Ep 584: The Inflammation, Oxygen & Healing Connection with Brad Pitzele Transcript

(Transcripts are generated by AI and may contain errors)

Podcast Intro and Guest Overview

Welcome to the Health Fix Podcast where health junkies get their weekly fix of tips, tools, and techniques to have limitless energy, sharp minds, fit physiques, or life.

Hey, health junkies. On this episode of the Health Fix Podcast, I'm interviewing Brad Pitzley. He is the owner of A Thousand Roads Exercise with Oxygen Therapy.

WOT is how it is referred to. Now, he and I talk about some really cool stuff in terms of, the transformation of health that you can have when you use oxygen with exercise.

No, i'm not talking, just athletes using this. I'm talking about folks who struggle to move and get movement in because of either. trouble breathing or just feeling worn out quickly with movement or really struggling with the recovery after the movement.

And so Brad's got a really great story here. We're going to dive into it, but he's had a lifetime of strange medical conditions and was diagnosed with an autoimmune type of arthritis in 2010, malignant melanoma in 2014, and eventually Lyme disease.

Now, while this might sound strange that someone has multiple different types of diagnoses, I see it all the time when someone is really chronically ill.

And on his healing journey, he tried a ton of things. He said it was like his boneyard. of different things that he had tried. But what he found was that the oxygen with exercise therapy really worked for him.

And so of course, he decided he has to share this with everyone. He has a background in mechanical engineering and so he took that background, paired it with what was going on with him and the power of exercise with oxygen therapy, and here we are today.

1000 Roads has been providing affordable, high-quality exercise-with-oxygen therapy EWOT system since 2018. And so Brad and I are gonna dive into all of this.

We're gonna talk about his products, then we're going to dive in to a little bit of how he's pairing it with red light therapy to get optimal results.

Brad's Health Crisis and Discovery of EWOT

So let's introduce you to Brad Pitzley. Brad pitzely, welcome to the Health Fix Podcast. Thank you so much, I appreciate it. Of course, a lot of folks are going to be like, how do you come to deciding that you want to work with supplemental oxygen in your world?

And you've got quite a story. So let's start off with how you came to vibrant owner of a business and not feeling so great not too off a long ago. Yeah, it didn't start out so great for me.

I always had small autoimmune conditions and strange health things that would kind of pop in and out of my life from early childhood, but they never were really significant enough or stuck around long enough.

We might go to the doctor and they'd give it a name, There was nothing to do and it just kind of went away. But things kind took a turn for the worse.

In maybe 2011, I want to say, my autoimmunity developed into autoimmune arthritis. And things, you know, started getting in my hands and was kind bad.

I went to a rheumatologist and they put me on the typical meds. Eventually when they got to the powerful med they started to help. but they would only help for like six months and they'd wear off and then they double the dose and work another six month and it was on to the next drug and I was that treadmill of pharmaceuticals until I developed melanoma and one of the side effects of these drugs is it causes a higher risk of cancer and particularly melanoma is one of them and so I went to my rheumatologist and said hey what do I do here I feel like if I don't take the drugs I'm gonna die of this painful autoimmune condition if i do take them I am gonna end up with cancer die and you know obviously neither one those is particularly appetizing so is there another way and he kinda was like we'll just try another drug in the same class and it probably will react different with you.

And it was a great, great uneasy feeling to walk out of that doctor's appointment and just know you felt like you're being fed to the sharks. I was like, I guess I gotta find my own third way, and I don't know what it is.

Like a lot of folks, like I Googled around, did all sorts of research, read through PubMed research. Tried everything, tried diets, elimination diets.

I tried supplements, I've tried all sorts of wellness technologies and nothing was working until I eventually ended up at a naturopathic doctor and he recommended I try EWOT, exercise with oxygen therapy and probably like most of your listeners I'd never heard of this thing and so I went home and I started to research it and I didn't really have a lot of faith in the companies that were selling it at the time.

There was a lotta marketing hyperbole. It didn' come off as authentic. And, you know, I tried everything and nothing worked. So why was I gonna go spend, at that time, it was five to $25,000 on an experiment?

You know, it would just be another bone in the bone yard is kind of how I felt and So I started to look into it I didn't have a lot of faith in what I saw in marketplace and certainly not enough to invest that kind Of money and I decided to make my own and it did start to get better about a year ago A year later, I went back to that doctor and he was surprised at how much better I was doing.

He asked me if I'm doing EWAT and I said yes. And he said, who'd you buy it from so I could tell my other patients where to go. I made my own. Then he's like, would you consider making them for my patients?

That was the birth of 1000 Roads. We wanted to do something to kind of pay it forward. It was a very lonely and dark place when you feel like your life force, if you will, kindof starting to dim.

And there was just everyone coming at me with, you know, 20 and $50,000 solutions. I just felt like no one knew about this technology. If we could bring down the price and democratize it, so many more people could benefit from it because it's really I mean, it's really tremendous.

And I continued to get better, and I continue to try different things. It took me a little while to my full health. Eventually, I worked my way into trying something that's now become more well-known, red light therapy.

How Oxygen and Exercise Work Together

I did a lot of research on that, red and near infrared light therapy kind of work on the same sort of oxygen principles and they kind work at it from two different sides.

And so when I started to add that to, I saw an acceleration in my healing and returning to wellness. So it was kind an exciting journey. You know, here I am Years later, at the time, if you knew where I was, I had this foot pain so severe from a Lyme disease co-infection called Bartonella that I could barely walk.

I have severe brain fog, neurological issues, arthritis. All my muscles were stiff. I had like 60 or 70 different symptoms that were just like someone would come in and take over and then they'd go away sort of thing.

But I'm was dealing with all of them. I was just faking it to make it through the day, you know what I mean? And hoping nobody at work noticed and really didn't feel like I fully there at the time for my family because I just was so low energy and brain foggy and so much pain and discomfort.

So sometimes today I look back and I'm just kind of shocked how far I've come. Pretty awesome. You know, you give hope to a lot of folks who are listening to this, who in a space, maybe just similar to where you were, or maybe somewhere a little less than that.

Because one of the things you mentioned that I hear often from folks that have chronic illness is that they hear these really expensive, types of things like, hey, we can help you with this and we change your life.

And you almost get addicted to being like let me try the next thing, let try that next. It sounds like you kind of went through that whole pathway of, this is the thing that's going to work.

This is The Thing. Yeah. I mean, I tried so many things. My family has reminded me from time to time of some of the weird and crazy things I've tried.

Some of them I just completely blanked out on, probably a survival mechanism or something. But yes, you're so hopeful, but then you also are girded with your hope because you don't want to get too hopeful because everything else is kind to let you down.

It's a little bit of a roller coaster. It is. And I see that with a lot of my clients. One of the big things that brought me to looking at EWOT2 is a lotta people struggle with one, circulation, and what comes with circulation.

Oxygen. The other big thing is, a lots of people with exercise. just to be able to move in general and I mean if your feet hurt I can't imagine you know someone's like well you could go swimming instead and then now we have swimming has other issues and i'm sure you've heard all the different things we'll just try this instead or just tried that instead now you have an engineering background is that what I saw that's right Okay, and so bring us bring this back to like your mind thinking about oxygen and and creating something and thinking About it with exercise and just kind of bring it into the space you were in and kind Of how things came together because I think a lot of people especially folks who aren't really exercise minded wouldn't Why with why with It's a great question and you know, I was always very research minded to be honest.

I spent a lot of time on PubMed reading everything I could about the label they gave to my, did a bunch of reading on like even social media and groups of folks who had similar issues.

You know I just wanted all the information to try to figure it out. That's where I learned things people were trying and what was working or not working from.

It was a lot, but then also I wanted to know the science, because some of the stuff comes off awfully woohoo, and while you desperately want to believe the woohoo, anything to get me out of this trap, I also wanted some comfort in knowing that I wasn't just wasting my time on hope without any kind of science behind it.

So the science is really fascinating about oxygen. Oxygen does several great things for our body. First off, you don't hear very much in the medical community, but a truth is, every year past the age of 25, your body loses 1% of its ability to utilize oxygen, And that doesn't mean anything at 27 necessarily, but all of a sudden you get to 50 and you've lost 25% of your body's ability to utilize oxygen.

Well, oxygen is fundamental for our fuel. If you take a cell and force it to produce energy without oxygen, it can only produce about 5% the energy it could produce with oxygen so it's in bare survival mode.

It's not even doing all the essential functions. Its just barely hanging on. And so as we all age, this naturally happens to us. And some of the first research I read was the gentleman who discovered EWAT.

He was doing a really prolific inventor, von Ardien, Manfred von Artien in the 1960s and 70s. Now this is the guy

who invented the scanning electron microscope.

He helped commercialize CRT television sets in the 90s. And then another Nobel Prize winner, Otto Warburg, discovered that oxygen is essential and that if you take a cell into private of oxygen, you can turn a healthy cell to a cancer cell.

And so he won a Nobel Prize for that, and so von Ardien started to do research around oxygen, And he's kind of the godfather of EWOT. What he found was not only could he turn a cancer cell, non-cancerous, through doing E-WAT, but he also discovered that as we age, we have this inflammation that we now call it, this natural, supposedly inflammation, that builds up in our body, including in circulatory system.

So the ends of your circulatory system, you have capillaries that are thinner than a human hair. When they have inflammation in the lining of them, they swell shut, and your red blood cells can't get through.

And so this is the cause of that 1% loss of oxygen utilization. There's no oxygen passing this blockage, if you will. and all the cells that depend on that capillary to feed them, they've now gone into this anaerobic survival mode where they have only got 5% of their energy.

And so this is part of the reason why as we get older we have memory challenges, we don't have the same feel as energetic as used to, We start to feel aches and pains a lot more.

A lot of this has to do with the oxygen status in our cells. What he found was that when you do EWA, oxygen is incredibly anti-inflammatory. Um, so, and actually the science is really clear on this.

Anywhere in your body, you have low oxygen, You have inflammation and anywhere you, have information, low, oxygen. They're just two sides of the same coin, which was a really exciting discovery for me at the time, Janine.

It was like, well, that's, pretty intense, right? Like at, the root of inflammation is low. Oxygen. And so that was one of the things I bought into. But then what Von Ardien discovered is when he gave people EWOT, he caused this anti-inflammatory effect in their capillaries that allowed the red blood cells to flow through again.

And he took some elderly folks and he had them do E-WAT just two or three times and they came back many weeks later and still had normal blood flow. So it wasn't just while they were doing E WOT.

It was continuing on, right? And that so was like, That was a light bulb moment for me because I knew I was having circulation challenges as part of my many symptomologies.

And obviously I new inflammation was at the root of arthritis, my neuropathic pains, and my stiff muscles. What wasn't inflammation, was probably lactic acid.

So, by the way, you know how your body gets rid of latic acid is it uses oxygen to break it down into fuel, believe it or not. So it was just, as I started to get deeper and deeper into the physiology of us as humans, it like, well, geez, yeah, if I have less oxygen and it's causing more, like none of this is good for me.

And I kind of came to the conclusion early on when I start to buy in, I was like well you know what? What's the worst thing that could happen if tried it?

I guess I get too much oxygen. You know, like, there really wasn't a major downside to it, right? It was just oxygen. We weren't talking pharmaceuticals or anything like that.

The root of your chronic illness is inflammation, and at the root your inflammation is low oxygen, so if you can find a way to obviously turn that teeter totter back to a more balanced oxygenation state, you're already going to put yourself in a better situation where all the systems in your body can help you you know, do what they're designed to do, which is to repair and bring you back to homeostasis.

These medicine talks all about circulation. That's what like chi and blood flow is. Yep. And so like they knew back 5,000 years ago how important oxygen was.

You know you've now just opened up another way for folks to enhance it because we do so many things that decrease our oxygen. Yes. You know, like you're saying, you need oxygen to decrease lactic, but we also like sit around and do nothing all day.

And we, and we eat poor foods that, suck up our oxygen and things of that nature. I'm sure you've done the research on all the things that deplete our Oxygen in our body.

Yeah, you know, and here's the other like, as you're talking about, like eating terrible things. And if you think about the environment and all the toxins we take in every day, detoxification is so important.

When I was really battling Lyme disease, there was Kind of three different areas I was trying to get better in if I were, like maybe four. One was probably just general energy, give me energy to like just try to be myself.

Two was like inflammation, get rid of all this pain and all of this sort of stuff. Three was help me kill this bacteria and like get my immune system on top of it versus underneath it sort a thing.

And the fourth one is actually one of the largest ones that we would talk about a lot in the Lyme community, which is detoxification.

EWOT for Chronic Illness, Detox, and Recovery

Now, I always say people with Lyne disease are kind of a canary in a coal mine. The things that they're trying to do are things pretty much all of us could benefit from in society, but because you've got this bacteria basically taking you down several notches, it's more apparent.

And that was kind the cool thing, too, is to realize that there's a couple of really interesting tidbits that also got me onto oxygen with detoxification, which number one, about 70% of all the toxins you remove from your body actually come through your lungs, and which nobody really talks about that one.

And the second one is, even when we're using traditional detoxication pathways, oxygen itself is critical because oxygen is used as a chemical reaction called an oxidation reaction which breaks down these chemicals into smaller bits and components that our elimination organs can remove.

And so it'll help with your kidneys and your liver and every other elimination organ in your body helping sift through this stuff and get it out more quickly.

So whether it's lactic acid or toxins, oxygen is like at the root of it again. And then the interesting thing is just the synergy between the two. So obviously another one of our detoxification modalities is through our lymphatic system, right?

Your lymphic system does not have a pump like your circulatory system. There is no heart for the. Lymphatic system. So the way we get our lymphatic System pumping is through movement generally and so that's the exercise component and getting your lymphatics system moving while you're enriched with oxygen Obviously just it's just a multiplier effect there You hit on so many points that I think about, and we talk about in our clinic with our different patients, because the lymph, like everything's stuck in the limb, I feel like, especially with Lyme.

So many folks are stuck there. And also, back to where I was before, you don't wanna work out, You don' feel good. You wanna move. People are talking about you can enhance your oxygenation by sprint training.

I can't even walk across the living room without hurting. You want me to sprint? Are you kidding me right now? Well, and that's a good thing to tell your listeners is this doesn't have to be super intense exercise.

And the interesting thing is, again, I talk about these synergies. If you put the mask on, so the way you do EWA is you're breathing through a mask while you were doing, let's say, cardio generally.

You put that mask and you are breathing 93% oxygen and that's compared to the 21% you breathing at sea level. So it's a massive increase and immediately the exercise gets easier.

I'll give you an example of me is I started exercising and I was on an elliptical machine and it was at a resistance of 12 and you know that was fine and i'd done that before I'd gotten sick and then I put the mask on and immediately it's like I wasn't getting a workout at 12, I had to go up to 14. And then over time it was 15 and 16. Today I do it at like a 17 out of 20, which is kind of a crazy high level for this elliptical machine, but I don't feel like I'm working any more than I did back in the day.

I probably could read a magazine if I wanted to while I was doing it, it immediately makes it easier and it quickly improves your athletic ability. You're just like, okay, I'm not getting anything out of this.

I need to do a little bit more and you naturally increase your intensity. It does make exercise more tolerable and an EWAT session is only 15 minutes.

So if you think of a normal cardio session, most folks are probably doing 30 or more minutes and so for me it actually became a time savings versus anything else.

I was like, I can find a way to make it work for 15 minute. And we have folks who come to us from all levels of health. We have elite athletes who are using this to improve their performance.

But we have sick, you know, 86 year old people using it. I actually had a lady call me yesterday and said, she'd bought our system a couple of years ago and we were having a conversation.

She wanted to buy. some air filters, and she was telling me at the time they wanted to do knee surgery on her. And she adamant about not getting knee-surgery and thought she would be in a wheelchair.

She credits this with allowing her to walk and having her pain-free mobility back. It's something you can start wherever you are and kind of make your way up the intensity chain as it permits.

So of course just to give people a picture of it, like let's go to like the most deconditioned, someone who's in a lot of pain. You know, I always think about like some of my folks like a little bit of chair movement.

They're sitting and maybe they're just, you know maybe some, just give folks who are listening versus the video on YouTube, the little bike, tiny little pedal or things, right?

I recommend those all the time. The pedal bike you can do on a chair is a great place for people to start. Okay. We have folks who start on those pedal bikes.

They're 49 bucks on Amazon, right? We had folks you start by bouncing on a rebounder, which is also great for lymphatic flow, as you know. We've folks even just start walking or marching in place, slow walking on the treadmill.

Some will even start doing stretches or maybe a little bit of weight training sort of thing or some calisthenics. The idea is simply to get your heart rate up while you're breathing this oxygen.

And this goes back to like the synergies. So when you start exercising, your body immediately recognizes that it's going to go into an oxygen deficit.

and it won't be able to continue the exercise. So in all the infinite wisdom of our body, it has all these physiological changes. You start breathing deeper and faster, the membrane between your lungs and your blood, your circulatory system thins out, you heart beats faster and deeper, and you blood vessels dilate, which allows more blood to flow through.

And so we basically just hijack all these physiological changes to bring more oxygen into the tissues at a time when the tissue's are really thirsting for it and they're in the most receptive kind of state, if you will.

And that's why if do a 15 minute EWAT session, you can bring in as much oxygen as you would in a normal day in like 12 or 14 hours. So it's a massive amount of oxygen in a really short period of time.

And it's something that's actually accessible to people, regardless of fitness level. Gotcha, gotcha. Yeah, I think a lot of people are thinking, well, maybe they do work out, right?

Maybe they're like me, they'll do some weights, some sprints, somethings of that nature. You know, and going like, could this benefit me? And what you were saying, like you've got elite athletes who are doing this to work on their oxygenation.

Do you see, do you guys track like HRV with this on some folks to see like is it Like how is it working with heart rate variability and improvements in that level?

We don't have any data on HRV. We do on things like VO2 max There's a lot of research on VO 2 max increasing which is the for your listeners That's the volume of oxygen you can intake and basically it's it a score of fitness very hard very hard metric to actually change, you know, without a lot of training.

But, we see that, really the things that matter more to me, I told you I spent a lotta time on science, but really, the thing that matters more is hearing the stories from folks who are doing it.

Some of them you can see on some of the reviews in our site. People talking about how it got rid of 90% of their chemotherapy side effects or they felt it helped them avoid doing chemo or radiation.

Talking about their aches or pains or brain fog or whatever it was going away. Here's the truth of the matter. At the root of every chronic illness, so any listener you have who's dealing with chronic The root of your chronic illness is inflammation, and at the root your inflammation is low oxygen.

So if you can find a way to obviously turn that teeter totter back to a more balanced oxygenation state, you're already going to put yourself in a better situation where all the systems in your body can help You know, do what they're designed to do, which is to repair and bring you back to homeostasis.

Well said, well said. I mean, inflammation, you know what, I'm gonna sound like a broken record back the Chinese. It was like, once you have stagnation of blood, not getting nutrients and oxygen to the tissues, the tissue can die and it won't work optimally, and this is gonna be your source of inflammation.

Now, devil's advocate, some folks might be like well Brad, how does the body know where to take the oxygen? Is it gonna, you know, is it going to go right to, let's say my lungs are chronically inflamed.

Okay, that's easy enough because we're breathing, but what about if it's like my pancreas? Yeah. Well, your circulatory system is what happens. So one of the other cool things that happens in exercise that I don't talk about too much is your systolic blood pressure goes up.

People, it makes people nervous, like, wait, Well, high blood pressure at rest is bad, but high pressure during exercise is natural and it's a good thing.

And the pressure difference between your circulatory system and the cells adjacent to it that need oxygen is actually the force that's driving oxygen in.

So everywhere in your circulatory system is experiencing higher pressure, which means the oxygen can get further into the tissues. And so we see benefits in folks from everything.

We've got folks doing this to help themselves with Alzheimer's or early onset dementia, CTE, stroke, concussions,

Parkinson's, Lyme, long COVID, autoimmunity, cancer.

I mean, because at the root of it, all of these are dealing with the same thing. When we say cancer, it's all sorts of different, there's pancreatic cancer.

I've got a very wealthy gentleman locally I know who's using it to help treat his pancreatic cancer and he was given just weeks to live sort of thing and here he is 18 months later feeling better than ever sort thing.

And his wife unfortunately developed colon cancer so he had his system, his EWOT system at his place of business and they came back and bought a second system for the home for her.

and they're both doing great. So I mean, I just, you know, every day I hear these stories of folks, like real stories, right? Because it's great when you read it on the science, but to me, that's what's so meaningful.

Yeah, yeah. Well, thanks for sharing that the pressure differential and the gradients, because I think a lot of people, maybe we had them in biology in high school and we've since forgot it then.

But it is one of the things that I'm often asked. Now, of course, I asked you before we hit record because there is, you know, talk about how one would integrate oxygen deprivation on top of oxygen supplementation and what this whole principle that you just mentioned right now makes sense that if we deprive the body of Oxygen, Of course we would have more inflammation.

That's right. And so I'm gonna let you take over from what you had said to me, because a lot of people will think, well, what about oxygen deprivation then?

Could we intermittently do one and then the other and drive things faster?

Red Light Therapy and Synergy with EWOT

Yeah, so there's a school of thought around that, that you can do that. The challenge is, with most folks, I don't recommend it. Now, if you have listeners out there and they're elite athletes and their looking to hit a new PR sort of thing, I think oxygen deprivation could give you, you know, the last one or two percent.

You just have to be careful because obviously increased inflammation can also lead to increased risk of injury. So you just had to smart about that. For most folks, people with chronic health conditions, they can't deal with the, and that's the feedback I get from our customers who've tried it is it really sets them back the extra inflammation.

And even people who are doing EWA for general wellness or anti-aging benefits, Most of them will not benefit from it. I do tell folks you could do it with our system if you wanted to.

You basically do a minute of cardio and for about five or seven seconds you just hold your breath. Now the school of thought on why people do this oxygen deprivation is it creates this hormetic effect.

In effect, what happens is exercise creates a hormotic effect and so when you're exercising, you are going into some natural oxygen depravation and your body has all those compensatory changes we talked about, including vasodilation.

So if you dial down your oxygen consumption more, theoretically, your gonna generate even more vaso dilation and potentially be able to bring more oxygen into certain tissues.

The challenge becomes that inflammation and a lot of that oxygen needs to go to fight off the inflammation you created by depriving the body. And, you know, obviously anyone who's spent any time underwater knows our body would prefer to have a steady stream of oxygen versus being deprived and then replenished sort of thing.

Yeah. Yeah, it makes sense. And I can see in the elite space, but for every single one of us that are just trying to

get by, or who have chronic pain, and pain in particular, I couldn't imagine.

I could imagine, right? And my Chinese medicine principles would be like, mm, that's not a good idea. It's kind of like putting too much ice on somebody, which is a whole nother podcast of talking about cold plunges.

Those, but that's a whole different story. It's triggering different things. But when it comes to like, you know, You had said 15 minutes. That's the amount of time, more or less.

Do you recommend it every day? Should you take a break? Like, what's kind of the interval that you find to be best for if we got like Lyme or chronic pain?

Let's go on that. Yeah. And it's really the same kind protocol I recommend for almost everyone. And that's that you do it, if you can, up to three to five times a week.

You could do seven times week, the only reason I don't recommend seven is because you are exercising and your body can use at least a day or two of rest.

I always tell folks, but if your one of these people who exercises seven days a weeks, there's no harm in adding oxygen to it. you will get benefits from it And then we have really sick folks who can't do three times a week, or it's gonna take them many months to work up to three time a weeks, and that's okay.

They'll still get benefits. I always caution against perfection being the enemy of progress sort of thing. Like you just need to put one foot in front of the other when you're that sick.

And we had folks that were doing it once a weak to start out with and it was fine. In a couple months they can add a second session and then it starts to kind of snowball and they start to be able to do more and more.

It becomes one of those like modalities that I mean I hear this all the time that you know because we've got folks who have all that they have the cold plunge and they Have all The other toys and They'll come back and tell us this is their favorite because it's such a noticeable Difference like they can feel it in a way that a lot of these others, you can't necessarily feel day-to-day So it becomes self-motivating at some point where you don't want to not do it.

Absolutely I Mean cold plunges on a cold day in the middle of Wisconsin in Just go outside. Great. I'd rather as well go out and do some snow angels and call it good.

You know, it's all about preference, you know? And if definitely something's gonna make me feel better, I'm gonna keep wanting to do it. And that's what I find with chronic, unless we look a lot into supplement protocols with Killing Lime.

We do all these different things, but it is like, why not let the body do its own thing? Yeah. And the thing for me with Lyme, I always used to joke, the hardest part about Lyne was what I called all the ceremonies.

You had to count the pills out every night. And then you had go do this treatment, and then went and did that thing, you keep stuffing more things in to try to get better, then find you're spending seven hours a day, even if you do feel better.

So what, it's time to go to bed by the time you've finished them all. Then you just want to throw the baby out with the bath water. That was a thing that really got me on this early on.

I was like, wait a second. You know, this will help fight the Lyme. It'll help my inflammation. You can definitely find 15 minutes to do this. Yeah, so I think that's one of the most powerful things is it's something that does so many different things for you, and you can do it in your own home.

That's a really nice feature for folks, because the consistency is what really drives results for people. For sure, for sure. I mean, it is one thing having it at an office, you know, when you have to go to it, but if it if its at home, So

huge.

Now I'm curious, I love red light therapy. It's on of my favorite tools out there. How do you pair it with EWOT? What are you doing? How, do, what's kind of your jam for it?

Yeah, so what most people don't know about red light and near-infrared light therapy is they actually work by increasing the demand for oxygen in your mitochondria inside your cells.

So those are the little organelles inside cells that produce energy. And so all the benefits, practically, of red and near-infrared light is due to stimulating the increase of oxygen demand.

And you hear about it, you shine it on your skin, and you see more youthful skin and less wrinkles, etc., etc. You shine on it your brain, it improves memory.

It improves bone healing, muscle recovery, all these sorts of things. It's all the same thing, which is increased oxygen demand in the cells. So there is a really specific way you use it and depending on what you're trying to use for.

If you are an athlete trying again to hit your PR, I recommend you do red light right before you exercise. on the muscles you're about to exercise and do like an endurance test or a speed test, whatever you are trying to do and then do the EWAT while you doing that because both of those synergistically will help you be able to kind of hit new peaks on what your output could be.

But for most of us who aren't looking to hit those records, I actually recommend you flip the order of that. So you start doing a session of EWAT and you flood your body, massively increasing your oxygen supply.

And then immediately, when you're done, you get underneath the red light and then a creek causes all of your cells to suck up all that extra oxygen. It's really a force multiply.

Nice, nice. Sounds amazing, sounds amazing. I'm thinking like, well, I need to do some stuff like this. So I have a ton of red light. And I just don't have the oxygen at this point.

Hmm, all right. Well I know a guy now, so tell us a little bit about 1000 Roads. Tell us little about all you guys are offering, because I am seeing redlight on there.

Also seeing two different main types of EWAT. Give us, give us all a scoop of what you got there? Yeah, that's right. So we have Red Light Therapy and E-Watt are the two product categories we carry.

E Watt, we offer two different systems. Basically, you buy an E watt system and the only other thing you need is maybe a piece of exercise equipment, whether that be that little pedal bike or a real piece And some folks, to be quite honest, like I said, they'll start out doing some kind of exercise in place.

1000 Roads Products, Masks, and Setup

But it's basically meant for everything you need to get going. I'll tell you folks look at them, and they look a little intimidating, but usually customers have them set up in 15 minutes.

They're made to super simple because we know we're dealing with folks with chronic illness and their brain foggy and low energy. The machinery itself is super simple.

It's flip a switch sort of thing and off you go. And basically, the way an E-Watt system works is you have a device that takes the oxygen in the air at 21% and purifies it to 93%. And we sell two systems, one that can produce five liters of oxygen every minute and the other that could produce 10 liters every minutes.

Now the problem is when you're exercising, you could easily use 50 or 60 liters in a minute. And so neither one of

them produces enough oxygen. So what we do is we take those devices and we fill this thousand liter reservoir filled with oxygen and you attach the mask to this reservoir.

So the device fills the reservoir and there you breathe off the Reservoir. And the difference between the two systems is just how long it takes to fill that reservoir, so the five liter system takes three hours to have that Resivoir full and the 10 liter System takes about 90 minutes to Have it full.

and then away you go sort of thing. so we probably sell five to one more of the larger system because people love the convenience and if you have multiple people using it, it's just It's a more practical solution, but when we have folks with chronic illness who are in tight budgets, the 5-liter system is a great option.

We are probably the first company in the space that even offered that option because we are trying to make it more affordable for folks who you know, if you've got a chronic illness sometimes, you don't, it's hard to work, hard earn money.

You're spending a lot, not making a while. And so that was the goal there. Then we have, we currently have our first red light on the website. Probably, perhaps by the time this launches, will have two others.

So we'll have a suite of three different red lights. They each offer eight different wavelengths of red and infrared light. There's four infrared wavelengths and four infrared.

There are some of the most heavily researched ones. Obviously I told you I'm very science back. So we went back to the science and crawled around on PubMed and anywhere else we could find and want to understand what things were having, you know, best benefits for people.

And so having a broad spectrum in red and near-infrared lights is important because red lights generally affect more superficial tissues, like skin and sub-skin, and then near infrared will target deeper tissues and get deeper into the body, connective tissues muscles, brain, etc.

And so we pair those, so, we're having a broad impact on various different systems in the Makes sense. It makes sense and I think for what you're looking at I mean it's kind of like you know I'm gonna be so kitschy on it but like the one-two punch like literally you are getting things primed and ready to go and gosh it is really cool.

Now in terms of masks and things of that nature and being able to apply those Obviously, different folks want different masks. I'm guessing, you know, what are some of your secrets there?

Because that's the biggest thing I hear from a lot of folks when it comes to the right kind of mask. Yeah, um, when I first got into EWOT, there was a mask people were using, and there were challenges with it.

And the challenges were it didn't have very good oxygen throughput. So it was fine for folks who were deconditioned. But once you started to get conditioned, which happens fast with E-WAT, You kind of felt like you were sucking oxygen through a straw.

And so we set out to find a better solution. The mask we use today is used by several companies in the space. It's a wonderful mask. it fits the vast majority of folks.

There's different sizes to your point for people, different size faces, and it has this five-way adjustable harness that you put on. So you kind of fit it just right to you.

And then you can clip in and out of it and you don't have to mess with that harness again. We get a really good fit with, I mean, just about everyone.

I think there's probably been one or two people I can think of throughout the history of the company where the mask wasn't a good for them sort of things.

Really kudos to the manufacturer on that one. And then of course, people are gonna ask me it, so I'm gonna to ask it. What about the nasal cannulas? Can it even be done with a nasal canula?

So our masks, if you go on our site and you look at them, they have what's called this green component on the front, which is a valve. And it's call the two-way non-rebreather valve, and so what that means is when you breathe in, One valve opens and the hose connected with the oxygen, so near pure oxygen is flowing in.

When you breathe out, it forces that valve closed so you're not exhaling back into the reservoir. And the other one opens, and you breath out into room.

So every fresh breath is 93% oxygen. You're mixing your exhale gases. With a nasal cannula, the flow rate, you would be talking five or 10 liters a minute.

And because it's in your nose, obviously everything else you're breathing around it would air and you'd be diluting it. So if we go back to Manfred von Ardien, what he did…

you know, a lot of research on the different percentages of oxygen and how long you need to do it in order to get some of what I'll call the magical effects of EWAT.

And if you were doing it with a nasal cannula, you'd have to it for many, many hours each day. You know we're probably talking eight plus hours, no one's gonna do that.

You know, that's the great thing about this mask is actually one of the secrets to being able to get the whole process done in 15 minutes. Just for folks who are listening, just for like, you know you're talking five liters or so a minute.

Usually if we titrate somebody on oxygen, it's a liter a minutes, is a lot less. Cause that five, I can imagine that blowing up my nose just having felt even a leader minute just in a canula to me feels like too much.

I always got down when I would play with it in Colorado, so I'm like And the nice thing is, when you're doing IWA, it's not really pressure-driven oxygen, your diaphragm's pulling it in.

So each breath, you basically control the flow of oxygen. That's nice. I mean, there's also the anxiety of having a mask on. too, and being able to be in control versus, you know, I think a lot of people also are kind of traumatized from CPAP machines, which is another whole podcast of how I feel about those.

But I mean, it's just blasting people with air and I can imagine. Nope, that's not really happening here. You know CPAT too you're trying to sleep and you try to go into a peaceful state and feel like you are underneath a tornado of oxygen.

That's kind a little bit of a different scenario. But no, I mean, we don't really have a lot of issues with that. The mask is clear as well, which I think helps people like anxiety.

You can still see your face. It's not like hidden from you. Um, and usually, you know, the first time, sometimes people just getting adjusted in the field of it.

So, okay, got to put this thing on, but usually by the second or third session, don t hear anybody like really, if you adjust to it, really makes sense.

So you said you've got some more red light coming out. Beyond that, what's next for you guys? What are you thinking about, Brad? Well, you know, I'll just say on my journey I learned a lot about different health and wellness technologies.

And my hope is to continue to bring more of those forward and make them affordable to people in the chronic health space.

Where to Learn More and Closing Remarks

do what I really try to do, which is make sure that we bring science and transparency to all the places we play. We're one of the few that does customer reviews on our site that puts a lot of science on the site, and just try talk to people about it.

When people have the information, they can make an informed decision, I think that's so important. Because I know when I was early on in this, there just wasn't any information except for what a manufacturer wanted you to hear.

And, you know, obviously you have to think about is that legit or not. And so I always want to try to bring the science and transparency to it. It's so important.

I've had multiple people that are in my one clinic or the other, whether it's my Washington or my Wisconsin, say to me like, You know you bring a lot of cool stuff on and I feel like I need all of it and i don't know.

You know, I'm desperate to feel better. I feel like I need all these things. And, you know of course, in my place I kind of feel guilty, but at the same time I am like, well, my mission is to present, the opportunities, But also love when someone is coming on, gets it, and also you are presenting the information in a way that someone can make their own personal choice.

That's right. Not try to dazzle them with fancy words, bring it to them in the level that they can absorb it. We all, I just feel like in this day and age, we all need to take control of our own health and wellness.

And that starts with having the right information to make the decisions. 100%, 100%. That's why I like to do this podcast. So for folks that are like, Brad, I'm super interested here.

Can they get in touch with you? I mean, i'm sure you've got some folks they could talk to if not you. How does it work? Let's talk about your website.

Let' talk all those details so folks can reach you and if you guys are on social media, let us know too. Yeah, absolutely. So if you, they just want to learn more and they don't, you know, about red light or EWOT, we have a YouTube channel and the handle is 1000 Roads HQ all spelled out O-N-E-T-H-O-U-S-A-M-D-R-o-a-d-s-h-q.

And you can find us there. We post videos every week. Um, and it's a great information resource that we bring science, We bring stories of, You know how people are doing better.

and results they're seeing and all that sort of stuff. If you're a little bit deeper in and you wanna contact us with specific questions, go to our website, oneroads.com and on the contact page, reach out and we review every single one of those.

We get back to folks or you can even give us a phone call. So a real person will answer the phone and answer your questions and could be me, could somebody else, but we're always there for our customers to give them the information they need and to answer all their questions.

Excellent. Well, I like it when you've got someone live answering the calls. That always makes it a big difference. Brad, thank you so much for coming on and sharing your insights, your story, and some really cool stuff about EWOT that I didn't even know.

I learned a couple things today. So this is huge. Hey health junkies, want to let you know what I'm drinking while I am on the podcast. Today it is from Perfect Hydration, the perfect morning drink.

It helps me to eliminate needing to do apple cider vinegar, a little lemon water, take my turmeric, my electrolytes. and my B vitamins because now it's all in one drink.

So if you're looking for something that can help you simplify your morning routine this is it and if your old enough to remember the drink called Tang that's what it tastes like and much healthier of course in this case.

If you are interested in trying it out you can head over to PerfectPRFCT.com Hey fellow health junkie, thanks for listening to the health mix podcast.

If you enjoyed tuning in, please help support me to get the word out about the podcast, subscribe, rate and review and just get that word. Thanks again for