

Culture Deck





Our mission is to create the most accessible and effective cold therapy solutions to help you get colder and feel better!

Our vision

We envision a future where the power of cold therapy enhances the potential of everybody, everywhere; we are explorers, expanding the science of cold therapy to deliver the most accessible and effective solutions.

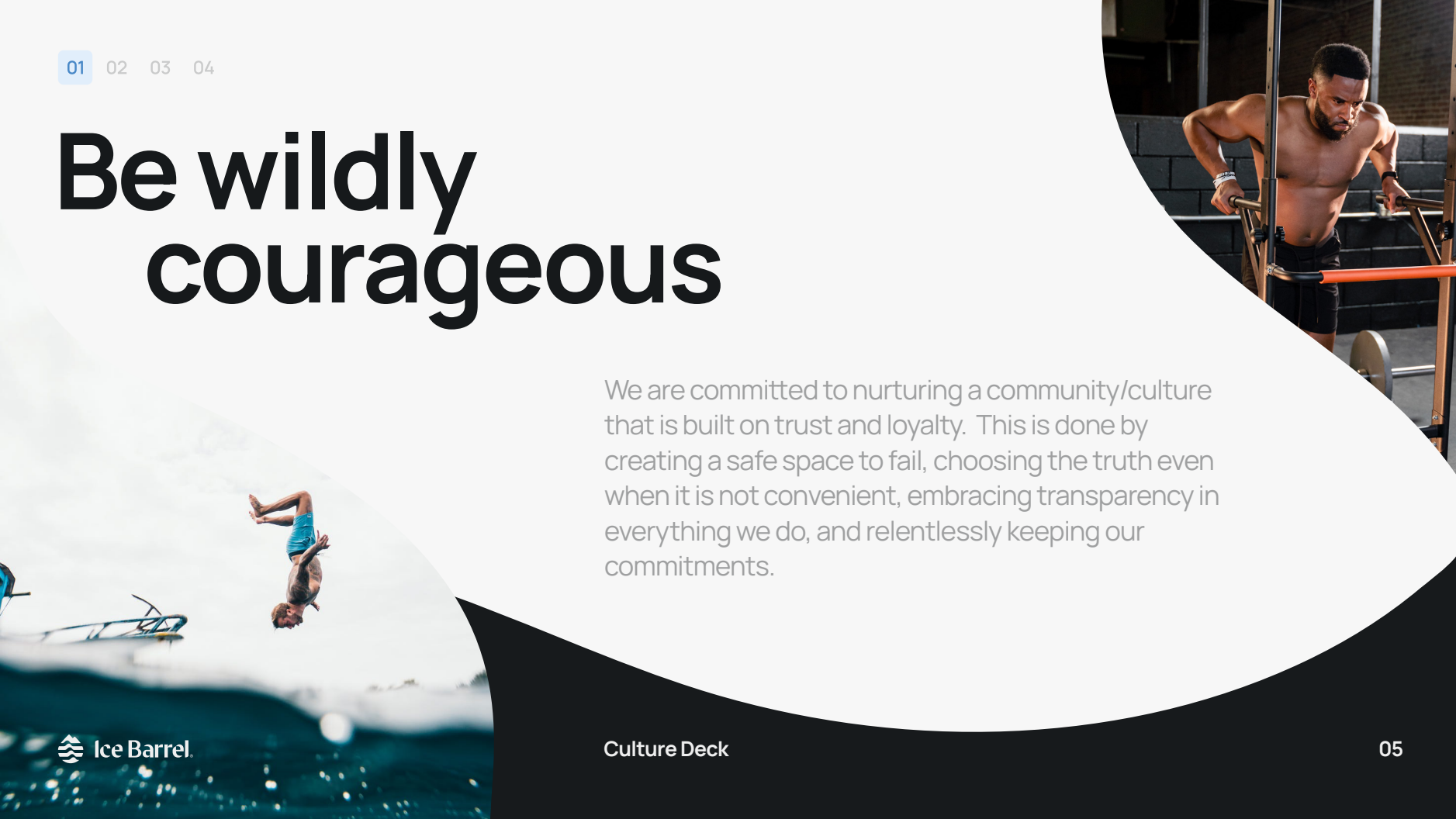


Our values

Our core values are at the heart of every decision we make. Each one represents the primal form of who we are as a brand, the promises we've made, and the actions we will take to keep those promises.

Be wildly courageous

We are committed to nurturing a community/culture that is built on trust and loyalty. This is done by creating a safe space to fail, choosing the truth even when it is not convenient, embracing transparency in everything we do, and relentlessly keeping our commitments.



Lead with the heart

With every action we take, we are dedicated to nourishing the overall well-being of each employee. We do this by slowing down and listening with empathy to those we are entrusted to care for/serve. This allows us to co-create a culture that values relationships over transactions.



Live mindfully

We believe that we are entrusted with the well-being of our employees, and we actively invest in them as a whole person so that they can live their best life—at work or at home. We are devoted to supporting practices and rituals designed to increase self-awareness and build mental resilience.


Be playfully curious

We believe that the highest form of innovation arises from an environment infused with the spirit of play. We are committed to curating an atmosphere of trust where every team member feels secure enough to be insatiably curious so that even the most complicated problems are exciting to solve.

What we get to do

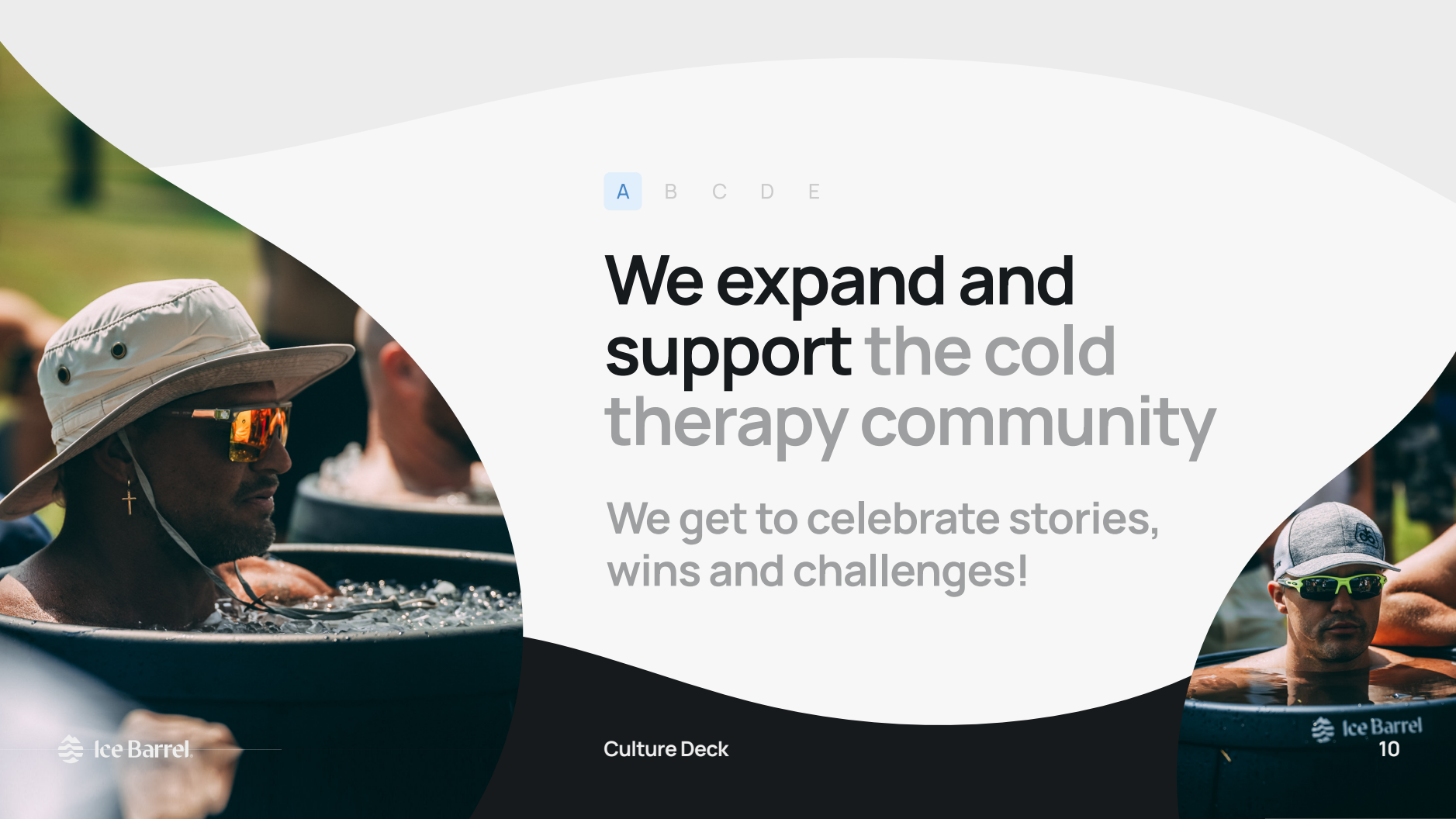
Every day we have the privilege of serving the cold therapy community to reach their physical and mental wellness goals.



 Ice Barrel.

Culture Deck





A B C D E

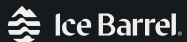
We expand and support the cold therapy community

We get to celebrate stories, wins and challenges!



A B C D E

We make the most accessible and effective cold therapy tools



Culture Deck





A B **C** D E

**We research and
compile science on
cold therapy and make
it accessible to the
community**



A B C **D** E

**We get to partner with
great brands that have
similar values and
audiences**



A B C D **E**

We get to help impact
people's lives through
sharing the power
of cold



What we celebrate

The healing journey, caring for our families, taking ice baths, mental wellbeing, freely sharing resources, innovation, wins and failures, trusting fast, taking risks, achieving dreams



What we like

Ice baths, pour-over coffee,
thoughtful food, backward hats,
sweating in saunas, not taking
ourselves too seriously, furry friends,
live music, getting lost in nature,
functional movement, kickass
parties



Now it's your turn to do something incredible!

We hope you join us on this adventure, sharing all your creativity, passion, and insights to help others find the life-changing benefits of cold therapy.



Get colder.
Feel better.



Ice Barrel®

icebarrel.com