



“Nü: Mindful renewal for body and mind, cultivating authentic wellbeing.”

Spiritual / Waters of Chaos

Meaning: “*Emotional cleansing, release, god of waters*”

Contrast Therapy: Cold immersion flushes stress hormones; heat induces relaxation and circulation—mirroring the emotional “flow” of water.

Wellness: Use temperature contrast to release emotional tension, rejuvenate, and reset energy patterns.



Ancient Egyptian (Nu/Nun)

Meaning: “*Watery abyss, chaos*”

Contrast Therapy: Ice bath represents immersion in the unknown, surrendering to cold and discomfort—like flowing through chaos.

Wellness: Use the ice bath as a reset and renewal, letting go of mental tension and embracing discomfort as growth

Modern / Wellness / Energy

Meaning: “*Energy release, renewal*”

Contrast Therapy: Sauna increases heart rate and circulation, ice bath triggers adrenaline and recovery pathways.

Wellness: Boost vitality, improve resilience, and awaken the body’s natural energy cycles.

Old English / Latin (nu / nunc)

Meaning: “*Now, today, present time*”

Contrast Therapy: Both sauna and ice bath demand full presence, paying attention to breath, body signals, and sensations.

Wellness: Practice mindfulness in extreme conditions to train mental resilience and grounding.

Hebrew/Israel (nu)

Meaning: “*Come on, action*”

Contrast Therapy: The sauna + ice bath challenge requires active engagement, stepping into heat, then cold for a period of time for incredible benefits.

Wellness: Treat it as a motivational ritual, reinforcing courage and self-discipline.

Who are we?

Craig Evans

Full Time Professional Referee for WRU.

- May 2015 – Present
- URC Panel Ref
- European Champions Cup Ref
- World Rugby International Ref
- Tokyo Olympics, 7s Rugby World Cup & Commonwealth Games
- 2023 RWC in France (Assistant Ref)

Prior to going Full Time I was a manager of a health & Fitness Facility in Llanelli.



Kerry Nicholas

- Full Time University Programme Manager and Lecturer.
- Business Owner of Next Step Injury Management.
- Two degrees – one in teaching and one as a BSc Sports Therapist.
- Ex professional footballer



What is Nu Wellness Club?

Nu Wellness Club is a mental and physical well-being facility, that will priorities the well-being of the local community and the surrounding areas.

We will also look to educate and develop peoples understanding around two key aspects of wellness.

We will also reach out to the commercial sector to offer education and well-being, to create a more productive and focused working environment. As well as lowering staff illnesses and sickness, starting with the fundamentals of well-being.

We're a company that will put peoples mental and physical well-being at the forefront of what we do.

This is critical today with all the pressures we have to withstand with pressures of work, financial, life and family.



Why we're doing it?

Well firstly what is wellness?

Most people – Physical activity

Research – Wellness is the active pursuit of activities, choices and lifestyles that lead to a state of holistic health.

- Healthy living
- Self-help
- Self care
- Nutrition
- Diet
- Activity

Wales has a 6.9% sickness rate (January - March 2025) (Some as high as 10%) of which are predominantly made up of anxiety, stress, depression, burn out, fatigue. General illness is not included in these figures.

The key components of this was due to financial pressures, lack of support due to increased demand of services, over working and lack of education around wellness.



What is Contrast Therapy?

CT is a recovery and wellness technique that alternates between hot and cold exposures to create physiological and mental benefits.

Physical Benefits

Cardiovascular Health: Sauna use improves circulation, lowers blood pressure, and may reduce heart disease and stroke risk.

Muscle Recovery & Pain Relief: Heat relaxes muscles, eases soreness, and relieves joint pain.

Detoxification: Sweating helps remove toxins and supports kidney function.

Immune Function: Regular sessions may boost white blood cells and reduce colds.

Skin Health: Cleanses pores, improves circulation, and promotes a healthy glow.

Metabolism & Weight Management: Increases heart rate and calorie burn, aiding weight control.

Mental & Emotional Benefits

Stress Reduction: Lowers cortisol, inducing relaxation and mental clarity.

Mood & Mental Health: Endorphin release improves mood; may ease depression and anxiety.

Sleep: Post-sauna cooling promotes deeper, restorative sleep.

Cognitive Benefits: Better circulation delivers nutrients to the brain, potentially lowering neurodegenerative disease risk.



BENEFITS OF SAUNA

MENTAL



Stress reduction



Improved mood



Better sleep



Cognitive benefits



PHYSICAL



Improved cardiovascular health



Muscle recovery



Detoxification



Enhanced immune function

Physical Benefits

Reduced Muscle Soreness & Inflammation: Cold constricts blood vessels, reducing inflammation and speeding post-exercise recovery; commonly used to lessen DOMS.

Enhanced Circulation: Warming after cold exposure dilates vessels, improving nutrient and oxygen delivery and supporting cardiovascular health.

Immune Support: Regular cold exposure may boost white blood cells and antioxidants, enhancing infection defence.

Metabolism Boost: Activates brown fat to burn calories and increase metabolic rate, aiding weight management.

Pain Relief: Cold's numbing effect can temporarily ease joint or muscle pain, helpful for minor injuries, chronic pain, or arthritis.

Mental & Emotional Benefits

Improved Mood & Stress Resilience: Releases endorphins and noradrenaline, reducing anxiety and depression in some individuals.

Enhanced Mental Clarity: Cold immersion increases alertness and energy.

Stress Adaptation (Hormesis): Controlled exposure trains the nervous system to handle stress more effectively.

Mindfulness & Discipline: Requires focus and controlled breathing, strengthening mental discipline and self-control.



BENEFITS OF COLD EXPOSURE

MENTAL BENEFITS

- ✓ Improved mood
- ✓ Enhanced mental clarity
- ✓ Stress resilience

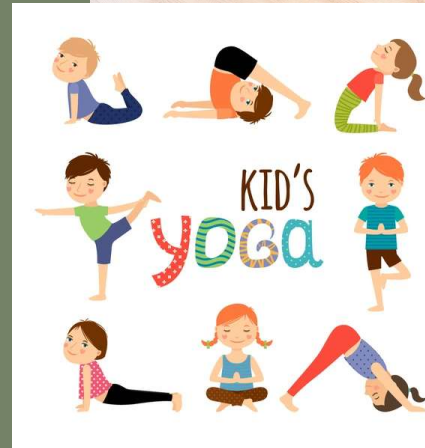


PHYSICAL BENEFITS

- ✓ Reduced muscle soreness
- ✓ Enhanced circulation
- ✓ Immune system support
- ✓ Metabolism boost
- ✓ Pain relief

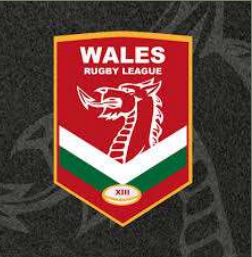
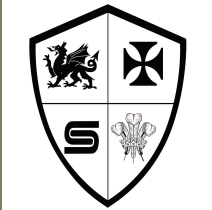
What we're going to offer?

- Free wellness educational events for local community, focusing on mental well-being, nutrition, psychology and physical activity.
- Physiotherapy, sports therapy, mindset coaches, nutritionists (wellbeing specialists).
- Kids Yoga from 2 years of age
- Reformer Pilates (In Collaboration with Celtic leisure)
- Coffee Morning, wellness walks, age specific wellness sessions.
- Conditional training (temperature variable)



www.livinginwellbeing.org

Collaborations



Funding & Staff

Business Growth plan

Current business Next Step Injury Management (sole trader).

Develop the business into a limited company.

Employing 3 full time staff, 3 part time staff

Looking to offer part time work and working space for a multi functioning team of therapists.

Create a new banding as explained, but with the therapy side of things using next step.

Space for local people to rent and companies to run wellness days or general change of scenery for staffing and general public.

Business Wales discussions

Tata Growth plan

50k to 300k

Uses

Fit out, equipment, business development, jobs created



Additional

- Less sickness in our local community, lifting load on local surgeries and hospitals.
- Educating and developing people to become more self sufficient and creating a more positive environment and a more productive community.
- Health is Wealth.



**Thank You.
Any Questions?**