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Critical Analysis

### **Cryotherapy: Entering the World of Beauty**

There are many different beauty practices and rituals that have been beginning to become more popular around the world. Thanks to the use of social media and technology, there have been some beauty practices that have sparked the interest and use of them by many influencers, celebrities, and bloggers. Due to this, they have also attracted the attention of many other people who follow these influencers and are easily influenced by the latest trends. Lately, one of the beauty practices that has gained popularity is cryotherapy. Cryotherapy is a type of therapy that helps reduce pain, muscle spasms, treat injuries and inflammation as well as release endorphins by using extremely cold temperatures on the body (CryoBar, 2021). There are two types of cryotherapies which include whole body cryotherapy (WBC) and localized cryotherapy that only targets a certain portion of the body.

Even though the use of cryotherapy is popular for using on the body, cryotherapy facials are something that have been trending on social media. Cryotherapy facials can be done in a series of minutes, and they involve the use of vaporized nitrogen on the face, neck and on the scalp. These facials are non-invasive and will not leave the skin red (CryoBar, 2021). There are various reasons as to why cryotherapy facials have been popular lately including the different benefits they offer. Some benefits to cryotherapy facials are the tightening of pores, filling in fine lines, soothing skin and even increasing the collagen and elastin production (Metrus, 2022). Reducing inflammation, puffiness, improving skin texture and tone are also some of the benefits that come with getting cryotherapy facials. The cold temperature that is used in these cryofacials

boosts the circulation of blood in the blood vessels which leads to the increased production of collagen causing a tightened lifted glowy look (CryoBar, 2021). Using cryotherapy on the scalp can lead to follicle growth creating thicker and healthier hair.

While cryotherapy is used for beauty purposes and improvement of the skin, it also has health benefits. Some of the people who've tried cryotherapy and have seen good results are those who suffer from eczema or atopic dermatitis which are skin conditions as well as rosacea and psoriasis (CryoBar, 2021).

Lately, due to the COVID-19 pandemic most businesses closed, especially those that require proximity to others, like spas. Due to this, most people were forced to remain inside their homes unable to visit spas that offer skin facials. Now, with the creation of the COVID-19 vaccine, these spas were able to open back up and offer their services to those that obtained the vaccine. This long period of staying at home created this desire to get back out and visit these places that were closed for a while to relax and indulge in a little self-care. Social media has also been a huge outlet for new beauty trends to expand and reach a larger audience. Social outlets like TikTok and Instagram have created a new way to advertise services like cryotherapy and cryofacials whether that is making videos of the process and sharing it to social media or having influencers try out the facials and then recommend it to their followers.

The use of cold temperature to treat inflammation and injuries dates as early as 2500 BCE, all the way back to the Egyptians (BSc & Freiman, 2005). Further research and use of ice and cold can also be seen in the 1800s and 1900s by different doctors and scientists. Dr. James Arnott from England experimented with using ice to treat different conditions like headaches. He also used crushed ice and salt solutions at low temperatures of  $-24^{\circ}$  to freeze skin, cervical and breast cancers where he noticed the tumors shrinking in size as well as lowering pain levels (BSc

& Freiman, 2005). In 1889, physician Campbell White experimented with the first application of liquid air at  $-190^{\circ}\text{C}$  equal to  $-310^{\circ}\text{F}$  to treat different skin conditions including herpes zoster, warts, chancroid, lupus erythematosus, and epitheliomas by using swabs, sprays, and brass rollers (BSc & Freiman, 2005). Whitehouse treated fifteen skin cancers with good results using cryotherapy. In the 1920s the use of liquid oxygen at  $-297^{\circ}$  was used for clinical purposes and there were good results in the treatment of warts along with other skin conditions. The most common treatment practice used was liquid nitrogen at  $-196^{\circ}$  and in 1950 cryogen was introduced by Dr. Ray Allington. He used cotton swabs that were dipped into liquid nitrogen to treat various skin diseases. As time and technology advanced, other cryosurgical treatments and equipment that used liquid nitrogen, carbon dioxide, nitrous oxide, and more were developed including a nitrogen spray device in 1968 which became the first handheld cryosurgical device and was available for commercial use (BSc & Freiman, 2005).

Overall, the use of cryotherapy, cryofacials, and cold temperatures can be traced back from the beginning of time and has come a long way since. From injury and inflammation treatment to skin disease treatment and finally, for beauty purposes cryotherapy seems to have benefits for those who need it as well as for those who want to achieve a glowy and plumped look. This beauty trend in a way did not start for beauty purposes but rather for health purposes to treat skin conditions, pain, and even cancers, but thanks to the creation of new technology it has taken the path to the “must try” beauty treatments that can be seen being used by your favorite influencers as well as your favorite celebrities.

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