



Cryotherapy Made Easy

FirstIce is the evolutionary cold therapy that stays 40 degrees for up to 4 hours! Ice packs fit specific parts of the body like ankle, knee, shoulder and more. The FirstIce® Cryotherapy Bags offer relief from post operative pain and swelling, strains and muscle tension. The FirstIce® Cold therapy bags last four times long than traditional gel products or ice (up to 4 hours). This product allows the application of continuous cold therapy without the mess of melting ice or the inconvenience of changing cold therapy gel bags. This product contains four 6" x 12" bags and is non-toxic.

FirstIce cryotherapy wraps aid in pain relief following a myriad surgery from ankles to shoulders. This also reduces the cost and inconvenience of buying and storing ice. These simple to use products allow for fewer steps for nurses providing greater efficiency and better patient care. Because of the FirstIce wrap's easy use, they allow the patient to apply the wrap and de-sensitize joints before rehab. FirstIce cryotherapy wraps allow patients to move freely without the need for cumbersome hoses or coolers and eliminates the complicated process of recharging a cooler as in traditional cryotherapy treatment.

FIRSTICE® is a patented product that uses a polymer bead backbone to hold water in a gelatin-like state at room temperature. Once the water freezes, each molecule disassociates from the gelatin and this process creates a bag of snow, softer and more comfortable than the current products that have been used over the last 40 years. Previous types of ice and gel packs were troublesome as they were neither reusable nor kept cold for more than a short period of time. For hospitals and consumers alike, gel and instant cold packs just don't last, while regular ice is messy, uncomfortable, and inconvenient.

Popular Science Magazine named FIRSTICE® as one of "12 Must Have Products" for 2007. "FIRSTICE® is the next generation of cryotherapy," says Bryan Kilbey, President of Professional Products, Inc., [EzyWrap](#) which distributes FIRSTICE® to medical professionals. "Our clients rave that their patients are continuously telling them of the pain relief effects of our FIRSTICE® products."

Key Benefits of FIRSTICE®:

- Reusable within a few hours
- Safer for the skin than ice, gel, or chemical packs
- Lasts four times longer than gel and chemical ice packs of same size
- Molds to the right shape without decreasing effectiveness
- Cost-effective
- No leaking or watery mess

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