

Edge Theory Labs and their Portable Iceless Ice Bath are Revolutionizing Athletic Recovery



Joshua Church (left) and cousin and co-founder Rob Church

Interview with:
Joshua Church, Co-founder, Co-CEO
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Interview conducted by:
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CEOCFO: Mr. Church, what is the idea behind Edge Theory Labs?

Mr. Church: At Edge Theory Labs, we believe that greatness happens out of our comfort zone and we want to give people the tools that give them the edge – the edge on recovery, on performance, on winning the day. That's the idea behind Edge Theory Labs.

The first concept we brought to market here is an iceless ice bath as we call it. The Edge Tub is a cold tub that helps with athletic recovery and it is portable as well so that you can take it with you and set it up anywhere and make it easy for you to enjoy all the benefits of cold water without having to worry about getting ice.

CEOCFO: What has been established to show that cold works and what might still not be recognized?

Mr. Church: Cold water therapy is some of the oldest therapy especially for athletic recovery. People put ice on acute injuries and people have been doing ice baths for athletic recovery for a very long time. The big benefits that you get which clinical studies show is a reduction of delayed onset muscle soreness because what is happening is you are basically flushing out the inflammation and lactic acid by moving the blood flow through your body. There are thousands of studies that have come out, and more every single year on cold water immersion, to understand more about it and to show even more of the benefits.

Some of the more exciting benefits that are coming out now are showing the increase of the neurochemicals such as dopamine, feel good chemical and norepinephrine; a chemical that makes you feel alive, alert and focused and mentally sharp. In addition, cold water emersion has been shown to increase your metabolic rate which can lead to weight-loss and just overall boost your circulation, so overall heart and cardiovascular health as well.



[Jesse Garant Metrology Center](#)

Those are some of the main proven studies with it and some of the things that are still out in the air where more of the studies are coming out on are just how often to use it and when to use in relation to the activity that you are doing and how cold to actually make the water. There is a lot coming out, exploring different variables using the cold with that.

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CEO CFO: Would you tell us about the iceless tub?

Mr. Church: My cousin who is my cofounder, he and I built this tub in his garage when we were training for our first Ironman Triathlon. We noticed it was doing absolutely wonders for our recovery from training. We were tired of going to the store and buying ice to throw-in single-use every single time and so we went and bought an aquarium chiller and we hooked it up to a tub from Home Depot and a filter and we had our first prototype. We asked ourselves how we could make it easier, simpler, more comfortable and how could we make it more portable, we wanted to disrupt the market. So we started making it better and better over the course of two years until we finally created the product that you see today which is a two-part system.

The first part is the tub itself and the tub is from drop-stitch technology which is inflatable technology and the same thing that is used in paddle boards that are inflatable or military grade boats that inflates and deflates. So you can pack it into a backpack easily on the go. When it is inflated it is super rigid and sturdy and durable. The tub itself hooks-up to the chiller, the chiller unit is where the magic happens, it plugs into a regular electrical outlet and a one-horse power

compressor in there that will circulate the water, filter the water, clean the water and refrigerate the water so it makes the water cold and within two hours you are going to be in 40 degree water.

It also goes into hot-tub mode as well to 107 degrees so you can get a nice hot soak when your recovery calls for that. That is the way the system works.

CEO CFO: Playing devil's advocate here, cold is cold and it hurts when it is cold. So how do you overcome that challenge?

Mr. Church: Firstly, it is important to remember that our bodies are built for it. It is uncomfortable and painful but it was not until recently in human history that we had air conditioning, heating, and went from heated rooms to heated cars during wintertime, so our bodies are very well adapted to thrive in the cold through history. We have gotten away from that so it was part of what got me into the cold, it was by training with and learning from the Wim Hof method, which teaches a lot about these principles and shows you that we are actually a lot stronger and capable than we think.



[Nano Diagnostics/NanoDX](#)

The first thing to understand is that your body knows exactly what to do when you get to that cold. When you get to that cold, the process happening when the blood flow goes from your extremities to your core to protect itself and when you get out, the blood flow goes back to your extremities and that is what flushes out the inflammation and lactic acid and that is where the benefits come from. It is cold and uncomfortable but that is the point because the cold represents sometimes our biggest fear and discomfort.

For high-performers, there is a lot of value into leaning into that discomfort and that is why we workout. We like doing hard things because there is a lot of fulfillment we get and a lot of great things happen from a physiological level as well as a mental level when you push past your limits, and you go to a place where you have not been before. You build that relationship with yourself as you push into the discomfort and that builds a sense of power and trust in your body as well.

CEO CFO: How are you commercializing and whom are you targeting?

Mr. Church: We are targeting high-performers across different range of spectrum, professional athletes across every major sport. We work with CEOs; we work with moms that are high-performers and getting their kids off to school. We work with pretty much anybody who identifies as a high-performer, week-end warrior, adventurer, triathlete type of person as well. That is our primary target audience, so most the people that are actually purchasing the tub and setting it up are doing it at home, so they can put it maybe next to their hot tub, sauna or garage.

The second subset of that is gyms and gym owners. Because we built it to be commercial grade, it is great for high-volume usage and we have a number of gyms, wellness studios, physical therapy clinics, that utilize our tubs for recovery for their clients and customers. That also includes different sports teams and professional sports teams as well as personal trainers who purchase our tubs as well.

CEOFCO: What kind of feedback have you received from sports clubs?

Mr. Church: The two things are the power and portability, the power being a one-horse power compressor in our units. The portability I think is the most important because the whole thing packs up into a backpack, and the chiller unit is on wheels which makes it easy to move around so that when they are all going on road games, they can bring cold water therapy with them. Whereas now, even the top athletes for example when the LA Clippers are going on the road games, they are using ice and bathtubs still or maybe an inflatable kitty pool that their trainers fill up with a lot of ice from the hotel. However, it is not sanitary and not truly temperature controlled, it is not comfortable and it cannot allow them to get whole-body immersion to get the best benefits.

For example, an organization like that will enjoy using our tub because they can load up a couple of them onto their bus or plane or on road trips and they can set it up in the hotel and have clean and cold water, temperature controlled and filtered within two hours of getting to a place so that they can have the top experience.

CEOFCO: What is involved with cleaning the tub?

Mr. Church: It is a simple process. About once a month for residential usage you will change the filter. We use a non-chlorine based sanitizer that you add in once a week and the combination of changing the filter once a month and adding the sanitation once a week allows the water to stay clean and fresh for you. You can change it up to your preference but we have left the same tub with the same water and just continue to treat it for over a year now. It is like a spa or a pool where you can just treat it with the right types of sanitation and oxidizer and you can maintain the water chemistry.

CEOFCO: The Edge Theory Labs site shows, "Three minutes each day for a faster recovery, healthier body and stronger mind."

Mr. Church: Yes, two to three minutes is the prescribed zone for cold water immersion. Cold water immersion is going to be anything that is 55 degrees or below, so two to three minutes a day is all you need to get the benefits. If you only have two or three minutes to do something that will shift your state in a positive way, getting into the cold water and cold water immersion is the best way to put that time in. That is part of the reason we built this and why people love it because that is all you need and when you do not have to go to the store and buy ice, you do not have to deal with any of the other maintenance around it, you can just get in the tub and get out. It is ready for you and it is a game-changer.

One of the reference studies in cold water immersion shows that roughly eleven minutes a week at that 55-degree temperature is where they witnessed a lot of these benefits that we talked about and where the evidence is conclusive that this is a beneficial practice. If you do two to three minutes a day, four to five days a week, you are going to be hitting that mark, so that is part of the reason why we break it up that way.

CEOFCO: What about the stronger mind; are you finding people recognizing there is a difference or is that more of a long-term benefit?

Mr. Church: I can speak from my personal experience and our customers' experiences anecdotally. When I go in that tub especially first thing in the morning, when my alarm goes off and I am in my warm covers, the last possible thing I want to do is get into cold water but being able to get out of the covers and go get into that cold water for two to three minutes, I have now done the hardest thing of my day, nothing else is going to be harder than that. The work outside is not going to be harder than that, the work I do is not going to be harder than that.

I found that instantly you notice a difference with building that resilience and willpower and building momentum into your day by doing that hard thing the first thing. It is a common practice in psychology and productivity, it is a practice referred to "eating the frog," meaning doing the hard thing first thing in the morning and that way the rest of the day is kind of downhill from there. I have noticed it making a massive difference in my life and I can attest to dozens of other customers who are using the tub that have also said the same thing.

CEOFCO: Are you seeking funding, investment, partnerships?

Mr. Church: Yes we are. We are actively looking to partner with the right passionate people that believe in this mission and want to share cold water immersion with their community and themselves. One of our pillars is "Win as a Team." That means winning with our partners and creating these win/win/win, relationships. A win for the partners, a win for

their community and a win for us and our community as well. That is a big thing we are always focused on and we have bootstrapped this business up to this point.

We are starting to fundraise to pour some gas on the fire and that we have been to market with our great proof of concept. We want to really own the portable space, so we are gearing up for actively taking investment for that process.

CEO/CFO: Why is Edge Theory Labs important?

Mr. Church: Edge Theory Labs is an important company because it represents one of our mantras which is "Go all in." What that means to us is whatever you are doing and whatever you have committed to and whatever your goals are, go all in and be there with it, go fully into what you are doing and there is nothing that is a more beautiful physical representation of that than going all into freezing cold water and doing that.

I think it is an important concept because it represents the community we are building within Edge Theory Labs, which is buzzing and becoming vibrant and alive as we gain more customers. It is a beautiful process to be able to support each other on this journey and to have high-level conversations and talking about things like recovery and performance, as well as how to just constantly be pushing your foot on the gas to get the most out of life that we can.