

THE SCIENCE + BENEFITS OF HOT/COLD THERAPY

The hot and cold therapy market is booming. It is projected to reach \$1.45 billion in 2025 and grow to \$1.89 billion by 2030. For cold therapy, ice packs have been widely used since 1955 and were studied as far back as the 1960s for post-workout recovery. Today, they're commonly used to treat injuries, and post-surgery care and reduce stress. Modern heat packs gained popularity in the mid-20th century, with microwaveable and chemical versions emerging in the 1980s and 1990s to enhance pain and injury management.

HEAT Therapy is Best For

Preparing the body for activity, helpful before stretching, physical therapy, or massage.

Supports healing by increasing blood flow, delivering oxygen and nutrients to damaged tissue.

Relaxing muscles by easing tension and reducing spasms.

COLD Therapy is Best For

Headaches + Muscle Soreness
Reduces Inflammation + Swelling
Inflammatory Arthritis Pain
Pinched Nerves
Post-surgical Procedures
Minimize Bruising

Alternating HEAT + COLD is best for

Applying heat and cold in sequence to help reduce pain and inflammation, improve circulation, and potentially aid in the healing process.

Chronic Pain and stiffness associated with arthritis.



Reduces Stiffness

Warming the joint can spur synovial fluid production, which increases joint lubrication.



Numbs Pain

Cold temperatures can numb nerve endings, reducing pain transmission to the brain.



Contrast Therapy

Alternating hot and cold therapy can reduce inflammation while promoting healing.



Tissue Repair

Increases blood flow which helps deliver oxygen and nutrients to damaged tissue and supports healing.



Reduces Inflammation

Cold helps reduce inflammation by slowing down metabolic processes and reducing swelling.



Enhances Recovery

Alternating temperatures can help flush out waste products and bring in fresh blood and nutrients.



Muscle Relief

Relaxes muscles by easing tension and reducing spasms.



Sensory Distraction

Cold sensation provides a strong sensory input that can help take focus away from racing thoughts and anxious feelings.



Nerve Stimulation

The contrast between hot and cold can help stimulate nerve endings, reducing pain transmission.



Releases Endorphins

Heat stimulates the release of endorphins, the body's natural pain killers.



Vagus Nerve Stimulation

Applying cold to face, neck or chest can stimulate the vagus nerve, helping to calm and promote relaxation.



Therapeutic Balance

Cold therapy helps minimize swelling, while heat encourages tissue repair and nutrient delivery.



Warm-Up

Prepares the body for activity and is especially helpful before stretching, physical therapy, or massage.



Balance + Grounding

Active and passive grounding for over stimulation as a result of psychological or physiological episodes such as panic attacks or hot flashes.



Dual Benefits

Cold therapy works best for chronic pain, like migraines and arthritis, while heat is better for relaxing tense muscles, often helpful for stress headaches.