

01 / 06 · CONCEPT

Coolzoone

DAY CENTER & AFTERWORK LONGEVITY CLUB

Longevity you look forward to.

MCRC.CH/COOLZOONE



AT A GLANCE

Leading longevity technology, served with a sense of play

You feel it in minutes and see it over time

Shaped to the place: a centre, a club or a private residence

Guests come for the effect and stay for the people

A complete concept: brand, technology, protocols and team training from one hand

<div>100,000+</div> <div>ACTIVE USERS & REGULAR VISITORS</div>	<div>−110 °C</div> <div>IN THE WORLD'S LARGEST CRYO CHAMBER</div>
<div>0</div> <div>INJECTIONS, DRUGS OR DOWNTIME</div>	

THE CONCEPT AS A MODEL

- **Positioning & brand:** Both identities, tone of voice and member journey.
- **Technology curation:** The right device mix for the space and both time slots.
- **Protocols:** Cross-protocols and routes, delivered through Performance Concierge.
- **Operating model:** Pricing, membership tiers, capacity planning and the handover between day and evening.

DAY OR AFTERWORK

- 01

Coolzoone Day
An open prevention and recovery centre. Book a single session, a signature experience or a programme. Accessible, evidence-based and fairly priced.
- 02

Coolzoone Afterwork
A private, invitation-only club. Unlimited evening access, guided routes or freestyle, and the social side of longevity.

COOLZOONE DAY

- **To feel like yourself again.** Not tired all the time, not stiff in the morning, not dragged through the week.
- **To keep up.** With your kids now, with your grandchildren later, with friends on the ski slope or the hiking trail.
- **To switch off.** Really rest, and sleep without lying awake with your head still at work.
- **To stay independent.** Strong enough at 70 for the things you love, and never a burden.
- **To look good.** We rarely say it, but it matters a lot.
- **To belong.** To have a place and people, not a treatment room.
- **To feel in control.** You know you can do something for your future, without becoming a patient.

OPEN TODAY

- **Coolzoone Madeira**
- **Coolzoone Day & Afterwork**
- **BlueZone Mallorca**

SPECIFICATIONS

DAY · ACCESS	Open to everyone, by appointment
AFTERWORK · ACCESS	Members only, by application
DAY · MODEL	Per session, packages
AFTERWORK · MODEL	Membership, unlimited access
DAY · FEEL	Prevention, recovery, personal guidance
AFTERWORK · FEEL	City, evening light, no clinical feel

THE TECHNOLOGY

- Whole-body cryo chamber, top of its class
- Two-seater HBOT chamber, smart protocols up to 2 ATA
- IHHT, interval hypoxic-hyperoxic training
- Molecular hydrogen inhalation
- Full-body charger with cold atmospheric plasma
- Multi-sensory infrared & light cabin
- Touchless deep body flow stimulation
- 3D body analysis

MEMBERSHIP

- **Smart:** every core experience, every evening
- **Bright:** unlocks the premium experiences and more routes
- **Bright Plus:** Bright, with a plus one
- **Ultimate:** bring your friends, plus a private longevity night of your own
- **Ultimate Business:** transferable membership for companies

Trust
MCRC

A Swiss company

MCRC AG, Zürich: Swiss standards in selection, service and responsibility.

Highest standards

Every technology meets European and international safety standards and holds EU product safety certification.

Worldwide expertise

Every technology we offer runs daily, in our own venues and with operators worldwide.

Never alone with a question

Before and after the sale, our team answers whatever you and your guests need to know.

Team training

Your team learns to use it, explain it and recommend it.

Live showroom in Zürich

See the technologies running at Cryodukt, our own venue.

Always
support you



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