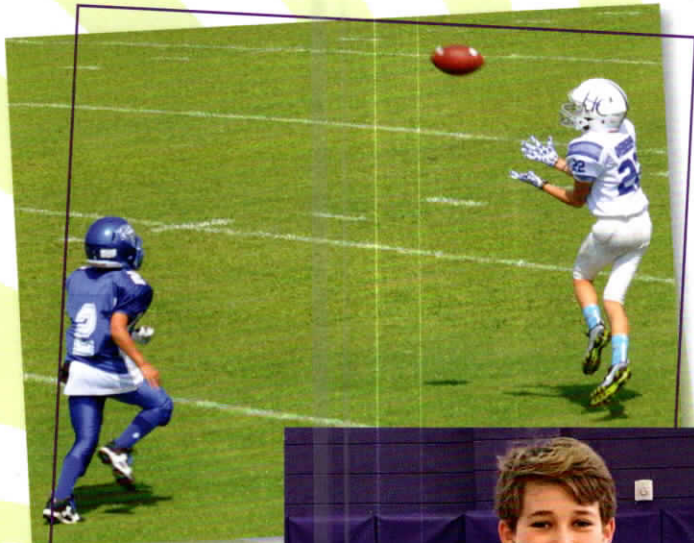
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MIDDLE SCHOOL MVPs

BY RHONDA TEXTER



Cole Overbergen



Cole Overbergen is an eighth grader at Memorial Middle School. He is a multi-sport athlete playing football for Memorial Middle School and The Houston Stallions this past season. While on the Stallions he excelled as a wide receiver and running back in the Stallions spread offense, while also playing corner back on defense.

Cole plays basketball for Memorial Middle School where he is both a shooting guard and a point guard. He is also playing on the Wizards in the SBMSA 12/13-year-old boys league this season. In the spring, he will play on an AAU tournament basketball team, The Westside Spartans.

Cole also enjoys golf, hunting, and fishing, along with wake-boarding and wake-surfing at Lake McQueeney, during the summer. Cole is a member of National Junior Honor Society and plans to attend Stratford High School next year. ●



Alyssa Dearing



Alyssa Dearing is an eighth grader at Memorial Middle School. She is highly driven and strives for excellence in both academics and sports. Alyssa is a member of the National Junior Honor Society and plays for the Albion Hurricanes soccer club. She is an outside forward on the 05 Elite Clubs Regional League team.

Alyssa's love of sports began at an early age. She started playing soccer and basketball for the church league around the age of five. Alyssa also swam on her neighborhood swim team for many years. She made the move to club soccer at age eight. Shortly thereafter she stopped swimming and basketball so she could focus more on her true love, soccer.

In 2017 Alyssa suffered a significant hip and sacrum injury during a game, which kept her on the sidelines for a year. After much rehab she is back on the field with her team and more driven than ever. She aspires to play soccer at Stratford High School either as an outside midfielder or outside forward, and she hopes to play soccer in college, as well. Her long-term goal is a career in dermatology. ●