Introduction to erectile dysfunction and root-cause treatment

All right, guys, we have an awesome topic today. I have to say, probably one of the coolest taglines I've ever seen. I was just looking at your website and it said you got to rise to the occasion.

And, you know, the metaphor is incredible. We're talking about erectile dysfunction today. And Mark white has pioneered moving away from pills, which is what we believe in so much and dealing with root cause.

We already understand, you know, what's going on there. We just didn't have the right solution. So first of all, Mark, thanks for joining us. Thank you.

I really appreciate being on your, summit. Yeah. So when it comes to the what you've done, there's a lot of science behind it. It's a lot of it sounds so basic, but also, you're the only one doing it.

So what's going on with the gains with. Let's start there. Sure. First of all, we say it's not really erectile dysfunction. It's optimizing erection quality which which really attracts every guy that just wants better erections.

Right. And what we know is, what causes problems as we age, is blood flow. I mean, ed is very complicated, and erectile issues are complicated. A lot of times it's psychological.

A lot of times it's hormonal. But 75% of the time it's just a focus of blood flow. So when you don't have. The veins of your penis, which are very tiny veins, we notice our erections are not as strong as they used to be.

Yeah. You know, the psychological side, a lot of people don't give that enough weight. Meaning that, there's, you know, a new relationship or something happening at work.

And then all of a sudden things shift, and you just believe that, oh, maybe I'm aging, you know, and all of a sudden a different relationship. Or maybe there's a different level of stress and you're performing really well.

So how impactful is that? Well, so psychological is huge.

Blood flow, aging, and psychological factors

I mean, we've seen, like, guys in their 20s who have been addicted to porn, and they have problems in the intimate relationship getting an erection, but they don't have any problems looking at porn.

Right? Sometimes men aren't happy in their relationship. And, you know, so they they can have an erection with one person and then not with another person.

And a lot of times that does involve therapy and there are solutions for that. But I think it becomes a domino effect because as we age, we don't have the confidence we can always perform.

And a lot of times it's just that you are getting older and if your your penis isn't getting proper blood flow the way it used to, you start playing this in your head and then it becomes a loop.

So there's that psychological component you everybody should address as well. So what actually happens when you're aging? Why does why do things change so. And by the way like I'm not a doctor, I'm on the business operations side of things.

So I'm not I'm going to dumb it down. It's that when we age we naturally start building up plaque all over our bodies, right? But the penis, if you think about it, has microscopic blood vessels like your blood vessels in your penis are

microscopic.

They're very sensitive. And guys tend to notice that before anything else. Guys don't notice. Like it? It's funny. You'll hear about guys. They won't do anything for anything else until they have a heart attack.

But they probably have a little bit of problems going on up there. But their penis, the day they noticed that the erection wasn't as good is the day they're looking for a solution, and that's probably the best time to attack it.

And that's where it gains. Way works best is guys with mild to moderate issues. Right. And that's where it sounds like it's even a warning sign a bigger problem you know head to toe.

Because if you have plaque there it's probably building up somewhere else to. Yeah we call it the canary in the coal mine. Yeah. Literally that's what it is.

Yeah. Yeah. That's an it's a, it's a sign that people don't understand. Look, like you said, men are so much less likely than women to take care of themselves.

You know, he's got the limbs got to be falling off or something completely not working before you even ask for help. So it's a big red warning sign, which, depending what age it happens, if it's going on, there's either psychological work you need to do, or there may be even cardiovascular, endothelial or blood work you need to do because there's something going on deeper.

So the work you do, goes beyond, hey, here's a chemical that you can take that's going to help. You've discovered something far beyond that. So how does how does it work?

Okay. So first of all, it's actually so my background's more on bringing awareness. And on the marketing side. And I've been doing age male management and preventative health care now for 20 years.

So we've always been involved in hormone replacement therapy and regenerative therapy. But guys are always asking about sexual wellness and what we believe is in treating the root cause of disease.

We don't believe in pills, like, like most people in the community. We didn't discover shockwave therapy for Ed. It was actually there were a series of studies done in the mid 2000, around 2005.

There are some studies out of Europe and Israel. But the way it works is they use shockwave therapy. So if you're familiar with lithotripsy, lithotripsy is where we break up a kidney stone using high frequency sound waves.

Sound waves create energy that can, break things up in your body. But if you use low intensity acoustic laser shock waves and you do it along the skin and you see this with Kairos, actually use this a lot for muscle healing.

It creates more blood flow. So the way it works is by using, shockwave, which again, it's really a sound wave that creates energy. It goes under the skin and it breaks up plaque resulting in more blood flow.

So it cleans out the plaque right under the dermis. Wow. So you're actually truly getting to the root cause you're getting to the root cause. And with Pde5 inhibitors like Viagra and Cialis, it's really an artificial way of just, just making your blood vessels bigger for a few hours and forcing blood into what already does these blood vessels versus this fixes the blood vessels.

How shockwave therapy works

And this is why you have so many men that complain that when they take a pill, they often get headaches, migraines, yeah. Because they're the it's not isolated that there's a certain blood vessel that's being a large that happens head to toe, and all of a sudden you're doing things that are potentially harmful.

Yeah, I think you see, guys, I get really bad sinus headaches and really bad pounding headaches with Viagra.

There are contraindications for people with heart issues.

For that reason. And in the case of traditional like traditional just pharmaceuticals, it's always about putting a bandaid. But they're not focused on the root cause.

So this is about treating the root cause. We've seen guys that can get off of Viagra and perform. We've seen guys with with really severe Ed that have to take, try minutes, which is an injection in your penis, which to me sounds terrible, but but these guys can get off of trying to fix, doing these treatments, but it tends to work best for guys with mild to moderate ed, or even guys that are just looking for more sensitivity in the penis.

We believe it does something, nerve levels as well. So the quality of the orgasms are better. And, guys feel like they're, you know, they feel like they have the penis of an 18 year old.

So if you referred to it as therapy, is this something that you do at home or do you need clinician support. So canes wave is about going to see practice that has been clinically trained, that has support that follow a protocol.

So when they did a series of studies they followed a certain protocol where you do a series of six treatments over a three week period. Okay. It's done under a doctor's office.

And we have hundreds of providers nationwide. But since Canes Waves come out because of the popularity, there have been companies that have created home devices, and people can't do it at home.

It's not going to be as strong. And a lot of guys don't have the training for it. So we've seen some doctors that will do in an office treatment with Gaines Wave, and then they'll send them home with a home device to do between sessions.

Right? Yeah. Maintenance type stuff. So what is actually what is the session look like? Like I'm sure a lot of people aren't familiar with what do been doing.

So you go into an office and I think you go to the office, you drop your phone out. So there's a certain level of, I guess, vulnerability. Obviously. I think you're, they make you feel relaxed.

They sometimes they'll numb up the penis, even though there's no pain involved with it. They just don't want it to be uncomfortable. Then they take a device that has a wand, but the device itself that creates the acoustic wave as a compressor.

It's a machine. Using the wand, they go up and down the vessels. The penis, for about 20 minutes. Okay, okay. There's a whole protocol. They follow. And in that, I mean, I'm, I'm assuming there's a lot of sort of taboo and a lot of, you know, shame around certain things.

A lot of this is why companies that ship erectile pills have done so well, because men don't even want to admit that they have a problem. Well, I think first of all, we're it's like everything else.

I mean, when your hormone levels are decreasing and your testosterone levels are off, is, taboo to go optimize testosterone or any type of supplementation.

And I think there's more awareness. And I think one of the things that we've been doing against wave, and one of the things we've been doing really good at is drawing awareness, towards this.

So it shouldn't be taboo because it's really, like you said, it's a function of aging. And to most men and women, having intimacy in a marriage is important.

Having, great sex is also good for our guys confidence. It's it's really part of of what it means to be a man is to be able to have the confidence to perform. So I think the taboo probably comes around certain belief systems, and it comes from things that are entrenched in culture.

But it shouldn't be a taboo, right. And have you seen you mentioned hormones. So when we look at the genetics of Ed, what we see is that, you know, obviously testosterone is a big driver for what you need.

And there's certain men that actually are more estrogen dominant, which is not a typical a belief or assumption that you would make that, you know, people believe men are testosterone, women are estrogen.

But there's some men that literally convert all their testosterone and estrogen, and they just hormonally get to that place a lot faster as they age. So, have you found that I understand you're dealing with a plaque, right.

And that's really the core root cause foundation. Are there ever recommendations where you supplement with hormones, or is it is it you don't? Have you ever seen that it's not needed?

Well, first of all, going back to your question of do it, do people do this at home, or do it at a doctor's office? Most of the practices that we work with at Gateway are from the preventative health age management.

Right. Functional medicine side of things. So they're going to look at everything. And most practices should and do do hormonal testing, epigenetic testing.

Treatment protocol, office sessions, and stigma

They look at they, they should do a, screening to see if there's a psychological issue. Because if you can address hormonal, make sure that your testosterone levels are optimal, it should make sure that you're working through any therapy that you need to work through.

When it comes to the the psychology behind sexual issues, and you're going in there and optimizing the masculinity and growing that blood vessels and making sure the blood flows to healthy.

In all cases of optimizing great erections and really fixing the root cause, which is. Yeah. So to answer your question, most practices do look at testosterone levels and people should be on optimal hormonal levels.

Yeah. In fact, when we added Zwift to our practice in 2016, the reason was that we were putting a lot of men on testosterone like we started from the world of hormone replacement therapy.

Our practice here is still primarily hormonal, but guys, we get on testosterone. It's like, great, my libido is great. But, you know, it's just like the mechanics.

It's not working. Give me Viagra. Yeah, yeah, yeah, yeah. And, and we were writing scripts for a lot of Viagra. We actually were using, technique that was, created by a doctor out of Alabama where you spend blood and platelets called, it's called a p shot where you're taking PRP, right?

Plasma. You're injecting it in the penis. And that does have the same type of effect. It has the same, new vascularization growth. You have growth factors that rush and start doing the repairing.

And we added that to our practice in 2016. And guys are saying, I want the benefits. I don't want the needle. Right. Like like needles and penises are just not a it's hard to shouldn't be in the same sentence.

It's going to be in the same sentence with the name of the treatment was shot. It's like, yeah, what? What are you going to be doing? So we were looking for, a better solution.

And, when we came across this clinical studies, our medical director reviewed them and said, look, this makes sense. Let's do some let's try this on some patients and it took us a while because at the time in 2016, nobody had heard of using shockwaves, to grow back blood vessels.

Nobody was doing it in the US. And I think it comes down to the challenge that, people have when they are in, well, in the health and wellness space and you're not a big pharma companies.

How do you bring awareness around this? So sorry. Go ahead. Oh, I said, so we did bring in a machine, and we started testing it on our patients to see if it worked in the very first patient happened to be a swinger.

Oh, a 56 year old swinger. And I guess if you're a swing or I'm not a swimmer. But if you're a swinger, I guess having the inability to perform is going to be the worst thing to ever happen to your identity.

Is the performance that these performance. And he had tried everything he had tried pills. It gave him headaches and he didn't like it. He actually tried the shot and didn't like it.

Got some bruising. And so we tried it on him and then we weren't even sure if it was going to work. And he called us up the next day and he said, I've had so many erections, spontaneous all during my and, we thought maybe this is a one off.

And we tried it on a few more patients with similar results. I actually had tried it on myself, and the quality of the erections are much better. So we knew that this could be huge.

But then we had to think, how do you tell the story? And bring awareness around something, when you don't really, you know, like what's the go to market strategy?

So we trademarked the name gains way. If we built a series of protocols around it. And then we focused on telling the world that there's this, this, treatment that works.

And we built a team of great practices throughout the country that have been clinically trained. And, when patients are interested, getting a gains waiver, they can go to our physician, ponder or are just typing gains.

We're having a practice should show up offering it. That's awesome. And I've seen just because you mentioned the PRP, there's guys out there that are touting, stem cell therapy, you know, and it's not cheap.

I mean, people are paying 10 to $30,000, to get their function back. Any thoughts like is it is there value in that? I mean, absolutely, there's value in all of these regenerative treatments.

We've seen stem cell therapy and exosome therapy. The challenge you have with that currently is that our regulatory environment in the FDA is really, cracking down on practices that are marketing.

They're claiming that stem cells, and the exosome products are drugs, which I guess is debatable. And, they're claiming that, you can't make certain claims if you're offering it for sexual wellness.

However, practices can can offer it. They just can't market it.

Hormones, PRP, and regenerative options

And I've seen like we offer those here in our practice to patients and they've gotten great results with that. And but going back to the pricing at 10 to 30,000, you're really only talking about a small sliver.

People who can afford that and with gains waive, it's much more reasonably priced. And, you know, it's like six treatments are around 3000. And they get just a good benefit.

But if you do combine that with exosomes or PCR, you do see some synergies and now you're gone for the treatment. And because you're literally removing plaque, the outcome probably has some longevity to it.

It's not like you're going back every few months. This is going to last a while, right? Yeah. I'll refer to clinical studies, the clinical studies. They they tracked men for up to two years afterwards.

And this is not a permanent cure. This is a treatment. Studies show that people get benefits even up to two years later. We do. All right, let me just grab some water.

Yeah. Go for it. Now. We do recommend that they, you know, get on some sort of maintenance program or use one of these home devices so that the plaque doesn't come back.

But generally, you see guys, they'll do six treatments or a month, and then they'll be fine for a year or two years. They'll come back and do six treatments again.

Okay. That's interesting because the plaque, you know, just like any other chronic condition, it takes decades to build up. Meaning that this is why typically you we call it an aging condition.

You you're typically you see it in older people and that's it's psychological which can start like you said, at any time. So the removal of the plaque, I guess you're kind of chipping away at it because, there's this delta value of I just feel so much better, but maybe there's still something residual there, and then it's being built up.

I'm just wondering what's something that takes so long to build up, but it comes back in a year or two. There's something going on there with perhaps the multiple treatments may get you down to the core where there's nothing left.

You eventually get there. Because we haven't tested, like, there hasn't been long term tests going decades looking at people. Right. And we think there's other things going on because there you have atrophy, just normal atrophy as you age.

You know, you the sensitivity on your nerve vessels as you age. And so using some sort of regenerative treatment, whether it's gains weight, which is, the benefits or that it's just noninvasive or you go with a p shot or you go, exosomes or stem cells, what you're doing is you're just growing back.

You're bringing back, the original, like, you're just it's just renewing the whole system. So, is there from your experience, is there anyone that it hasn't worked on, like, is there a particular profile, particular problem where you say, well, this may not be the right thing for you?

I think that's a great question because the clinical studies show it works for 80% of the people, the other 20%, it doesn't work for, one of the benefits about seeing a Gans wave practice is that they will screen out.

They're looking for is it a psychological issue? They're also if it's severe Ed for a guy hasn't had an erection for five years and he's diabetic, morbidly obese.

We haven't had great outcomes. Sometimes we believe it's just that he has, treatments. Maybe he needs 18 to 24. But but generally things like if, if everything else isn't working, it's not working.

If he's had, an implant in his penis, we want treat. And you also want to look at hormone levels because sometimes it's just suboptimal hormones. So but but there is a subset of men and typically it's guys with severe Ed or people with psychological reasons why they can't get an erection.

It's that it doesn't work best for. Yeah, I think this is why what you've done is incredible because you're taking us sort of to the world through functional medicine so that the approach is holistic, meaning that it's not typically with these types of problems.

It's like take the pill and hopefully it effects it, but the pill isn't the problem. That's a Band-Aid and is dealing with a clinician that can think for that root cause perspective and look at everything else and screen, like you said, whether it's the right tool or not.

I think that's an amazing approach. The, the home use tools. I wasn't clear. That's something that you make or somebody else, there's a company out of California called Launched Medical that makes a device called the Phoenix.

Okay. And, they actually, the people who invented it are actually gains with practices. And then they, were creative

enough to come up with a product called the Phoenix.

We they sell it direct to the public on a website called get my phoenix.com. It's a very low intensity device. They have to make make it that way because they don't want people to damage their penis.

Most people like, if given a choice to do it yourself or to do it under a functional medicine doctor, we always recommend doing it under a functional medicine doctor.

But like you said, there's that embarrassment of seeing somebody. So. But that. But they have a device, and we have seen that it can work in some people.

So just curious, who's the, I don't know if you even know this. The oldest person you've been able to help all this person. So we we've have hundreds of practitioners, and they were with hundreds of patients.

So there's tens of thousands of people who have done it in our practice. We have, an 80 year old guy, that did it. You got benefits? 88 years old. Wow. 88 years old.

So typically at that age, it's not even a consideration anymore. It's like this, part of me is now retired, and, my life story is a little different, you know, here, a lot of times, these guys, they have a younger girlfriend, and they have to keep up.

Yeah. That's incredible. At 88. And so how severe was it prior to the treatment? Oh, I'm not involved. The clinical. We have our clinic routine and I don't, you know, he told I remember he told me the story.

Results, maintenance, and who benefits most

But he did not share with me, like, scores or any of the objective data that we collect to make sure he's a good candidate. Okay, well, the fact that at that age that, somebody can get a benefit, that's incorrect.

There's hope. Let's say there's hope for the future. Yeah. Just, you know, we think as guys, it's like, I have seen some funny stories, as you'll see, guys that don't have, you know, they're not well off.

You know, they're blue collar guys, and they, you know, they can't afford a good car. They, you know, they're not working in the best job, but they will do anything to have a better erection.

It's very important. I mean, you know, if you look at Maslow's hierarchy of needs, it's, you know, like the ability to have sex is up there with eating and, you know, everything else sleeping is it's a desire that we have.

So you see guys that will treat this beyond doing anything else. Yeah. And people don't realize how important it actually is. Or you think of it as sort of pleasure.

Right. And that's really what it gets bucketed into. But if you look into the clinical work around, you know, people that don't have a happy or, you know, existence, even sexual, life, you name a chronic disease that is tied to it, you know, cardiovascular disease, cancers, obesity, fatigue.

It's part of biology, meaning that we're designed, for this function. And when we're not doing it, as per, you know, regular cadence or frequency literally will affect your health.

It goes far beyond me feeling good or, you know, getting the pleasure I want. You will get sick. It's one of our, one of our providers, a gateway provider up in Michigan, it seems.

Doctor Joel Kahn, he's a cardiologist, but he's a functional cardiologist. He's a very influential cardiologist, and he had a gateway to his practice, to your point.

And he loves it because he says when guys come in, first of all, it brings people into his practice. He'll do a workup

on them, because if they have plaque down there, they've tucked up here and he's told me dozens of times he was able to, treat people with cardiac disease and get them on a program to feeling better.

And he said that one day a guy would have had a it was likely to have a heart attack, didn't even know about it. And the guy came into his practice looking for gains because again, guys will search out solutions if their penis doesn't work.

But they don't really think about everything else that it takes to be healthy. And he saved the guy's life. That's incredible. Yeah, yeah. The the the connection to chronic disease.

There's I mean, anyone can go out there and go watch YouTube video and learn, but there's plenty of science out there on, especially for I've read, especially for men, you know, as you age, you have it's something you have to continue.

You know, we understand that our hormone levels kind of drop as a protective measure in some cases, because as you don't, you no longer need to be reproductive and making babies.

You don't necessarily need the hormones, you need it. And so as we age, things like DHT and some of the more toxic, hormone exposures get reduced. The same thing for women. Why do you go into menopause?

Because you're no longer reproductive, you know, and that the estrogen dominance and the estrogen toxicity that could lead to various illnesses. You wonder why that we're designed to get into these hormone drop phases.

What's to give you sort of the avoidance of disease? But so and this is why I really love what you're doing, because the solutions up until now aren't dealing with the natural flow of life, which is there's a reason why my hormone levels dropped, right?

My my body's trying to protect me from the potential fallout of maintaining for so many more decades, these toxic hormone loads which could cause any number of problems breast cancer, ovarian cancer, prostate cancer, etc., and so many people go out there and fill themselves up with hormones again, not knowing.

And for some people it's fine, but for some people it could equal the problem. We're saying there's a way to go at it with it's opposed to adding, you're removing, you're getting rid of this blockage as calcification and just allowing blood to flow right?

Yeah. And I think when we first saw the, when we first saw the studies and we tried it in our practice, like we said, look, let's go out to the medical community and, spread the word, and, I'm good providers.

We also looked at, like, the urology community and we went to some urology tradeshows. And even though we have some really good urologists who became gains, we're providers.

It's really a fraction because traditional health care, it's all about like basically I'm going to put Band-Aids on all the symptoms that are created as you age.

Yeah. But you're still aging. There's nothing you can do about it except getting old. And what a symptom comes up. I'll give you a and, and we saw that with urology, which was I guess it shouldn't have been surprising, but I think coming from the, functional medicine world, it shouldn't have been.

But the functional medicine doctors, h age management doctors, they really look at the whole full list reasons of why we're aging from looking at your genes to looking at your blood work, to treating you with anything other than bills, making sure you're supplementing with great vitamin D levels, looking at really inflammation markers because inflammation and, aging go hand in hand.

And there is there are correlations to inflammation, for sexual performance, you see higher. You see higher C-reactive protein, higher, markers of inflammation associated with Ed always.

So sometimes it's just living a healthy lifestyle. There's definitely a correlation between obesity and the, so, you know, is it is one causing the other.

You know, we don't know like we all know that's a fallacy, of assuming that correlation is causation.

Lifestyle factors and global availability

But just living up a healthy lifestyle and seeing the proper, functional practices, I think, goes a long way to just extending life. It makes a lot of sense. Yeah.

If you're metabolically unhealthy, metabolic disease is not the feeling that you get. It causes everything else right. If you're not, if you're doing everything wrong, right, you're doing everything wrong.

That's that central hub for which all these folks start to poke through. One of them can be Ed, one of them can be migraines, eczema. Like, who knows what's going to happen.

Depending where you're already, the cofactors of the plaque could build up. And now I just needed to be metabolically and healthy. And that leads to the Ed. Right.

So yeah, that core foundation of good health, for everything supports it. But your, you know, then there's the acute let's deal with the problematic, you know whatever that load is. And in this case it's plaque.

It's a plaque buildup, and the nerve stimulation and all that type of stuff. So that work you're doing is awesome. Outside of, I know I'm only asking this because you're, you know, you've done this sort of through clinics.

Any sort of tips outside of treatment or therapy, like top three, five things that you have seen people do that can as quickly do that are going to shift and make a difference for sexual wellness?

Yeah. Or for so yeah, we were I mean we work with a lot of providers. One of the providers is actually we have a sexologist at their clinic. Some of the themes I've seen come up a lot is there's this, major addiction of porn that people get off the internet, seeing practices more and more of it.

And like when I was growing up, I was lucky to find the Playboy. Now I scared to see what my kid like. We've even given up on the issues. Was on your phone.

You can find whatever our yeah, fetish you like, but the tip is like, take a look at, like, what you're putting into your brain. Take a look. Because a lot of it is psychological.

So, you know, cutting back on, porn, I think does go a long way to helping. And I've just heard that from a lot of people. Going back to what we were talking about before, living a healthy lifestyle goes a long way towards, having good sex, having, a great relationship with your partner.

Date nights and just rekindling that intimacy goes a long way. Making sure you have optimal hormone levels goes a long way. So, I mean, there's a lot of best practices, but I think it does start with being healthy or having this healthy attitude towards sex and not making it so taboo.

And, you have not, going you're just not getting into that feedback loop and just, having it be nice. Yeah. That makes a lot of sense. Then you remind me of things like sleep for example.

You know, people that don't sleep properly don't have the libido like you produce your hormones in your sleep. That's where you also have sex too. So you can kill two birds with one stone.

You. Yeah, yeah. And the thing is, like, by using ordering, I track my sleep. I, like for me, everybody says you need 7 to 8 hours of sleep. And I read, Why We Sleep, recently, which is a fascinating book.

And that's where your body goes and kills while you have your, your deep sleep in your arms. But just tracking sleep is. Yeah, is critical. Yeah. To know what you even need to fix.

You don't know what's broken. How do you fix it? Yeah. That's awesome. So for the people listening, is it only available in the United States? Well, there's so gains where we have providers in Canada, US we have them in the Caribbean.

There are in the UK, they have different devices over there that they use, for treating, erectile dysfunction like. So it's not about the device you use.

It's about making sure the practice has been clinically trained and they're following best practices for screening. Yeah they can address it. But yeah you can get this in other countries.

We've had a lot of interest in people who want to create awareness in other countries. You see a lot in Australia, we see a lot in Europe. We've seen people reach out for us, believe it or not, in the Middle East it's it's really big.

Yeah. We've got a lot of people reaching out in the Middle East and over there. I'm sure the talk of sex is even more taboo. But you have guys with many wives that want to.

You got to keep it going. I remember, you know, I'll tell you a little story about a gentleman I met in UK. I went there for a trip and he showed up at this event I was at and his role was his family was brought from South Asia, either India and Pakistan to the UK as medical practitioners for the royals.

Right. So they had some, you know, level of science that was beyond what was locally available. And they gave them housing, they gave them everything and they were medicine.

The doctors, the royal. So he created some kind of cocktail that, in his words, turned you into a jackhammer. Right. And his role was he would actually be flown into the Middle East to these houses, like you said, where there was many, many wives and a little bit too much labor required.

And he would sit there and I don't know what the cocktail was, but it was something where he had to like, clinically apply it. So I don't know if it was a hive or something.

And he would be flying in for like a week or two and just allowing them to, you know, have their fun. And then he'd fly back home. We've moved we've gone a long way from then, you know, it's not no longer flying people around the world with the tube of some cocktail.

And it's awesome that you're able to provide this, everybody. Yeah, but before the pandemic, we I did a business development trip to Dubai and met with some people who wanted to bring it there.

And they were saying, like, over in the Middle East, it's huge, mainly because there is no really awareness around it. But the issue is, is larger. And I think that's the most important thing is that this isn't like I have providers who are in like the more conservative parts of the US in Mississippi, Oklahoma, Arkansas, and they're like, well, I don't know if we can talk about this, here.

And it's like, it's not what you say, it's how you say it. But the demand is everywhere. It doesn't matter what culture you come from, it doesn't matter.

You know what religion you come from, but having great sex and being intimate with your partner, and having and rebuilding marriages is just so rewarding, regardless of your culture.

No, you're right. People have to remove the taboo and understand it's, literally I would, I would urge people to go research the health benefits and not only the health benefits, but also the more deleterious like what's, what's problematic if you don't have enough, like literally what it does to your body and why we're designed to do the way what we do.

Right. And what happens if you don't do it. So take some time and research that and learn how important it is beyond just the connection. Everything else literally, it's a form of therapy that you need to be doing.

So Mark, this was awesome. It's amazing what you've done and how you've made it. A widely available and functional medicine practitioners, and everybody can get out there and get help, in a way that's truly root cause, which is what we love to talk about getting people off pills and getting them solutions as per why it's happening, not what it is.

And again, the work you've done is awesome. And thank you for joining us and sharing today. Thank you for giving me the platform. I really appreciate it.

Okay. Great talk to you man. And we'll see you next time. Thank you very much for.