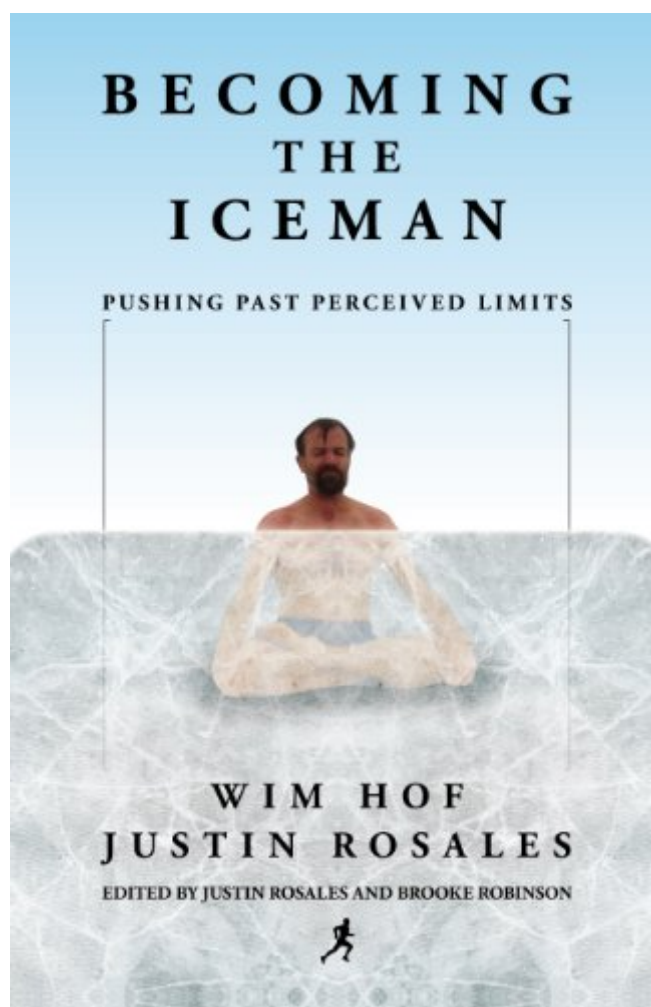


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# Becoming The Iceman



## Synopsis

**\*\*Included:** An exclusive step-by-step guide to teach YOU how to become like The Iceman!

Becoming the Iceman is a project inspired by Wim and Justin to show the world that anyone can adopt the ability to become an Iceman or Icewoman. The project's goal is to show that the ability to control the body's temperature is not a genetic defect in Wim, but an ability that can be adopted by everyone. For many generations, we have been taught to fear the cold: "Don't forget your jacket! You don't want hypothermia, do you?" "Put your gloves on before you get frostbite!" Of course, these are consequences of extreme cold exposure, but with the proper understanding, anyone can learn to use the cold as a natural teacher. You may have seen Wim running around on television, barefoot in the snow or swimming in ice-cold waters. While he is doing those incredible feats, he isn't in pain and hoping that he doesn't lose his fingers or toes; he is enjoying himself and having fun! Like any new tool, you must understand how it works before you can use it efficiently. This pertains to the cold as well. Wim is the epitome of what can happen if someone uses the cold to train the body. You might ask, "How can you prove that anyone can learn this ability?" We're glad you asked! | As of Fall 2009, Justin Rosales had no experience with the cold whatsoever. He was a college student attending Penn State University. After Justin's friend, Jarrett, showed him one of Wim's videos on YouTube, they became exceedingly interested in understanding this ability. They wanted to see if it was possible for anyone to learn. So they thought, "Why not test it on ourselves?" In Spring 2010, after speaking to Wim for several months via email, Wim invited Justin to attend a workshop in Poland for ten days. After many days of working as a dishwasher, Justin was able to pay for his trip to Poland and learn the technique of the Iceman. With more training and countless experiences with the cold, Justin began to slowly adapt. The length of time he could remain exposed to the cold increased dramatically. He quickly realized that technique to withstand the cold was, indeed, an ability that could be learned by anyone. This book tells the tale of Wim and Justin's journey to Becoming the Iceman! For more information on Becoming the Iceman, please visit: [www.becomingtheiceman.com](http://www.becomingtheiceman.com)

## Book Information

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## Customer Reviews

I thought long and hard about how to handle this review. I am a fan of Wim Hof and I marvel at his accomplishments. Even more, I really prize the value of his thinking on how his feats relate to the mental aspects of physical performance. Mental performance is a growth area in sports performance and Wim shows there are clearly a number of ways to approach the subject. Before I had even heard of Wim, I read up on cold exposure to inform my approaches to workout recovery and for cold water habituation for open water swimming. I have been interested in Russian Special Forces "cruelty training" for soldiers and cold water "tempering" for wrestlers and Olympic weightlifters. I've kept a 100 gallon tank in my back yard for my own use and frequently make use of the Russian Banya in my city. So finding Wim, watching everything online covering him and his achievements has been fun and gratifying. So imagine my disappointment when I picked up the book, at my cost, and found it to be complete amateur hour. Before one even gets to the content, it's impossible not to notice that the book is an editorial nightmare. There are factual and typographic mistakes on every page. The narrative is anecdotal, first person, and displays a randomness that sometimes reads like a high school kid trying to stretch one page of ideas to meet a 10 page paper requirement. There's no arc or connection between paragraphs of the narrative that should be a fundamental element of any non-fiction work. It turns out that the book is edited by Wim's co-author, Justin Rosales, an undergraduate student at Penn State, and Justin's girlfriend. Their qualifications for this task appear to be nothing more than their acquired friendship with Wim.

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