From Burnout to Breakthrough: William Bosch's Journey to Living Younger, Longer Transcript

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Podcast Introduction and Guest Welcome

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And I said oh, diabetes or caner, that seems like two bad things I don't want to have in my life. So I say, you know, why don' t I just create a drug?

How hard can this be? Famous last words. Right. Amazing. Hey there, welcome to the Recharge Biomedical Podcast. I'm Dr. Edward Park, and if you're curious about regenerative medicine, you've come to Hi, everybody.

This is your host, Dr. Ed Park of the Recharged Biomedical Podcast, and today we're very lucky to be joined by William Bosch. Hey, William. Hi. Good to see you.

Do you like William, Bill, anything? You know, most of time, professionally, I'm going by Williams. Friends will call me Bill or Billy or some variation of that.

I've got one of these long southern names that has like a fourth on the end, so I got a bunch of abbreviations of them, but yeah, Williams is fine. So this is going to be a little different kind of podcast.

We're going talk about his journey. Right now, he's standing right in front of the LongevityX logo. And what that is, is his latest attempt to help other people through coaching, virtual medicine, telemedicine.

He's gone pretty deep into his knowledge and tied other experts in. So you can subscribe at Lungevityx.com. to his diagnostic package monthly coaching, which is lifestyle complete.

From Corporate Life to Creating Iconic

They'll supplement if they need to with other stacks. And then they also have a higher level of coaching as well. So he's taken his walk and packaged it and trying to help other people achieve their goals, right?

Exactly. So let's talk about, I just did the math. I put you at around 43 years old around there. Correct. You graduated from New Orleans and during your college years, you organized all these amazing trips to concerts and skiing and river rafting.

So you've always had a very entrepreneurial and social kind of thing. But the real game changer was when you left your corporate job at Shell and you decided to form Iconic, which is a protein drink company that eventually made it into big box stores and were able to exit as an entrepreneur at a very young age, correct?

That's correct. So then also you've been on boards and helping with other companies like plant-based milk. Now you have your own supplement. The world is your oyster.

You've had your exit and your optimized. You're in great shape, low body fat, but even for you, someone who worked and burned the candle at both ends, you had to find a way to not burn out and you have to a find way stay in balance and tell us what that looks like.

Was there ever a time when you were starting to trend unhealthily or not in-balance? Yeah, great question. There's two really turning points, pivotal points in my life.

One that was the precursor to me starting Iconic and that happened in the late 20s when, you know, in your late twenties you start to say, You know what, maybe I should go to the doctor annually.

That seems like an adult thing to do. I should maybe go get one of these physicals and get checked out, because in your 20s you're bulletproof. You know, you don't think about longevity, You're not thinking about aging or anything.

you just take in the world by storm. And so I go to the doctor and it turns out I had really high cholesterol, but I was a guy that was 60 years old eating cheeseburgers every day of my life.

And my diet was not great at that time, let me tell you, but it was working out a good bit. And I thought if I worked out, it would offset, not the case as we know.

Then the other part of it, was I had really bad acid reflux to the point where I was kind of having to sleep at a 90 degree angle with a bunch of pillows behind my back.

The doctor said, okay, well here are two prescriptions for you. Take pill A and pill B indefinitely and you should be fine. Okay, have a great day. And I thought, I walk out of the office of these prescriptions and some pharmaceutical samples and I think, this is kind of crazy.

Like, why would I be taking pharmaceuticals for the rest of my life in my late 20s? So I went to go see a dietitian and the dietician says, actually, you just need to clean up your diet.

I said, okay, what does that mean? And I hadn't really been taught about like what proper nutrition was. You know, no protein was a thing, but like, what else?

You now, so she kind of walked me through it. And then I realized they needed to increase protein, decrease carbs and fat. So I said, okay, like isn't there just a drink or something?

I go, I should just have some protein drinks because I'm a busy guy. I am always on the run. She said no, most of the protein drink will either give you diabetes because they have so much sugar or cancer because it's got artificial sweeteners and other artificial ingredients.

And I said, oh, diabetes or cancer, that seems like two bad things I don't want to have in my life. And so I say, you know, why don' I just create a drink?

How hard can this be? Famous last words, right? And that was the genesis of Iconic. That's so great. I have a patient who founded this company and it's all based on self-diagnostics and its kind of origin story is similar.

It's like sometimes the establishment doesn't give you what you need, so you have to build it yourself. So that's interesting. Exactly. You were kind of like a gym bro and you were totally acting in there because they were either going to give you cancer or give me diabetes.

Yeah, that checks out. That checks, right? Yeah. All that tracks. And so from there that led me down a decade long journey to create this protein drink and take it nationwide to all these stores, protein powders.

We were the first of its kind, zero sugar, grass-fed protein, drink way early. This is 2011 when I started this. So we were way out ahead of the curve.

Through that journey, raised tens of millions in capital to deploy, to grow the brand and all this kind of stuff. I lived out in Santa Monica and what I found was over time, I ended up getting less healthy, right?

Because I was, by the end of the journey before I sold the company, super stressful. Means had a energy drink company and their dream was to exit as you did, but there's such a saturated space.

Yeah. I know you used to work for monster. Oh yeah. Muji drink space is cutthroat and the kind of business ethics is really frightening as well. It really, it really is.

And I've always been a man of extremes, you know, in college I worked to help launch monster and I thought how great is this thing? And then I realized, eh, that's maybe not so healthy.

I can't pinpoint why, but it doesn't seem so healthy. And then I started a protein drink company on the other end of the extreme. What I realized is by the end this thing, that the second pivotal time and the big turning point, people have these like, you know, pivotal moments in their health, we'll say, and it was when I had shingles that went undiagnosed by three trips to the doctor.

So I was losing one hearing in one of my ears. I have Bell's palsy in half my face. Oh my God. Yeah. It had all these rashes going on. And, and, finally the third doctor says, I walk into the office and said, my man, you have shingles.

I said shingle's I'm 38 years old. Like, this is for older people. Right. And he's like, what's going on? It became a therapy session. So Ed, he says he, says sit down, man.

What's goin on in your life? What stressing you out?

Health Wake-Up Calls and Burnout

I say, Oh, nothing. He said what stressing out. Well, there's a bit of a, a hostile takeover going. Now the music is something I think it speaks to some wisdom that.

came out in this week's podcast with ADHD. And so I just shared with this expert and one entrepreneur. I remember hearing the story. He did serial entrepreneur stuff really successful, really high, highly driven.

They asked him why he doesn't burn out and he said, I can feel it in my body. If I'm burning out, i'll just take a break. So it looks like the outside observer is nonstop, just success after success, crushing it, killing it.

But the fact that he didn't break down with shingles or some kind of autoimmune condition is because he had the wisdom to know when it was too much and just take it off day, you know?

Were you able to do that and stop? Or was all the thoughts and the worries and anxieties and hopes, was that always churning in your bed at night Oh, for sure, I mean for me I thought this is just the state of normal of like managing all this and waking up.

I had emails drafted in my head and I was kind of already processing things, how to sort problems and troubleshoot things and manage a board, manage 50 person cap table and 30 person team and all those kind stuff.

And so what happened was it was a lot of stress that I wasn't necessarily managing properly and it turned into me putting on 30 pounds of weight, eventually me getting shingles.

So I have to start taking myself serious, my health seriously again. And I said, this is crazy, you know, because we're in healthcare 2.0, as you now, whereas, okay, it's very reactive.

Look, I've got a client with Longevity X and I say, any history, health history we should be aware of? I did have this like avocado shape poking out of my neck last year.

I went to the doctor and it was like stage four cancer. Yeah, right. And you hear it over and over again. It's like, But I think that there's this misconception that taking a little time off is like losing ground.

Whereas actually, yeah, we need to take a more holistic approach to how we're doing because you can get a lot done, but it doesn't have to be 24, 7, 3, 6, 5, right?

Exactly, exactly. And that's what a lot of people don't realize, especially people that are running and gunning as CEOs and executives and founders and all this.

They're busy parents, they say, oh, I don' t have time for this, don''t have my health, guess what? They wake up and they're 50, 60, 70 years old and look at the beer and say what the hell happened, right?

And they realize they put their personal health last And they're focused on, you know, financial gain and providing for the family, right? And providing a stable financial outcome for themselves and those around them first, which I'm not saying that's wrong.

I totally get it. But the reality of the situation is if you start to invest more time in your health, we call it ROH return on health. If you start to invest in the healthy lifestyle, then that return on investment is just like a return-on-index fund.

There's compound interest on your financial investments and compound interests on health. Because if you put the work in, people say, oh, I go back to Louisiana.

And one of my friends says, hey, where did I make a wrong turn? I said, come again. He says, look at you and look me. You look like you're in your 30s and I look in my 60s, and we're the same age.

Where did make wrong term, my friend? What supplement should I take? And I say, it's not a supplement. I'm sure you get the thing, Dr. Park, people come to you, well, what supplement I should take and what's the magic pill?

Longevity equation is 80% lifestyle and 20% advanced therapy, supplements and diagnostics. But 80%, is that lifestyle. Yeah, I think you and I are quite different.

William, you're somebody who walks like he talks. I never talk about healthy lifestyle because my lifestyle is not that healthy. Actually, it would be completely different without you today.

any other supplements. So at 59 this month, you know, the black hair and the no reading glasses just from a simple pill. But you, know that's very hard for people to swallow and I'm not advocating that.

And of course, yada, it's better to be healthy. Let's back it up. You as a young man figured out that the food pyramid, that carbs were really bad. Now people generally get that, carbs bump your sugar and cause insulin resistance and diabetes and obesity.

So now, I mean, most people don't look at R. F. K. Jr. as a paragon of health, but the guy's kind of shredded and, you know, he's not wrong about a lot of these overreaches by pharma and ag.

So let's talk about your personal walk it like you talk journey, because you managed to reverse your Horvath age. Was it epigenetic age? Yeah, so I look at things like the true age test.

We look that. Let me explain to people what that is. Please do. There's like almost 99% correlation between these methylation sites. That's genes that are turned on or off.

And it started out in the 300s. Now they have 5, 6, 700. So they take your DNA and they look the software programming switches on and off and depending on which genes are on off, they can say, oh, William is probably 43 years old.

Ed is about 59. and that correlates really well with what's printed on your driver's license. But if you have conditions of extreme stress, the epigenetic age, we don't know that it's causal or correlative or both, but you took yours from what to what?

Yeah, so the highest was around 50 years old from my brain age. There was a lot of, you know, brain damage from all the stress running a startup. And then over the course, and that was my wake up call.

I went and retested it. This is crazy. It can't be right. Um, I'm a CEO and founder of a protein drink company. The picture of health turns out not so much stress really does matter and it ages you.

So I w went back and took it again, got the same result. And so I said, okay, that was the beginning of Longevity X because I basically circled the wagons around myself and said hey, I don't want to be in healthcare 2.0 that's reactive anymore.

I want be healthcare 3.00 that is proactive and I wanna go do more advanced blood work, right? I wanted to make sure I have someone that can help with my sleep.

Or I make I can make with someone who can program my workout.

Building Longevity X and Proactive Health

Someone that I could help my nutrition. All these different things, someone can give me the best guidance on supplements. all this kind of stuff, someone that can explain stem cell therapy to me and so I can start to get into that, all these different things.

And so, I really kind-of circled the wagons around myself and I spent a couple of years just doing age-adversal protocols. Now, it's very different from someone like a Brian Johnson, who lives in a lab in hyperbaric chamber and eats bean paste and doesn't go in the sun.

For me, hey, total respect, because he's produced a lot of data around what's working and what not working, but I don't want to live that life. That's not a life well-lived.

Yeah, for sure. Yeah. So I want to go out and want be in the sun responsibly. I wanna do activities, I wanted to eat food, still want eat meat, quality sourcing, all this kind of stuff.

That became my protocol. And then people came to me and said, okay, how do I access this? But for me, the lowest age I tested down to was a blood age of 31. It's almost like a 20 year swing between the brain and the blood and all these kinds of stuffs.

Someone constantly kind rechecking and checking these markers. But that was the biggest gap is, if I really put a lot of effort in, And I'm not living in a lab.

I go out and live a great life. And, you know, I think people can shave at least a decade off of their life by doing these things. Okay. So just to clarify, what were your main levers?

Did you have peptides, did you get stem cells, something else, blood transfer, young blood? You know I am one of these guys that's like, let me try as much stuff as I can.

A type of guy, like let's go to the buffet and put a little something from all the different dishes on my plate. And so I've tried most of those things.

I mean, any advanced supplementation, the supplement you mentioned earlier, I have tried that. I've actually found comes from some of the lifestyle things like getting my sleep dialed.

I still think sleep is one of those, the best levers, right? The ultimate hack. It's the ultimate act really, you know, so, really figuring out, okay, getting a cooling device to the bed, making sure of a dark room, good sleep hygiene, trying out different supplements.

So I'm still dabbling in different supplement protocols. And taking one right now. Yeah. That's basically like a deer antler serum. VJ Singh got in trouble for that, the golfer.

It's a somatomedin, right? Yeah, growth hormone precursor. Well, I mean, you look pretty straight. Are you still

single digit in body fat? Uh, so I'm at my home scale.

It's funny. I look at home-scale, I have a home smart scale, plus I've a Dexa scan that I'll run. The Dexal looks at things a little bit differently. So Dexo will pin me around 16, 17%. Homescale pegs me at around 12%. So they're, they look it in a different way for people that aren't familiar with DeXa.

But if you wanted to go like oil up and do a fitness modeling thing in speedo, you can always do five days of Atkins, right? And get really rich. Exactly.

Yeah. And I can shred down pretty quick. I enjoy this weight. For me, it's like being able to have your abs showing and not have belly fat and still be able eat a couple thousand calories a day is a great lifestyle for me.

I could shred down even more. Around 175 right now, the lowest I've been is 165 at six feet tall. But when I was 166, people thought I weighed 185 or 190 because I pretty shredded.

That was a kind of heavy trim down, but that's on 1700 calories per day, which is not enjoyable for That's amazing. I have great respect for the amount of discipline it takes, but you've got those gains.

And I guess the only part that you kind of maybe did a little damage was working too hard, trying to build your empire. But now that your exited, it's all just good stuff.

Do you have other goals in your second half or second quarter of life? Yeah, for me, it's like I had the benefit of having six grandparents, so three sets of grandparents.

People said, how did that happen? Well, my dad's parents were divorced and remarried. So I just grew up thinking I won the grandparent lottery when I was younger.

Grandparents day, you have like six people show up for you. And unfortunately, being in South Louisiana, we're not super health focused at scale there, will say, and we've got a lot of cancer between Baton Rouge and New Orleans.

factories, Dow Chemicals down there, you know, losing all the water, all this kind of stuff. So, anyway, I don't know how to wash… Yeah, Banyanese and bourbon, right?

This kind stuff, everything's fried and covered in cream sauce. I'm not saying never eat it, but I was saying maybe pull back a little bit on the volume of it and the quantity of frequency.

But what I found was I watched all these relatives pass in their 70s and 80s before they needed to go. And when I told one of my grandmothers I most closest with what was working on a few years ago, she said, what are you working again and said, oh, this whole longevity thing.

She said what does that mean? I said well, you can basically live younger longer to get more youth out of the years, it's not about living to a thousand, but we do want to live to 80, 90, 100 years old and feel like we're 50 or 60 years.

And she goes, honey, that's the only thing you should be working on. I said, what do you mean? She goes, well, I'm 85 now and I lose my mind. My mind's going with dementia, my body's failing me.

I don't want to live another day. But if you told me I could be in a body from 10 years ago and a mind from ten years, ago I'd want live as long as possible because I want see all you guys get married and, you know, spend time with you and all this kind of stuff.

So she's like, this is the only thing that matters in life is you working on this. This should be your mission in And so that's what turned it on and a full focus for me is to focus on this.

My mission is they get people back biological years of youth by showing them programs and protocols and giving them access to people like you that can do stem cell therapy.

Good for you because a lot of people, I mean, it is a common thing. It used to be that when a person achieved financial security, they would get a second wife.

or a yacht or start a vineyard. But now with some of the more, you know, intellectually minded founders and exiters, a lot of them do get into the biohacking space, right?

Like last year I met the founder of Ethereum, Ada Cardano. And he assembled a team around longevity, right? You got the Brian Johnson, you got a lot of these people.

Unfortunately, they listen to a lotta the experts. The experts have stuff to sell and ideas to kind of grift off of. But yeah, I think it's very important that what your grandma said, and it was something that came up in last week's podcast, the doctor said if you don't have your health and your mental acuity, what's the point of even keeping the body alive?

But people fail to connect the dots as you've done. You can go hard and kill yourself and destroy your mind, lack of sleep, stress, anxiety, rumination.

Or you can sort of check yourself, and take your health days off and see the art. Because you don't just get to, you know, sick and old overnight. It gradually breaks down and there are many points of intervention that People like you are starting to figure out like, you know, old people don't need sleep and I think it's the opposite.

I Think they need it more and that's born out. They do. And the reframe is it starts sleep is recovery, right? It's brainwashing. You're cleaning off your brain and pushing back the time at which you'll reach dimension.

you know, your brain falling apart, all this kind of stuff. So I think it's great to take naps, to get as much sleep as you can, and to be a professional sleeper.

It really does make all the difference in the world and it is going to buy you back more time to enjoy. And people think, oh, I don't have time for sleep and rest.

No, no, you don' have to time not to do that because it has been four years. You know I wrote about that in my second book, The Tieleman Miracle. My mom is one of those people.

I'll sleep when I'm dead. I don't think that's the case. I think because she doesn't have a lot of emotional subtext or social skills, she does not need to process the stories of the day as much, so maybe at least six hours.

That was kind of what I came up with as a theory. People who have internal emotional storytelling, they need atleast eight hours, and then if you want to just be blissful, I try and sleep ten hours which most people think is…

Wow, you get ten hour in. Yeah. Most people think that's malpractice.

Sleep, Recovery, and Personal Protocols

Like you got stuff to do. But for me, I just, my brain is just so much calmer. Anyway, enough about me. Yeah, well I was just going to ask. I'm sure people are wondering if you've got 10 hours of sleep on a regular basis.

Are you doing any supplementation or any special protocols for that? No, no, I just, it's TA65. My body is ready to go. I get the cortisol surge, a little sweating in my chest by eight hours, but it just that experience has taught me that if I give another two hours I'm gonna be blissed out throughout the day and stuff is not gonna bother me.

But most people can't sleep on a dime like I can, so. Yeah, but 12 is definitely no good. If you sleep 12 hours, I'm groggy. I don't know where the last time I slept 12 was.

Well, a lot of extreme lifestyle things. So it's amazing. You got Longevity X, you're still on the board and you still have this nascent supplement company.

And so your big project is going to be, what, expanding franchising on JeopardyX? Or what's your goal here? Well, for us, it's virtual delivery. So we work with executives and founders from around the world.

We're a critical virtual health practice. we don't serve to replace a primary care physician. You want to make sure we're additional resource. Were kind of like the COO of your health.

Think about your car as a preventative maintenance schedule. That's what we build out for the human body. so we worked through diagnostics to makes sure were clear on your blood work.

Pulling your other blood work, figure out what we should be testing. We help you set your goals. And a big part of this, people say, well, you know what?

I'll just use ChachiBT to set my health goals and I put my bloodwork in there. People love that, right? They love it. Yeah, I got my work. I don't need a health coach.

Just give a word data and I'll you know, i'll get my my blood work and out there and chat you BT and i'm good. Okay. Will you let me know how that goes?

How are you with the glp ones by the way, because a lot of people need it for at least a short term. Are you agnostic pro depends. I think it depends.

I would say about 40% of our clients come to us already having used the GLP, either previously or currently, and a lot of times they come because the glp doesn't give them the result they wanted.

And what I mean by that, well to clarify, they either beat the glp, so they take the Glp and at a certain point it just stops working, you know they start putting on weight again.

and then, or they get to the point where they have a ton of weight loss, 40, 50, 100 pounds, and they're walking bag of skin because all the muscle falls off too, right?

And so what happens is they don't modify the nutrition, it's shocking. You know, people talk a lot in what I do about FDA approval, but even the CME I have to take as a medical doctor, Like the rush to use GLPs off label has been breathtaking over the last four years.

I mean, initially, for people that don't know, we're talking about ozempic or terzepatide. These things are very good at a glucagon-like peptide agonist.

They give you slow gastric emptying, kind of just no appetite. And so they've been transformative for people with obesity. But as far as their long-term use, I think the jury is still out.

Sorry. I don't think it's the greatest because I feel it can cause compatibility issues. As you mentioned, cosmetically, you can lose too much too quick.

you know, a list of Ozempic face, Ozmpic brain. I mean, I just, to put yourself into cachexia or starvation, you now, it serves a means to an end, but again, nothing comes without a downstream consequence.

But you're saying about 40% of people on it and sometimes they're not being actively managed in the way that they should. Exactly. So they look, it's not some big secret.

Health isn't some this huge, let's go unlock the secret to getting healthy. Most people though, you know, work out more, take the right supplements, do the diagnostic work, but like workout and eating is a big part of that, right?

So if you can improve those things while you take a GLP and use GLPs as a tool to get you there, then you get some great results, And I'm with you. I think the jury's still out on, you know, what the side effects long-term are going to be.

And there's no free lunch, as they say. You can get a lot of these same GOP1-like effects, ozymbic- like effects by simply reversing the order of your food.

So what we put people on is there is a great book on this glucose revolution. Essentially, if you're eating your fiber first in the meal. If you just change the ordering what you eat to fiber, And then protein and then carbs it actually reduces the glucose spikes you have and it slows your digestion because the fiber takes more time to break down in the gut.

If you just shoot, you know, glucose in there right away. It's going to be a good, it's gonna be that, that glucose spike. Oh, I thought initially based on your.

glamour photo of your abs that you would be more of a gym bro, but I like your approach. It's really more about diet lifestyle. And then if you need to use the GLP, if need you to have a little testosterone in your stack, then okay.

That's not foundational. Cause I go to these health conferences and I see these guys in their fifties and sixties, and they look like a 16 bit Minecraft characters.

GLP-1s, Nutrition, and Body Composition

Like they got blockheads. and giant shoulders, they're just like, you could spot it a mile away, just so you can see the west side lip job and Botox. Oh my gosh, yeah.

It's like cartoon faces, ya know? These dudes, can always tell when someone's on too much HGH. I mean, people take it chronically. A lot of the HCH, I had a guy that's not a client, but an acquaintance texted me the other day, and he's around 55, he says, oh man, my testosterone's up at 1,000, could you believe it?

I said, cool, what'd you change? Because it was at 300. I've been taking HGH for six months, it's the best. I'm gonna stay on it forever, I said. You don't think there's going to be some kind of side effect to inject yourself with growth hormone for indefinite amount of time?

I mean, it's known as slight risk in cancer, but just for me, the face, you just get this blockhead. It's so weird looking. Yeah. And for the big part of, look, abs is kind a vanity thing, everybody has abs too.

I like to joke around about abs because they're popular topics. People are like, oh, I just don' want abs. Okay, whatever you want. Don't want whatever.

That's fine. But everybody has abs. They might be covered in some fat. And for me, it's about reduction of visceral fat and reduction in belly fat because these things are correlated with a healthy lifespan.

So the idea is if you can kind of remove some of that bellyfat over time through fasting and proper nutrition protocols and the right peptides and supplements and all this kind stuff, then that's going to be a great outcome for you.

Abs, as they say, they're made in the kitchen. It does actually have resonance in our program because You know, we don't put a lot of core work. We're not telling people, and I don' even do this myself.

I'm not doing, you know a thousand steps of abs a day or something crazy like that. Very rarely am I doing you, know ab work in general. It's more about the diet and dialing that in.

But still enjoying your food. You don''t put people on like crazy restrictive diets because like I''m with you. Especially out here in L. A. we want to be able to enjoy the food because I was only eating, chicken and broccoli every day

indefinitely.

Come on man, enjoy life a little. Yeah, no, exactly. I think they didn't beat that New Orleans part of you out. But yeah, it's true. So, you know, It's weird.

Pizza, bagel, beer. It's really weird. I can't put on. So there must have been like an extinction event in my visceral fat. As far as the subcutaneous fat, like yeah, if you go into shredding ketosis mode, you can get rid of that.

And that's what all the models and actors do prior to photo days, right? So yeah, I mean, but I think people have just generally gotten much better at manipulating their metabolism.

But yeah. I'm on the same page with you. Everything needs to be personalized and that's why you benefit from a coach. Somebody who has medical understanding because all these DIYers, you know, just had a patient consult with me and he was using exosomes on his son, But he did his own due diligence and never asked me or any other doctor which brand was good.

And there was a whole lot of backstory I could have shared with him that would have helped. Wow. But anyway, again, this is kind of the thing, right? You have somebody who's an entrepreneur, who is the captain, the CEO.

They kind think they're smart enough to navigate. But sometimes you just don't know what you don' know and that's why you need to coach at maybe Longevity X or otherwise.

accountability. People wake up and they realize, okay, well, I worked so hard to accumulate this wealth and I wanted people to enjoy retirement and enjoy, you know, my years past the age of 40 a bit more, right?

And I'm seeing my parents age and seeing them age faster than I want to age. So what can I do to make up for this lost time of lost focus on my health?

And so they realized, yeah, chat should be, he's going to tell me to eat better and eat less bagels and need less pizza and go to the gym and take the right supplements and all that.

But like, it doesn't mean I'm going be accountable to do it. People buy supplements all the time and they said, never did you. One of my friends is the number one real estate coach, right?

So he has dozens of people who coach in his name. And that's really about, It's about spending the money, which is energy, Which is intention. And then having a human accountability partner is not going to believe your BS and say, now you really didn't do the right thing.

And now, you know. Yeah. So, I mean, it feels like self-castigation and waste of money, but in a lot of time, you know, because people are not accountable and they have bad habits and have tendencies, they need somebody there.

Just as if you were quitting narcotics or alcohol, You have a sponsor, someone who knows and keeps you on the up and up. That's what LongevityX is doing.

Your sweet spot is really even for dabblers, people who have some modicum of resources, But realize that their health is nowhere near optimized. Yeah, well, totally.

Even for us, it's even doing something as simple as running blood work for a few hundred dollars that's going to be more comprehensive than the standard physician runs.

Because I remember the first time I asked my doctor for an advanced lipid panel and an advance hormone panel, they said, no, we're not going do that. I said why not?

They said well insurance is going cover it and it is too much work to get it processed and I don't think you need it.

Oh, you don' think I need? And in the five minutes you've met me in this office, and you know what?

I mentioned 20 minutes ago, my patient found it superhuman, which is one of these kind of, you know, $300 batteries. And they do like almost a hundred tests.

Yeah. Talking like Elizabeth Holmes vaporware, like, but it's funny because the premise of medicine is like the doctor knows best. But now that AI has pulled the curtain on that, we realized that there's no one, the man behind the curtains is just like an image and the doctors don't keep current.

They, and I know that people in this space. Patients know much more about this advanced diagnostic stuff and to me It's not personally threatening because you know you spend time on the task you learn.

Yeah, but for a lot of doctors There's like I gotta get out of here, man. I'm just gonna start day trading stocks It's very good. Imagine the frustration with the joke about Dr.

Google, right? Like, oh, you think you are. But actually, the people come in, especially if they have a sort of orphan, difficult, chronic illness, they know so much more than you do about their condition.

And that can be upsetting for a doctor who thinks they earned it or they get to the ego. Right. Yeah, for sure. All right. So we've got Longevity X. You're living in bi-coastally, hopefully 51% in Edgewater in Miami.

Mostly in miami to be clear. There you go. All Right. Living a good life and doing good work. If people want to get in touch with you, where do they go?

Yes, so they can go to longevity dash x.com. That's our website. I'm also on social media on Instagram as wellness William. So if they just search wellness, William, that's the Instagram page and there and the website are kind of the best ways to follow along.

We have a lot of free guides and a lots of content on social media as well as on our site.

Accountability, Diagnostics, and Closing Remarks

We try to make sure we're giving a ton of stuff away. And then if people are interested in a program they can do something as simple as blood work for a couple hundred dollars or they could do a programme and explore that with our team.

It's amazing because you're not just selling like, you know, some, I won't mention the brand, but very famous. And most of these things are kind of like how would you call it?

An assembly line, right? They're always trying to get you on this stack of peptides or those hormones. Your basic premise, if I'm understanding it, is we all have the tools through diet, through sleep, to lifestyle, even mindset to kind do the core stuff that really drives health and wellness and illness.

Exactly, exactly. So that's a lot of the stuff I talk about in social media and that we post about our website with free guides is we're just trying, we want people to do this on their own.

I know it sounds crazy and it's anti-capitalistic for people just like do it on there own, but look the reality of this is 80% of USA is basically overweight and you know we had to come out with a drug that would help people eat less of the chemical laden food that's become so addictive for all this processed food.

I didn't even finish the point. It's not even FDA approved for weight loss. Right, right. For diabetes. And yet, it kind of makes you wonder, like, how did this become standard of care and even reimbursable?

It is nuts. It's pretty crazy. And like you're saying, the processed food is so bad for your gut biome and then it's so like high in carbs. Yeah, it all seems a little too convenient, right?

Yeah. Just look at a picture of Los Angeles on the beach and 30, 40 years ago, everybody's is pretty skinny, and they're all eating the same food. You look it now and everybody is overweight and say, what happened?

It is the food? The food, yeah, for sure. All right. Well, we will continue this discussion some other time, but thank you for your wisdom. Really appreciate it.

Thanks for having me. Absolutely. Okay, everybody. If you like this kind of content, please like, subscribe, and hit the notification bell. And I'm Dr.

Ed Park with William Bosch, founder of Iconic Drinks. What's it called? IConic? Yeah. So it's Iconic Protein and Algae Vitae. So if you're in a Costco and you see a pallet, just think that smart guy from New Orleans, he invented this.

So now you know. Okay. Thanks a lot, William. Thank you. Many clinicians are getting interested in exosome therapy and they hesitate for good reason. Questions like, does this work?

What forms do I need? How much should I charge? how do i stay out of trouble? All these questions are addressed in my online course. That's why I created to help you get started.

The online course is your permanent turnkey resource to get started either treating yourself, friends and family, or to expand your practice and help more people, as well as increase your revenue.

Thanks for tuning into the Recharge Biomedical Podcast. If today's episode got you thinking, you'll love my book, Exosomes, Songs of Healing. It's packed with cool analogies, full color illustrations, and all the science you need to understand how exosome are changing the game in aging and regenerative medicine.

You can grab it in paperback, ebook, or audiobook, whatever works for you. Now head over to www.rechargebiomedical.com to check it out. And don't forget to like and subscribe so you never miss another episode.

See you next time.