From Shaq to the Streets: The Truth About Chiropractic & Real Healing | Dr. Zev Mellman | Ep. 96 Transcript

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Introduction to Dr. Sev and Chiropractic

Food, fitness, chiropractic, it's all the same. It's a repetitive game. Nothing does what the adjustment does. Hate it all day long. We are the most superior, most time tested intervention for spinal related issues.

The research since 1993 validates that. This guy has more energy than what you can even imagine. Today we have Dr. Sev. Pleasure, brother. Dr. Zev Melman is a chiropractor and founder of Dr Zeb TV, known for helping high performers optimize their bodies and bringing that same care to the homeless on the streets and people from all walks of life.

When I go to chirapractic, sometimes I'll have people come up and tell me, hey dude, you shouldn't do that. They're just making it worse. So you keep on coming in.

How do you answer that? Chiropractic is good for you. That person just doesn't understand it. This is in no way to be disrespectful. But in my mind, it's a lot like racism.

The orthopedics that are going to win in 2025 and beyond, the neurologists that will win, primaries, OBs, pediatricians who are gonna win are the people that advocate for whatever is making that patient better, less dependent on drugs and improving the quality of their life.

Man, I love it. First of all, it's fun to give people access to something they can't have access too. There's no bigger biohack in my opinion that comes with zero side effects than the chiropractic adjustment done the right way.

Welcome to another episode of a Healthy Point of View podcast. I'm your host, Sam Tahata. And as usual, we're bringing experts from all over the world to talk about health, wellness, beauty, and mindset.

Today, our guest is local here in South Florida. You've seen this guy all over social media with some of the most elite and then also with Some of our people in our community just out on the street.

He is a doctor who takes care of everybody This is not something that you're just typically used to this.

Childhood Injury and First Chiropractic Experience

Guy has more energy than what you can even imagine He can bring that energy to you as well, too. This here, you have the adjustment to the stars. And we'll explain why.

Today we have Dr. Sev. Pleasure, brother. Thank you. Man, I love that. I loved that, thank you, man. Appreciate you man, really appreciate you having me.

Absolutely brother, absolutely. Chiropractic, man, chiropractic. So first I wanna start off about for people to really get to know who Dr. Seve is. I want people understand who that five-year-old Dr Seva was.

And I know you brought your son here with you. You know, I'm gonna talk about who were you when you were that kid that led you up today to do what you're doing.

Yeah, for sure, the man behind the mission. Right. Um, I was about 13, 14 years old, um, super active and athletic since day one, my whole life. I remember I just climbing a tree across street from my house.

It was really high up. This was a high tree. Um. There was, uh, reptile. If there was one believe it was snake. Oh my

God. Let go landed on my back. Uh, couldn't breathe for about five minutes.

Get up, everything's fine. No neck pain, no mid back pain. Now low back, pain three months later, asthma develop a breathing problem. So I don't know where I get shortness of breath, uh, breath playing sports.

Mom takes me to the doctor. They auscultate my lungs. So yeah, that fits the bill. He has, he has asthma. You might grow out of it. It might not, but take this inhaler.

So, one inhaler works. Obviously, drugs work. It did its job, saved me, you know, got me up and running. I could breathe again. One inhalor, though, led to another inhalar.

And then, probably about a year of that and being on that medical merry-go-round and I started getting pneumonia, bronchitis a lot, I was getting run down a lots.

Just trying to date girls. My skin was breaking out a large just because, the inhalers use over a long period of time is a steroid. So my liver was stressed, my skin is eliminating, all that stuff.

And we were just sitting down one night as a family having dinner. And I'm like, and I wasn't doing well. I already missed about a week of school again.

My mom was like man, this just isn't it. What the hell's going on, man? Out of nowhere. You know, I was normal, healthy, everything was good. So she brought me Plan C.

Chiropractic, brought to me to a chiropractor. You know, that chiropractor was the first to take an x-ray of my spine, palpate my spines, feel around, see what the muscle tenacity was like, what my range of motion was, like help me understand mechanics a little bit more.

Not that she did some type of functional assessment, but just kind of zoomed out for a bit and then zoom in and said, Hey, well, this is what we're working with.

I had about a 10 degree hook in my thoracolumbar spine. And she led me to believe that, hey, this was contributing to your breathing problem. And if we can get movement back into your spine, you could potentially get bigger breaths, deeper breaths and get a little more of a relaxation to you.

I had a lot of rigidity in my back, but I have no pain. You know, which is something we should talk about because general pop every day is walking around.

Millions of people are walking about unaware that something's wrong in their body. They just don't have any pain. So they think they're okay until they either go and get checked or they go for a sophisticated test, a blood test thermography scan, an MRI scan.

Right. And then they say, Oh my God, I didn't even know I had calcium here. I have this here, right? So these things are always in the making. So even as a child that in that pain, you know, um, a super pliable, very flexible elastic.

Um, but when she started to touch my spine, and I was like, Ooh shit. Oh, oh, Um, so anyway, she was the first to connect the dots. Uh, the x-ray spoke for itself, a picture's worth a thousand words, Sam and, um, started adjusting me and I took the biggest breath when she did the anti, like the hug adjustment, right?

Um. And opened me up. I. Took a breath. Like I hit the strongest inhaler. Um and my asthma wasn't done that day, but I was like, Whoa, man, I loved it.

And I walked out of that office in a state change. I breathe better. A felt happier and I was already happy, but I felt optimistic and about three months of repetition and regular care and was completely off inhaler.

She didn't need another one again. Stop getting sick. Everything went back to normal within three. What a story. Yeah. And then I was hooked. I mean, at that point it was bigger than even asthma.

You know, that was my call to action, but past asthma, I used to tell my mom all the time. It just became, it just fit, man. It felt right. I felt like my vibration was higher.

Everything was better. And to this day, bro, I'm 43 years old. Let's say that was at 14, 14 to 43. No joke. My son would verify this. Okay, so we just did garage adjustments last night before he flew out today to go adjust somebody So it's like, you know, it just who we are.

We don't come from chiropractic We're first-gen with it, but it changed all of our lives his life my life. It changed my mom's life That's why she even thought like who would think go to a chirapractor for a breathing problem, right?

But years prior, when I was a little kid, my mom was hit by a drunk driver. She used to be a professional ballroom dancer with my father. So that's back back story.

And either way, she couldn't sleep, had dizziness, disorientation, tons of neck pain and all types of just digestive issues after that incident, right?

Because that trauma on her spine threw off her nervous system in various ways, you know? And long story short, after going through the medical merry-go-round, finally she let a chiropractor touch her neck.

And that was her first step to getting off the neck collar, breathing better, sleeping better was a big thing for her. You know, she wasn't sleeping well at all and just got her health back.

So she just didn't connect the dots because it wasn' around us. We didn' have anyone in our circle. There was nobody saying, like, hey, go to the chiopracter, feel like today it's everywhere in your face.

not just chiropractic, but everything. People are more woke to IVs, people are understanding how to be their own doctors. And, you know, we have self-assessment tools, endless, Silicon Valley.

You know you can order anything and they'll send it to you. So there's so much cool stuff out there now. We're well aware then we weren't. Um, so she didn't connect the dots, But I guess, at the end of the day, rock hits the bottom and you go, hey, who else can we try?

What else Can we do? And chio-pratic just surfaced back again and thank God it did. Cause look at me now, I was born to do this, bro. Sam I this is this your god-given.

This is yeah when I say the man on the missions like this Is this ain't just a paycheck for me, bro. It never has been I know like passive man. Yeah, I just get so excited It's anytime.

I have an opportunity podcast platform the streets anywhere I'd just I had this chip on my shoulder of always wanting to to clean the slate for someone if they had a bad experience and then prove them wrong, you know, if They're a hater, so let me ask you this so And you got some orthopedic surgeons out there, neurologists that are out that deal with people with back pain, spinal issues, and regular MDs.

Tell us why, or should I say tell them why humans need chiropractic. Yeah. Well, let's start with, I mean, chiropractic didn't, we didn' invent adjusting spines.

Why Chiropractic Works and the Science Behind It

So take away chirapractic tomorrow, somebody else is coming in and moving spine. In fact, PTs now want to move spine. It's built into their curriculum.

Osteopaths, DOs. Right. Uh, they're moving Spines, AT Stills, the father of osteopathy goes all the way back into

him wanting to crack necks and backs as well.

Um, his philosophy was it opened up blood supply and improved circulation. Didi Palmer back in the day, he was founded as the founder of Chiropractic, or at least coined the term.

And then from there took it. His was nerve interference. Today, research says it's both. That the reflexive changes improve neural communication or input into the nervous system, meaning better sensory to the brain.

Our bodies work like computers, so it is input-output. So that would be input. When I mechanically make an impulse into a body, I'm improving or sending a signal to a brain, and then in turn that brain is making an adjustment.

Sending an output, that's motor, input output. Didi's was input, know, and then, uh, at stills, the father of osteopathy. So I'm saying that cause that's medicine, right?

His was the same thing, but it was about blood. They didn't agree on that, But it more accepted for circulation than it for that. And to be fair, I mean, it's easy to nitpick and say like, Oh, you know our history is a little wonky.

There's parts in it where like I've had people send me Joe Rogan podcasts where they're like, bro, this is, look at him, just, it's so easy. So many guests can come on and say like I didn't have a good experience.

And then you go back and look our history and you cherry pick one thing. But at the end of the day, the science wasn't there. The understanding of what actually was happening, It was all theory.

You know, and now we know what's right and what not right more than ever. But they used to say, the reason I say that same is because they use to well, it was a bone on a nerve, you know.

And that was causing nerve interference and chiropractors were pushing in the bone and popping it back into place and that would restore this signal. You now, we now like you now very, very very small percentage of the population could technically even have a hard bone.

On a delicate soft nerve and so we that's not it anymore. You know, so they were both right in their own ways, just we needed time to go on to say, hey, now we really understand what the process is.

If I had a medical doctor, an orthopedic, and a surgeon of any type in there, I mean, first of all, um, i'd start with some of your colleagues like, uh, doctor.

Uh, think his name's Kirk Hadley Wallace, a Canadian orthopaedic very famous orthopedia physician, huge advocate of chiropractic. So this isn't just every doctor in the world.

is disagreeing with chiropractic. You have some on board, you have, some that aren't. Um, but guys like him were big, big advocates of chriopractic because he understood beyond pharma, beyond all the BS and the parroting of, of information that's really misinformation.

He understood that the mechanical input into the spine and what it did for breaking up things like scar tissue and moving inflammation and improving something called mechanoreception, which is positive stimulation, positive mechanical, input back into body could help resolve conditions naturally.

And even if drugs needed to be there, they could work together to help the patient recover even faster. In fact, this guy has tons. He's a huge, he's published tons of good stuff out there.

Nothing new because he since passed. Uh, but he's just a guy that his research I've always read, uh, because it's fascinating because he always took it from something called the pain gate.

Have you ever heard of this before? No. Should we go into this a little bit? Okay. So the ping gates cool because that applies not just to chiropractic.

It was developed by a guys named a Melzack and walls. Never been disproven to this day. Um, but anyways, the pain gate theory is something that orthopedic would use to help his patients.

And in his research, he would explain why the chiropractic adjustment is closing the paying gate. So the pay gate guys is when someone has an injury, a trauma or any type of inflammation over a while, our nervous system, essentially think of it like opens up this flood gate and becomes more exposed to pain.

It's almost like, um, like more sensitized to it. So everyday mundane activities, um, are now causing you pain like, Hey, I used to be able to take out the trash.

It was never an issue. But now every time I rotate to the left, you know, all the alarms go off. I'm in pain. Why? You know my injury was a year ago or what's happening.

And I am feeling things more often and we say, hey, well it's age. He'd say it wasn't age, it was your pain gate. It's that between the chemicals that we eat and poor mechanics internally, like in our spine.

This is g-a-t-e. G-A-T-E, yeah, so it's called the pain gait theory. Basically, he would say is that one of the ways to close the paingate so people can start the healing process, of course, there's nutritional protocols, but that nutrition, we always say wheatgrass won't move joints.

You know what I mean? You still got to move your body. You know, so food's food, right? But then mechanics are mechanics. So we still need to do something about that.

And he would say the adjustment contributes to closing the pain gate. We took it more to a physiological level and helping his colleagues understand that, dude, this is the fastest way to get someone to recover, let's say from a herniated disc or a bulging disc.

So, you know, if I had to walk them through the process, that's what I'd say. I was like, I tell them that, at the end of the day, well, a chiropractor might not describe it correctly and some of them may be not doing it correct.

Maybe they don't have the highest integrity or they're not a master of their craft. Like I look at myself as a Michelin chef, and unfortunately chiopractic isn't standardized.

So it's like you can go to 20 different chiospractors and get 20 experiences. It's not like I told my clients, it is not ibuprofen 800. No matter where you go, it's the same.

It's not as unfortunate. They could be loving, they could Be carrying, They can be very knowledgeable, super smart and very open minded. But at the end of the day, I've got to get you on the table.

At the End of The day. I got To put my hands on your spine if I want to match lip service with real service. And that's what really separates, you know, and creates the rest of experience for people.

So I'd say at the end of the day, you could exercise. You could train. Is is the movement of the spine localized movement to stuck stiff and restricted joints improving integrity and input back into the body so the Body can make the adjustments and reflexively by making that adjustment that crack that pop everything that we're doing We're having a lot of reflexive changes within the locally right there.

We are moving inflammation off. Restoring movement, we are getting the tissue to calm down We getting all these cool changes locally, but then globally there's a lots of cool things that happen, you know like in terms of how that I don't.

Um, but I definitely have and know several that are big advocates. And this is what I can tell you. I could hop on a Joe road, Rogan podcasts are yours right now and defend it to the cows come home.

What will happen is you're going to say one thing. We're going to walk out of here. It's either going be zero zero or

I'm going come out slightly on top, but there's no magic bullet.

There's not magic article that I could show you, Sam. And you go, damn, I get it. But I can show enough and I also tell you on the other side, anything you would ask of me, if you were the orthopedic surgeon, would I ask back in turn of you and you can't prove it either.

So what's happened and what medical, the medical model is guilty of is always putting the burden of proof on chiropractor. Yet they failed to do it and a great example is the opioid crisis.

You know, the first RCT, they'd always say like back in the day, you know this is how I describe it to my patients is this, is that, in their early, let's say 1895, right?

Like all the way to the end of the 1920s and then even 1930 and 40, a lot of it was just anecdotal. They had an idea like we were just talking about earlier, theory, hey this should work like this.

And to be honest, this shit was working. You know what I mean? Like people were raving fans, bro. People were feeling changed. They couldn't explain it.

That's why we say adjustments don't lie. It was like, well, no matter what, I say, or do no, matter, what your doctor tells you, you know, the feeling I can attest to it, that's what i'm saying.

Like nowadays, people used to be more persuaded by their doctor, but now they're like well I couldn' look to the left. I got movement back in my neck and now all of a sudden I have more range of motion.

Well, more range of motion means better blood flow, better nerve flow. That's called Hilton's law. It's not chiropractic. We just use it to explain it.

So we didn't invent that. And that's why I said earlier, I'm like, remove chriopractic, man. The next person's up. People were adjusting spines and cracking necks and backs way before chiripractors were.

Even the founder used to say, you know, just the first to do it with the spinous process, meaning to bring specificity to it, Okay. You know, so it's not like say, Hey, I had this idea one day I woke up and I said, hey, i'm going to create this, you know bohemian bone setters, Asian cultures, Greek, uh, You name it.

Everybody had bone-setters in there. I mean, movies have alluded to, remember Batman, um, when he's in prison, the Christian bail series. Yeah, uh the guy adjust the russian guy in jail adjust his back, you know, he the batman's hang-ins guy His back is blown out.

He has no power to barely walk guy hangs some tractions out his spine adjusts his low back Says you'll have l5 or he says something like i haven't seen it in years I just remember any he bam huge thrust into his lower back.

Uh bat man screams and then two days later he jumps out So that's really what motivated to become a chiropractor. No, but you, know what? I was like, that''s our science No i'm just kidding No, but my point is, is like they were making a play like, like people have been doing this forever.

We just have mastered it. W we, we are specific about it and we can get reproducibility. Like we're leading the pack and have forever in terms of this style of healthcare, you know?

And the other, there's so much battle. There's much like I don't want to go too far in any one direction and then just get lost. But you at the same time, bro, There is a time and place for medicine.

Medicine has saved my life several times. You know, anyone who says, Hey, you know medicine, isn't, is in, um, there's not a place for it, which chiropractic definitely does.

Cause it's so easy to throw medicine under a bus, bro. Um, it just easy, their stats are terrible, but at the same time

they save lives. And I always would say like, if you're thinking of throwing medicine into the bus and it you just haven't had the experience yet where your back was against the wall.

You what I mean? So, so I also, I think medicine attacks chriopractic because we're always attacking them as well, even though they throw us in jail first.

You know, you know. So in all fairness, rightfully so. But today you got to say, hey, we can both coexist. And it's always best for everybody. There's no drug that will move a bone at the end of the day.

Medicine does not fix mechanics. You what I mean? It does. It changes chemistry. Let's talk about the allopathic traditional medicine like medical doctors.

One thing that I've noticed in. I'd say within the last 20 years, a lot of medical doctors are not putting their hands on patients. So when you start looking at how they're assessing the patients, if it's not that two page blood work, which.

It's like, how do you really know what's happening with your patient? And one thing that I've seen in chiropractic is a lot of chirepractors, they engage in a lots of Eastern medicine, right?

Acupuncture, doing assessments, looking at the tongue, nail beds, nutrition. Right. Yeah, bowel movements. Bowel movement. Everything. Chiropractors, well, they'll actually palpate the abdomen.

100 percent. Man, our training is palpatine. I mean, we're hands on all the time. So why such different assessments? And I'm speaking from personal experience that I've had back injuries.

And, you know, when I worked at the fire department, there were quick to send me to the hospital general. Right? Bunch of medications, anti-inflammatory, this and that and pills.

It never fixed the problem. Yeah, I was on light duty for several months I say this can't be it and like I can even sit on the toilet to take them Yeah right, and then it wasn't until I actually started seeing a chiropractor.

Mm-hmm Instantly I became a new person adjustments don't like yeah, so so I want to talk about So what do you think happened in there that instantly like first of all?

I hate the instantly the Amazon I always tell people your body's not Amazon Prime healing takes time. That's my line by the way. Don't steal it My mind was truly it was instant.

Yeah. No, I love it. Don't get me wrong. I want to every I always think like I wanted the problem is it sets up an expectation that something was out of place.

And as a matter of fact, and this is the other thing because we talk a lot about the spine, but chiropractors also adjust arms, legs, feet. You know sure not everybody in my left foot was was out of place.

Okay, and I really didn't know that Yeah, you know where my work boots and stuff. Yeah and Adjusted my foot that I've never had that done before you. Know yeah, yeah It was a complete change.

It's awesome. Just everything changed like my hip Wasn't so offset everything what you're saying Sam is everything moved differently right the load on your tissue and your joints and Your body when you got off the table just felt different.

Yeah, and that's healing and That's the state we want everyone to be in on a regular basis and it doesn't mean someone can't take a medicine It doesn' mean, you know, one doesn''t work with the other it's in that it''s you.

Know. It's a philosophical difference Yes, we have philosophies, You know that that aren't the same and and we think differently on certain things, but there's no denying, why wouldn't a doctor want you to feel that?

You know what I mean? Why would he forbid that, you know? So I remember real quick, I want to get to no hands-on because there is actually something that you might find really interesting on this in terms of like, doctors nowadays don't touch patients.

They don' put their hands on people. Why is that. I have no idea. But I want to give you a statement that Elon Musk's uncle, who's Dr. Scott Halderman, he's a chiropractor but also a neurologist as well.

So he shares both backgrounds and his father was a Chiropractor, interestingly enough. Um, but anyway, he put out an article one time and he said, you know, I've been to chiropractic school.

I'm a chiopractor. And he's like, one thing I could tell you is in med school, You never flip the cadaver over. You don't touch, you know what I mean?

That was his thing, right? You know when he's like that was they were asking him Well, what's the difference and he was saying the one thing you just said Sam is like they just don"t touch You, know and He said that's a huge missing link a Huge missing like especially since he had training in both he sees the value in Both but he said you got to get hands-on.

You got a feel you. Know what i mean But what? I wanted to tell you earlier in terms of philosophy and just in differences is I found that when I was going back from my follow-ups back in the day when i was a kid and had asthma Um, that the doctors were scoffing when we were like, no, I think I'm better, you know, like I don't need it anymore.

You know? Like our, our checkups. And, um, when you're telling them what we're doing, they were making us feel like crap, crap about it. Like we are going and seeing some witchcraft who do doctor.

I remember it like it was yesterday. So when my clients tell me now, oh, I went for a checkup and the guy scoffed that I don't have migraines anymore and I have to take topomax, the prescribed medication they gave me, you know, because I didn't feel I needed it.

And I haven't needed for months and said, well, what are you doing differently? Oh, I want to the carburetor. You know? And they do that. Look, Well, What I wanna say is I remember asking them, Oh what about the adjustment is helping me breathe better?

Can you help me with that? You like if you're, so negative on it, like you feel that way, can you explain it? and The word I always got was like placebo.

you know? Um, and, here's the thing to the same question you asked me earlier is like, what would I tell a medical doctor? Please doc explain to me how adjusting the spine can improve a child's breathing or even my breathing to this day.

Explain to every time why I get off the table to today, I take an involuntary sigh. Can you neurologically explain or orthopedically explained in my body why it happens?

And I've never found one person on the fly. I'm sure someone listening right now, one of your doctors um, and subscribers, you know, we'll go and research it and try to put it together.

But no one organically ever knew. And it made me think like, what do you like? How could you forbid something you can't even explain or don't understand?

So one of the first things when I got into chiropractic school, like deep into it, it's like you don t get into neurology 101 day one. You know? But as I get in to it the 1st thing I wanted to understand was how did the adjustment affect my breathing?

Like really 1 plus 1. Where did this all go? I needed to connect the dots. Um, and I think people might find this

fascinating if you want to walk people through it so they can understand the big idea.

You know, so I can give more clarity beyond like input and output is when the joints in our spine. And this speaks also to what you were saying about out of place.

So there's two things here is a lot of people think that the old school model, the eighties model of chiropractic was bone out a place, put bone back in.

So a lot of times to this day, clients, just because it's embedded into our culture and our languaging now, as people will say, I got something out of place.

But the reality is, is that nothing's out a place, your spine isn't that fragile. Bones aren't popping out, chiropractors aren' pushing bones back in, and then you need to go to the gym and tighten your core and neck muscles.

hold things in the place and then sleep this way and get in and out and lift perfectly. We're pliable. Were elastic chiropractors on adjusting bones out of place.

Where restoring movement to stuck stiff joints. You know, that's the day in a day out operations. There's more, but that the bread and butter right there.

So what I mean by that is I always explain to my clients like this, you got a sliding door that's designed to move on a track, right? Okay, now we've all had a slidning door, that had stuff in the debris, maybe it was 1970s, early 2000s South Florida weather, all this stuff, erosion and stuff.

So the slider doesn't work as well. So if it's not moving as smooth as it should, it still moves, but it is harder to move, right? Well, that's our joints.

They get scar tissue from inflammation, food, toxins, lifestyle, stress, posture, repetitive stress injuries, autoimmune issues, toxins, drugs, all these different things.

At the end of the day, All roads lead back to inflammation. And orthopedics, not chiropractic 101, is this. The resolution of inflammation is fibrosis or scar tissues.

And that's what chiropractors are adjusting. We're adjusting the glue inside and around these joints that are limiting, not completely stopping, that our limiting full range of motion within the joint capsules themselves.

Does that make sense? So the discs in our spine and our joints, those are the things local to the spine. That's like our real estate. Then you get in the ligaments, tendons, muscles, soft tissue and all that stuff.

uh, which is all connected, but the real estate of the spine within the Spine is the facet joint, the joints and the discs. And these guys are sharing in load every day and taking load and moving and absorbing shock and all these things.

Our jobs to find where they're not moving as well as they should and put movement back in. That's that pop. Get in there and open that up. When we do that, First thing that happens is better nerve flow and blood flow to that area, but we maximize range of motion within that spot.

But when joints don't move well, this is what happens. And this Is what happened to me. It was when I fell out of the tree and probably even before then it just was an accelerator.

Okay. My joints locked up and got really stiff and we would go, Oh, well maybe it was muscular, But soft tissue doesn't control the whole show. Heart tissue does as well can chose a controls, excuse me, a huge piece of that sensory input into the body.

So what happened was that blunt trauma had created a lot of stiffness and restriction in my spine. Okay. All that

stiffness in restriction sends a message up into brain specifically into an area called the amygdala.

Now the see, we know this now. Back in the day in 1895, they didn't know this in 1920. They didn' know. This but medicine, medicine. Their science has shown us everything we need to know to put all the pieces of the puzzle together.

We know the amygdala is the emotional center of. The brain is part of that stress state. It's what gets someone into the fight or flight, right? So what happened is joints don't move.

Well, it fires off something called nocception. Nociception is a receptor like a wifi router in. And these receptors are relaying information to the brain like the.

uh, damage, degeneration, inflammation, tension, posture, stress, all these things that could potentially contribute to pain or disease or dysfunction in the body.

That's this guy's job. He's relaying that information to the brain, right? So what happens is when our joints don't move well, this is in chiropractic that fires off more nociception.

Does that make sense? Think of noceception, no c-ception like noise. Right, right, okay. So that's more static, that more noise to the brain. That area of the mind is the amygdala.

The amygdali goes to something called the HPA, the hypothalamic pituitary adrenal axis. From there it goes into the hypothalamus and that then affects things like create stress, norepinephrine, cortisol.

All these different things get manufactured, not in massive amounts, but in low grade amounts. So all of this nociception or noise from restriction within my own neck and back, your own foot, even any joint in the body has those nerve endings.

Any joint and the. Has those GTOs and has these things in them that are either relaying noise or positive input to the, that's why exercise is so good for us because it stimulates the opposite.

The antithesis of noceception, which is mechanic reception or. Proprioception into the brain. It's. Why we feel like kings and queens when we walk out of the gym.

Or when we take a class, it's flooding our brain with such positive endorphins and movement that then our body makes different chemistry, right? That's why we feel so good.

We walk in like, bro, I got to go work out. I had a stressful day, but I walk out differently, that didn't adjust you. Your chemistry changed.

Hands-On Care, Misconceptions, and Stigma

So my point now back to chiropractic, back medicine is that they couldn't explain to me that stiffness in the joints fired to this area of the brain which fired that which fire to that, which put my body into a stress state, fight or flight physiology bro, low grade.

So my had cortisol, had norepinephrine, driving more muscle tone changes which was making me tighter, affecting local blood flow. You see the cascade, that's what I'm saying, affected digestion, immunity, all these different things on top of a steroid.

It throws everything off. threw everything off, bro. So it's not that, Hey, I could have taken cod liver oil. I Could have done a nebulizer. It could've gotten to a salt room.

Could do hot and cold. That could do all these different things. Yes, they all work and I'm a big advocate of them. But the one thing they don't do to circle back around to answer the question is they Don't move the spine.

And if I don' get that spine moved to change that nociception local to that disc and joint, then I'm not changing what I need to change to get my body truly out of that stress state or that stressed physiology.

Does that make sense? So that's Mechanics 101 there with chiropractic is that I can go to the gym and foam roll, but the foam role isn't gonna take my spine and joints into that periophysiological space where that therapeutic benefit lives to break or close what Dr.

Kirkadily Wallace would say, or Willis, is the pain gate. You see, my pain gait was open. And that was part of the process that helped me close that so I could feel and function better.

So the physiology and the chemicals made in my body were more like, hey, open up my breath. In fact, that's immediately why I took the hugest breath after that first adjustment.

She unlocked that part on my spine, which flooded my brain and a different area, my cerebellum, because they take two different tracks, positive input versus negative.

But it flooded. My body was stuff that told my breathe to open, Which told My muscles to relax. which told my, you know, arterioles and my blood flow to go on to vasodilate and helped move inflammation off my body so I can feel and function better, bro.

And that is, and it helped close the pain gate, that's part of that process. Now, again, it's like we get into the world where it is like, we're all competing for the same space, so naturally people go, well, which one's better?

Should I do this or this? And I always explain to people you can cold plunge, you could hot, You could do IVs, they're good for you, but so is chiropractic and so it's getting adjusted and they are going to do what those aren't going do.

And just like I'd say the same thing, like bro you got to exercise bro, my adjustments aren t building strength into your body, Like you gotta get your heart rate up, there's other things you have to Do.

Part of the battle over the last probably 20 plus years is that somehow people got like convinced that it was like Chiropractic did everything. You know what I mean?

And it's like, then the haters would come in and say like oh, you only tell your patients to get adjusted. you don't tell them to exercise. Don't them do these other things.

And then that side of the world will say, well, that's all you have to do. Like how many videos are on IG right now on YouTube? Like, Hey, tell you chiropractor to f off or screw your car.

But you'll never need a chirepractor again. If you just do this movements. I always laugh at those because I'm like dude, your, You could eat organic and whole foods.

You know what I mean like the laws of repetition and inflammation and stress and tension on our body like there's upkeep You, know, what i mean there has never been a toothpaste that says hey if I use this toothpaste I don't have to brush for for two months.

That's amazing it holds no as long as I eat I'm gonna build plaque and if i leave that plaque on my teeth and I Don't brush I'm going to have a cavity.

I mean, I've gentrified. Yeah. And I have all these things, right? So it's the same thing with the body, you know, and I don't want to get too far down that path, but you that is at the core though, Sam of what's going on with, a lot of doctors are walking around hating chiropractors and they can't even explain what we do.

You know what I mean? I find that sad and I remember seeing that as a kid when it was my own condition. And now I still hear it to this day, even at 43 when I'm adjusting a lot of people, you know, people are like, oh, my, like

my doctor told me not to go to the chiropractor.

My TP, do they even know a chiber? Do they, can they explain it? You can, they explained, Can they sit down and educate you in a calm way and say, this is why I don't like chirepractic.

You know, and funny enough, you know we should probably get into this, but is the stroke conversation, because you see that all over social media as well.

You now a lot of doctors scare patients into saying, oh well they're gonna kill you. They stroke patients out. So let's talk about some of this negative stigma that's out there.

There's just so much. Like for example, I want you to answer to this. When I go to chiropractic and do a session and someone who becomes aware that I'm doing it, sometimes i'll have people come up and tell me it's like hey dude you shouldn't do that because what the chiropractor is doing they're just making it worse and keep on coming in yeah how do you answer that's that like saying you go to the gym and get worse so you got to keep coming back you know that they just do chira practic is good for you that person just doesn't understand it there there i always say like a lot of our stuff this is in in no way to be disrespectful.

They're saying it's the same, but in my mind, you know, it a lot like racism. Like, You know you have these kids growing up hating Jews and blacks and Asians and Spanish, anybody who's not them, right?

Um, because their parents did or their, their background did. But they get to a place in their life and they don't even understand why they're just repeating the same thing over and over again.

And that's those people that tell you that, you know, um, You say, well, can you show me what you read to help me understand? Why you think that a chiropractor every time you come in is damaging you and you need to come, come back.

You know, I always explain it like, bro, when you go from eating McDonald's every day to changing your diet, right? You feel better, don't you? Right?

I mean, drop 10, 20 pounds, your blood flows different, body feels loose, joints feel good, everything's good. Right. But the minute you stop dieting or you stopped watching what you eat, do you feel You're going to get worse.

You feel worse? So what do you have to do? You got to go back. But you see your body has, it adapts to that higher level of performance. So it goes, bro, I don't want to back there.

The minute you start introducing foods that drive inflammation back in your, regardless of your dietary choice, you go, damn, That's chiropractic, bro.

What happens is people get tapped in to get plugged in. They get adjusted for whether it's a care plan or they get a one time thing and they're just getting adjusted.

That range of motion feels great. Two days later, they like, I'm so locked up. I need to go back. Then that guy's like I told you they are messing you up, that's why you got to back know you just felt what normal is for the first time in 10 years, you know what I mean?

And now your body knows like hey, could do something about that. And the whole other thing is like, Oh, are we adjusting off x-rays? What are you doing?

Like, what does your spine even look like? Are you going and popping in just when you know, you have a kink in your neck and you've lost 15 degrees to the left?

Or do you like look, I have mild degeneration at C five C six and I old injuries in there and tons of scar tissue. You know? So it's like I need to get it taken care of.

Like what's one adjustment going to do, bro? You could be the best trainer. You can be LeBron James' trainer? Yeah, I'm not saying he's the Best, but I am just saying like, you know, that's a name.

Let's say he has access to the BEST, right? Or who he thinks is theBest. Bro, if you could spend five hours with his trainer, are you gonna walk out any different in one day?

No. No, hell no, bro. He might have had a great session. for five hours, your body's going to look the exact same. Your labs, if anything, might be off five-hours of training.

But you get my point, right? It's repetition. And chiropractic's no different, bro. Food, fitness, chirepratic's all the same, it's a repetitive game.

The difference is people, when they say, hey, why do you have to keep going back? They must have not had a good experience, because everybody that I take care of, they always say this when get off the table, When can I come back.

You know why because it's good for you and they feel the difference and when the business model is right You see part of why that guy would say to you.

Why do you have to keep coming back? They're damaging you is probably because he thinks the chiropractors making money every time you come in, right? So they're stringing you along and that's a business-model problem.

That's not Chiropractic's problem Like see like Dennis Dennis teach you got to brush your teeth every day. You're gonna lose But that that part the stigma stuff too, and one of the things especially here in Florida Yeah, you've got a lot of chirepracters in Listen, in any industry, there's a few bad apples in a.

Thanks for saying that. Yeah, for sure. But but here in Florida, the whole rampant, that the personal scammers, uh, PIP engines, you know? Yeah. It's it's crazy.

You know, this chasers are out there. So a lot of people, they see these chiropractors that are driving the Lamborghini's and Ferraris and all this other stuff.

And they're like, oh, these are guys who just want to make money. But then also, there's different levels of chiropractic. Yeah, for sure. Like you go to one chiopractor who's all in.

It's like studied all the Eastern medicine, who has the acupuncture, has a t-rex machine, compression. All these cool toys, all of the cool tools to really help manipulate the body.

But, then you got, and I'll just say how it is because I've been there. You go the joint, right? And it's just like this 20 year old kid who just graduated chiopractic school or whatever.

And, it' s basic. Yeah. So it's like, w what do people really understand here? Well, I think at the end of the day, what I always tell people, cause I get a ton of messages, you know, over IG, which is my main active platform.

That's just where I say, get my messages from is people from all over have told me, Hey dude, vibe with you. You look authentic. Look like you, know what you're doing.

I want to find someone like in Europe or, Texas or wherever they might be. And I was just telling the same thing, man. First of all, Um, you know, obviously look reviews, look at pictures.

You're going to have to unfortunately pay first visit fees. Like I have a client, for example, um, during COVID, uh, they moved to Texas. His wife was a traveling nurse.

Uh, she got a good gig out there, took that. Um. The family was under my care for a while. So they were big fans and advocates and I had converted them in a sense of like, They used to not believe in chiropractic, not think it was

anything.

I said, She's a nurse, he's, a business exec and, it just wasn't their vibe. And then, one after another, Edgar's just doing well, then his wife wants to get in, and then everybody starts getting adjusted.

And he's like, bro, this is not what I thought it was. You know, thanks for showing us a different experience. Like, we didn't like pizza, but then we had this pizza and now we like this piece of pizza.

So now, when we're moving to Texas, We want to find a pizza similar. He wrote me back, he would write me and say, Bro, I've spent like thousands of dollars on initial visits at chiropractor's office trying to fine the right one.

Um, so the advice I always give him is, you know, look for a chiropractor. It looks like he knows how to adjust because regardless of the tools, the toys and anything that they have, whether it's the join or somewhere else, I'm not going to throw anyone under a bus.

You want to find a Chiropractor regardless to the setting. I don't care if it on the street. Sometimes like I am that loves what he does and knows How to Adjust.

Cause that's what chirepractors do. Okay. At the end of day, PTs can do a lot of, of things. Chirepractors could do A lot. There's so much crossover, You know?

Even massage therapists in certain States and places. but I believe to a degree, I mean, from stories I hear even a massage envy, some of these massage therapists are adjusting people's backs, you know, trainers are just in backs.

Uh, MMA coaches are walking and twisting backs like, people like we're 20, 25 bro, like everyone's trying to be a chiropractor, Um, but my point is, is find a chiropractor, you know, look for someone who looks like they know how to adjust.

Sometimes that word is sports chirapractic. Like a guy who deals with a lot of sports is usually going to be, or a gal is going be she, he or she is gonna be very hands-on.

You know what I mean? And I think that's a good start. I normally would say yeah, but man I've had some killer freaking adjustments by some people have never lifted weight in their life, bro Cuz a lot of it is really leverage and speed and learning how to like contort the body in a way Yeah, like I'm not There's amendments to that rule, but I'm saying for general pot bro, like I've had some killer adjustments, um, by some people that have just never touched weights, But yeah, it does help to have strength, especially if you're going to do it on huge people.

Um, so you could do It consistently as well. You might be able to get it once, to to Shaq once a month or, you know, every week, You know you better have, better start working out, bro.

Your gonna need to Have endurance there. How was that by the way, man? I mean, I'm not just saying it, you know, because I love that guy. Um, and just because, the whole world loves that guys.

But when people usually ask me like, who's one of your favorite people at the time, obviously I grew up watching shack. So, when I was a big fan, um, but dude, like he's probably the most like amazing guy like shack is fricking incredible, man.

Like his heart's bigger than he is. Um, I could share, just spend the rest of this time talking shack stories in my office, um, of how he, he plays Uno, you know, in checkers.

I like, He just has this gift of being so present and larger than life already of making you feel like you're the only person in the room for two minutes.

versus sometimes we'll get around a politician or a high profile individual who's got to shake a lot of hands, but you

feel like they weren't there. You know what I mean?

Like they're an empty body and you're just shaking hand. Shaq has the ability. I'll tell you when Shaqu has come into my office for the next hour and a half, Um, everyone who gets on the table after him is like, Oh my God, I just talked to Shaq and he told me that like he, he just has this gift, bro, of like slowing down time, like Santa Claus and making you feel like you're the only person in the room.

Like Shaqu has played Uno with people in my office checkers, with in office. He has, has asked to not skip. I remember one time he was running an errand popped in, brother, only like five people.

And those five were all like no, take care of Sha. Yeah. Sha, hop on. The table. And he's like, no, I'm going to run some errands. I'll come back. And I was like Jack, got you right now.

Like I don't want to lose you. You know why you're here. Who knows what your schedule will take you? So let's just take care. He's, like no. Come back and I remember the same day he did come and he came back during prime time and my office was packed.

It was about an hour wait. And, um, we got them on the table. You know, the family was like, please take care of Shaq. Like, I don't mind. And this guy got off the and, uh, walked the way my office is.

I have like a semi open adjusting area with three adjusting bays. So I walk back and forth. And he came off the second table, went through my pass through and went to the first table where these two little girls were.

And, um, he started playing with them and picking them up and just interacting with him and talking with the parents and, uh, definitely didn't need to do that.

He could have walked out the other way, but he heard them, you know, He didn' skip them. These aren't, this isn't the family that said, Oh, Shaq, please take my table.

You know? And then he was just kind of being kind and nice. Um, it's just, that's who he is, You Know? He's that guy we all see on online with all these stories that you see.

And then one other cool thing about Shaq is that every time he has been in my office, I always not only have or hear people say, Oh my God, he just talked to Shaquan.

He gave me time or he played Uno with me or He took pictures with Me or you know he really like made me feel like he was present is a lot of people have their own Shax stories of like I remember for example I take care of this like Denzel Washington training day type of guy down in Miami.

and he's him and his crew are undercover. And, um, he was on the table right after shack one time. He's like, bro, you know, I got a shack story from when he played with the heat and I was like yeah, what's that?

And he said, but I remember one times me and my unit, uh, we're having breakfast at the pink. I forgot the name of it. The pink something. I'm sure it's still there, but it is a very well-known spot, and I know it a color.

If it not pink, excuse me. You know, it something. But it like a 24-hour spot. Anyway, him and his unit were doing a brief there and Shaq had just pulled up to get some food and walked out.

He had already paid for the whole table, the home unit once he saw they were law enforcement. And he's like, we never forget that he didn't even say hi to us.

he just got in and get out and just took care of it. You know, and we were like, wow, what a guy. And man, every person, story after story, after store, just like you hear online and the stuff you see, you know this guy, it's just, like I said, his heart's bigger than he is.

He's super genuine and authentic. I think that's the most lovable thing, aside from him just being an amazing athlete and just larger than life himself.

So I want to talk about somebody else. Yeah, yeah, absolutely. We'll talk DJ Khaled. Because we're talking about treatment, treatment and intervention and all that stuff.

You know he's very um he speaks about everything yeah, you know. He just poses online He's got guys awesome, too, and um there was one point in time that he was dealing with some serious like back pain Yeah, something related to the golf.

I'm not yeah. Yeah. Absolutely, but he ended up getting like stem cells injected and everything else So I want to talk about how some of these other treatment interventions, right?

Like stem cells go very well with the time. It's like, it's, like I was saying with them, just because someone gets adjusted doesn't mean you can't do STEM.

Doesn't it mean? You can do cold plant. Like, you know, we all have, everything has its place, bro. You know? And chiropractors are also usually big fans of that, especially if it doesn' come with side effects, doesn''t kill your liver, Doesn'''t affect your gut health.

Then freaking go for it, bro. Sometimes damage done is damage. Done. You know, like we get that. So as a chiropractor, you know obviously you got ones out there that are like, Hey, we can reverse this.

We can't reverse that, but you don't worth those do the same. Let's be fair. Just like I was saying earlier with research, a lot of them have always in the earlier phases of our profession, that was more anecdotal before the science came out.

Now the shit's cutting edge. By the way, I never finished that our earlier history was anecdotally. Then it was like anecdotle with science. And now brother running FRMI scans showing brain changes with chiropractic.

They're doing all types of super cool stuff, but to get to the Khaled stuff stem cell stuff. First of all, Khalid is incredible as well. That is just another guy.

Um, once I met on a house call, bro, he broke my son Lincoln off with a thousand dollars. I told him, no, please just for coming with me. You know, and he was like, yo, Khaled blessings, man, please.

Thanks for letting us have your dad. Khalid's hearts. Amazing. That guy's amazing. I have also nothing but amazing things to say about that guy. Funny enough, men, he is not a fan of getting adjusted.

Like, yeah, like he gets like. He's not. A guy I see regularly. Um, obviously I've seen him several times. Uh, has been a client. And, um, I'm, uh, say he likes me obviously, you know?

Cause I get the call. Um, but, uh, normally he's not a hands-on, like the cracking, the popping, you know, some people, no matter how good you are, um, they only call you when they need you.

Yeah. Khaled is Khalid. You know? Like I can't speak for him, based on what I see and my interactions with him. Like he is the guy who I need to be Jesus.

But I always say like, bro, even last time I saw him he had hit me up on the fly. Remember I was in a field playing football and he was like bro. Yo, I needed you, can you be here like now?

and I'm like, call it, say less. I first was like Lincoln. No. Um, you want to come with me? I gotta go make a house call real quick. You know, like you know.

And, um, and when I get there, he's like yo, I know I need to get this. Like he knows he has a very educated, this

guy's tapped in whether he does it all or not.

He knows a lot about a man and he is such a great dude. So he told me like he said, Hey bro, no, need this more. Know I needed to be a better client. You know, like I would hear from any anybody, you know.

Like, let's say, Sam, You did well. You got right. Right. And then I don't see you again for months. So that's Khaled. Khal is the guy who's like, he knows he just doesn't always follow through on something like that.

And I think maybe he likes to try everything, you know, cause he has the ability and the capacity and resources to do it all. So, so why not? You know?

And always told Khalid like bro, the fact that I'm even on your call list, I appreciate, and I am blessed and honored to even take care of you. Whether I get you regularly or I don't, honored just to be in that phone.

you know what I mean? And that I've walked in integrity and I got this skillset to where when you think you need to be cracked, when think something needs to moved, you're like, Zev's my guy.

So like getting to that also, like I didn't know he did STEM, but if he, if was doing stretching, If he was massage, I'm a fan of all of that, whatever he thinks he need, where I wouldn't be a of if, he here or if I am at his house, or the studio.

I'm going to tell them, bro, like what I would tell you is at the end of the day, get stem cells. Great. You know, I've lots of clients who get them. But guess what?

Stem cells just like broccoli, just rib eyes, Just like cod liver oil. Just Like anything else that don't move the joint. So it's the same thing, brother.

They could, they could all help healing. Um, but joints still need to be moved. If you want to clear all the pain gate, right? Like if you wanna fire on all cylinders, then we're going to have to go through the spine.

In my opinion, not because I'm a chiropractor, understanding what I understand orthopedically from my training and neurologically, nothing does Sam, what the adjustment does, hate it all day long.

But that's why we are where we today. That's why we went from anecdotal and pseudo science to science, to now cutting edge.

Choosing the Right Chiropractor and Care Model

And that's it. 2025, bro. I feel very confident in saying that, um, even like, for example, you know, like getting back to the science and stuff. Um, there's no perfect study and, but there're tons of stuff out there.

If it's not cancerous, non-traumatic, we are the most superior, most time tested intervention for spinal related issues. You know, and I feel very confident in that.

And I mean, the research since 1993, that's how far I can go back and quote if needed to, uh, validates that, you know? And even like, for example, when they would say things, Sam, I know I'm going off on a tangent, but like I want to go to that opioid thing that I talked on because this speaks to the whole like idiosyncrasies of things is that You know, they would say, hey, well, you don't have any RCT, so we can't recommend it or we don' think it's safe or whatever the case may be.

But even with opioids in terms of non-cancerous pain, the first Rct didn't come out till 2018. So we've been using it forever and they didn' even have one Rcd on it.

You know? So it's like it is the same burden of proof thing. So I know it on a tangent, but it that same concept of like, you know, why they've hated on us, the burdens of the proof, and the other things that they talk about in terms

of scaring people away from chiropractic.

There's no science, they'll kill you, They damage you. They want you to keep coming back. But bro, let's just flip the model. Like any of your listeners and watchers.

You know, any of your viewers like bro, just do a fair look and see, you know? Um, and it's never, it' not, It's not chiropractic or nothing else. You Know what I mean?

Everything can coexist, right? But dude, do not get it twisted and think that chirapratic does not have its unique role on human health and specifically spinal health.

And then spines connection to our nervous system. And I think that at the end of the day is the biggest thing is helping people understand that, you know, with all the biohacking out there, as I've always said, whether it be a video I make on the fly or something random is, bro, there's no bigger bio hack.

In my opinion, that comes with zero side effects than the chiropractic adjustment done the right way at um with specificity to to a person and i've and you know I mean dude look look what you did that guy adjusted you right and You said you had instant change, which I hate but that's awesome.

Isn't it? I broke it really was you couldn't take a Tylenol and get the what? You got that fast, correct? Like the the feeling you head it's not that Tyleno doesn't work.

It's just like you're talking about weeks It was probably close to the month Of what? Of being without proper movement pain. I injured myself in the fire department when that happened.

So I'm just saying, how cool is that? You couldn't take a supplement to work that fast. Something's happening in that process. Sometimes in getting back to people talking, people like friends and family saying bro, they can kill you or they damage you.

They just want you coming back for money. You know they're just money hungry. is what I wanted to finish that on. That one is, you know, so everybody knows is like, sometimes it's the chiropractor.

He just sucks. Here. She sucks, like that's reality. Not every surgeon is great. And not every food spot is not. Every podcast is as good as yours. You know what?

It just is. But you still, thank you, but we still gotta listen. We still want to listen, right? So it our responsibility to say, Hey, I have teeth, have a spine.

I need to find a provider. who can care for this bad boy so I can keep up with it because I know certain things I'm going to feel, but I also know. Certain things, I will not feel and I need to trust somebody and need have a business model getting back to so.

I could finish this for your viewers. So it's not just random snippets here is that you want to get a guy or a girl, you know, like a person is what I mean by that is someone who's hands on and then a business model, right?

That allows you to tap into it regularly without breaking your bank. It doesn't mean a doctor can't make money, but it means I want a single mom with three kids to be able to say, I don't have to choose between me or which kid gets adjusted or I won under care at this office.

you know, I want my whole family to be under care. Yeah, this one maybe is the sickest. This one has the worst posture. You know Jiu-Jitsu, but at the end of the day, like I everyone to get care, so we need to find a model that exemplifies or matches the person's heart.

you Know what I mean? Um, that way everything works together because if you say, Hey, had a great experience here, But they charge like, for example, I'm not going to name a name, but my little brother, uh, lived in LA for a

while.

Right. And my brother has a history of migraines. So he would get migraine and guess what helps them with the migrates, the chiropractic adjustment man instantly helps him change.

Like he can have a migrant shuts down his whole day. SEMS neck lockup vision starts to change, bro. Just wants to be in a dark room and shut it down. He gets an adjustment in a couple of hours, muscle tone change, better range of motion, eyes open, wants to go work out, he's good to.

So his value in chiropractic is here. He loves it. It's a multivitamin for him, not just in Advil, but he knows sometimes in front of the monitor for too long, bad sleeping positions, travel can lock him up and it could happen.

What's he thinking? He's not thinking Tylenol. Right? Like I need an adjustment. I needed to find a chiropractor. So he spent hundreds of dollars on first patient visits, trying to the right chirapracter.

Now his brothers are chiripractors, so his standard is really high because he gets the real deal, that organic non-GMO chiriopractic, right? So, he can't find one.

He says, Ev, can you help me find on? I did the same thing, I would tell your viewers. The same things I'd tell you to tell the person is find better chirepractors.

Find a person who's hands-on, who looks like they love what they do, will actually adjust you, and then make sure the business model matches. excuse me, I find him a guy who I think fits the bill.

I have to do the same thing. Like I might see who might pass the sniff test easier, you know, but I'm like, Hey Max, this looks like the guy go to this guy.

Right? So he goes to the sky and here's what happens. And this is why I am sharing the story is he gets to his guy and the, the guys says, okay, it's going to be, um, like $1,600 for 12 adjustments.

right? And that's his care plan. So I say, Hey, max, I want to talk to this guy. Um, can you ask him if he's heard of me, if you knows me and regardless, Can you put him in touch with me?

So, uh, my brother says, hey, you know, um, actually come from chiropractic. I didn't tell you that both of my brothers charypractors did it. And I said, Oh my God, Actually I know of your brother did, and I'd love to to him.

Sure. That'd be cool. Say, look, try to tell me how to do your job. Would never want someone to call me. Tell me what my price points are. What my model should be.

It's not what I'm doing, but I just want you to know that you know, your care plan is going to force my brother to use your hair like an Advil. You know?

Um, I just want you to know now your brother's going do the 12 and then he's gonna get on a wellness plan and dadada. And I said, nah, bro. My brother, you at the time, was limited on maybe resource.

So I was like, he signing up, because he is hurting right now, but those 12 visits are not going be regular. They're gonna be because she's paying premium form.

There gonna to be when shit hits the fan. They're going to be Advil adjustments is what I call them. When he's in crisis and he can't get it loose enough to get what he needs from his body, he is going come in and pop in to see you.

And that's exactly what my brother did. That's the problem out there a lot with people I find is the business model is that it doesn't match what our care really needs to or what it should be for someone to go through the process and actually get the light at the end of the tunnel to match like I'm telling your viewers right now.

You know, because sometimes chiropractic isn't pretty in the beginning. Bro, think about it. Like you have a 30 to 40 to 50-year-old man who's glued up, scarred up.

Doesn't eat well. Barely moves. And even if he did, he's not moving well now because his spine's still unhealthy and his discs are degenerated and he is hurting.

So now he comes into my office. He's Plan C like this, Sam, right? He don't want to be there, but he hurts and has got to do something. So now I got to get them on the table and just them.

I gotta say, Hey, look, my name's not Jesus, bro. You know, it's going to take time. In fact, in the beginning, that might even be messy. But if you hang with me and we take these reps and you follow my lead, I will get you that win.

And I'll get to the Superbowl brother. Obviously I don't tell everyone that, but if I feel confident, you know, that I'm like, look, it's going to be ugly in the beginning.

You might be in pain. It might hurt even more for a little bit because that's what happens. Like imagine if you hadn't worked out legs for awhile and your trainer's gonna put you and start doing walking lunges and squats and Bulgarian ice, like bro, But we have this conception of when I walk into a chiropractor's office, I should walk out better, but yet your spine's damaged.

It's your canvas that's messed up, not mine, right? So it's the chibratus job to also teach and educate and say, Hey, i'm going to lead you to this process.

This is what you can expect now, But this is which you could expect later. So that what I mean when i say light at the end of the tunnel, Right? Right.

Right So my brother didn't even end up using his 12 visits. You know, uh, for that reason and he felt short. So I was telling him like, no, you got it all wrong.

And that's the problem with people's business model, chiropractic. We're, we're not one time transaction. Where in the rep, repetition business or the repeat business, and in my opinion, this is just me, I can't speak to everybody, but I feel at that point knowing that we are the toothbrush, our hands are, the tooth brush for the spine.

Then we need to come in at a price point that allows people to follow through with it so they can see it that way. You that how I turned skeptics into believers, Sam.

Like, yes, my adjustments are awesome. You know, like to me, they're the best. Uh, but it's also a long game for me. Like I need to keep you under care long enough so you can go, man, I finally turned that corner.

I have probably over 50 active clients that I met when they were drugged up, super medicated and were the type of people that would go. Would walk into a restaurant.

And if I saw the seats were not the right seats, wouldn't even eat there. They were that bad. They had to be that calculated with everything in their lives.

And why I say that is because I didn't get them right on day one. Adjustments didn' lie 30 days in 60 days. In for some of them, it was 90. For some, It was 120. But when they turn that corner, Sam, and they didn''t have to take that drug anymore, And they finally just trusted the process.

and they put in the work, they actually made the deposits, no lip service, bro, their clients for life, you know? And we have an amazing relationship because you can't deter someone like that.

And that's a beautiful thing. I think if the model isn't right or the chiropractor isn' good enough, person's not going to stay to see that story. That's all I want to say.

So it's important. 100 percent. And I feel it from you that you are a passionate doctor, a chiropractic doctor that focuses on making sure it's accessible.

One of the things that I've seen online, you going out to the street. Yes, sir. Right. In adjusting the homeless. Yeah. I mean, why do you do that? Man, I love, you're not making money.

I make zero money in fact, bust my ass in that street. Sometimes sometimes I just 10, sometimes out of just a hundred, and it's South Florida. So I'm doing it in the heat.

You know, um, go through a box of gloves. Sometime like dude, it rough, but it a high. That's why I do it. First of all, It's fun to give people access to something they can't have access too.

And a lot of those people, by the way, I don't know if you know this, but like the National Institute of health, the world health organization, they all have statistics again.

I hate to bring up opioids again, uh, But a of them that I run into in the street started with prescription medications. In fact, They put out a stat.

Uh, think it was national Institute to help put on a stats saying 75% of addicts comes from a prescription medication. I believe that didn't come from chiropractic.

So again, that's that whole, not only burden of proof, but bro, we're not, were not the only, like, yeah, I'm not saying we are free of all of it. You know what I mean?

Chiropractors are guilty of certain things. Obviously we aren't perfect as a profession. But bro that is terrible. Now I go on the street, all these people I meet, most of them come form car accidents, prescription drugs, unnecessary back surgeries, now they are hooked on other drugs and on Well, I have stuff I've never put out just because I think it's too ugly and I don't want to put people out like that Like, you know, there's a line.

I want across it. It's easy like I do sometimes like, You know we'll say something like but like the stuff i'm sitting on and the conversations i've had that I Have recorded well, they just I Don't wanna plant.

That's what I went to the fire department. Yeah. Oh my god. So you see and how did they end up? Yeah Yeah. So bro, these people were normal. Yes. I don't know if you've seen the documentaries and stuff there on like on who there's a lot of cool stuff out there.

But my point is again, not to run with the bus, but it's like that started with a medical doctor, right? Not a chiropractor. That started a very well-intentioned, very educated person who wrote a script that changed that person's life.

You know what I mean? So they take it for what it is, But either way, uh, serving the homeless has been, it started like, so this is what ended up happening.

It's, I used to do it when I was in Atlanta, And then when I became a dad, any of my free time went to my son, a hundred percent. You know, I'd miss workouts, miss haircuts, like I'm obsessed with being a father.

The man on the mission isn't just the kid who fell out of a tree, started getting adjusted, became chiropractor, and then was like, damn, that's my purpose in life.

That's mother. I love being dad man. Like, love it. So with that being said, the first time I dropped him off somewhere for his first summer camp, like when I was not going to be like there or present, I Was like, all right, on my grocery shop.

I'm going To work out my chill for a second. But then what do I do? You know, it was literally like dude, what Do I Do with my life? I am a loser here.

Like, What do you know? It's like that's he's my Life. So then I said you Know what? Let me hit the streets. So I threw, I did what I didn't Atlanta. I saw through the car, threw my table in my car pulled up.

Uh, the first place I went to was, uh, Broward Brower terminal. Okay. And, um, and I, just pulled there and said, bro, Um, chiropractor, you know, You got any neck or back pain.

Did the normal calls to action. You know? I don't always like to talk neck and back, pain, although, at the end of the day, that's what's going to get someone on the table.

So as I brought, you got a neck back pain, anything you want me to help you out with it all free. I'd be more than happy to just get on the table. And that's how it started.

What happened was, is one brought me another, brought another because I actually got lot of stiff arms the very first time, the second time. Then guess what happened?

Sam is the coolest thing is, one person brought a little deeper and brought it a deeper into the community. That's what it is. It's community, okay? It just not the streets, it's a community that their language.

They have a whole terminology. a whole language that they use down there. You can't say the wrong words, you know, You don't get the right answers. I would ask questions, I'd get their wrong answers, but I say, well, teach me what to say.

So I know how to Say it, so I can go wherever I need to go and communicate. They have their own rules over there, So they would bring me deeper and deeper into pockets, bro, Sam, that I wouldn't not go to.

And like I'm very bold. Like I have no fear when I go out there I've been adjusting. There's two guys having a knife fight right next to me. Bro, like, Um, yeah.

And, but my point is, is like, I don't get scared. I I'm very comfortable in that environment, there's just certain pockets that are deeper that I am not an idiot either.

Like I do not mind walking into someone sneezing, you know, like a chiropractor. Calculated risk. Exactly, Sam. So, but I'm not going to just walk into there.

And it's really cool because I've been able to go to these pockets. My point is, and then help them and they in turn have then advocated for me more. Now I have some that some of them have phones, so now I can call and be like, Hey, it Zev, the chiropractor, I am coming in tomorrow at 12, line up the troops for.

Me. Then because that, some die. It sounds crazy, But some dies. Some go back to prison, Some move. You know, So sometimes the crowds rotational, It's not the same people.

You know, so it's like sometimes I get familiar faces. Sometimes they go back to prison. I don't see him for a year. Then they come out. Like I was just on the streets a month ago.

Hadn't seen a guy in a gear and a half, you know. And he came up to me and was like, bro, but it is so good to see you.

Serving the Homeless and Community Outreach

So it was so. It's. like it. Is like. it super cool. and I feel a part of this community and it like something I built also and. Don't take it for granted because they kind of let me in.

a little bit and they co-sign on me, and then the other cool thing, Bro, is it freedom. Like I get to be raw, you know, not that I wear a mask in my office, but it's like, I say what I want.

I flow with it. It's just, there's this, really like gritty connection and I really liked it, bro. And I can get in and out. That's the other thing is like I like to take my son.

Like my sun to see it so he sees what hustles like. So he sees what hard work is so he says look you see dad working in the office and how I serve people you know and I just don't say you have to work hard whether be in school or do things but like you See how that works, but then look how i give him my time also you Know so He sees that and i love that And then i'm addicted to that as well because what i don' like are these one-offs you?

Know how people do one thing you, know what I mean and then That's it. I like him to see that, Hey, this is just what we do. You know? So, so what started as, hey, I need something to do and I do want to give back became way more than even I saw.

And that's why I've taken it from Broward County to Miami. Now I'll do construction crews. That pulled up on roofers. Uh, they have no idea. Um, yeah, but a huge construction crew that's been out there busting.

And what's really cool is I have clients that put me on, so they'll be like, Hey, I see this crew of guys that look like they've been breaking their back for months, dude, putting roofs on these houses.

What do you think about pulling up? And I'm like yeah. Awesome. So now the community's giving me Intel and I've getting to do these one-offs real quick.

The cool thing, Sam, is it's not taking me all day. You know, the awesome thing about chiropractic is I could do it quickly. You know, it's not, massages an hour, you know?

And it is an experience and I love them. I'm a huge fan. And get them regularly. But chiropractic can be done so fast. It doesn't take me 30 minutes. Maybe there's something you want to talk about.

Like, hey, Zev, why do some chiopractors take two minutes, some take five? Some people say, well, if you took less time with me, aren't I getting less care, like a substandard version of care?

And I always tell people, well, it really only takes me two minutes to adjust you. And the beginning of my take me a little bit more, you know, but how long does it take Michael Jordan to score a basket?

Yo, You put the ball in his hands after a while, dude, he knows exactly. He's read it already. he Knows exactly where to go, right? You know? So the more reps you take, especially if I have x-rays and imaging, I know what needs to get done, so it's just, A rookie chiropractor is going to be in his head.

He's thinking analysis technique. Which one does he want to do? He is watching your body language, he is seeing how things are, and he's feeling he isn't confident in the hands.

My hands are fearless, my brain knows the algorithm is already built in. It doesn't mean I know everything, it just means I already know how to pick up on cues.

I touch something fast, I feel the reflex, pivot, move back to it. For example, if I touched your neck real quick and you feel guarded, then I'm going adjust your extremities first.

I'm going to adjust your wrists and shoulders and your feet first, because I know that's going bring positive proprioception to your body. It's gonna make you a little more calm.

Then I'll go somewhere else, and then I go to the neck, then to go the hips. So these things are not things I am thinking about anymore. When I graduated school, it took me like 15 to 20 minutes to just each person.

Now it takes me two minutes. You don't get a stand lesser care, you get actually the best care. In fact, once people see that, they don' care in fact they want that care everyone in my office wants to get in and out.

Very few people want to sit in there for 20 minutes to say you want. To sit down like we're on a podcast. That's a psychologist. I can't help anybody like this.

Can give you lifestyle advice. You know what I mean? Because that's something chiropractors do. Yeah, which falls under the umbrella, by the way, man, of what you were saying earlier.

Like, hey, what do some chirepracters have decompression tables, lasers, red lights, uh, do functional blood work or stretching and all these different things?

And other chyropractor's don't do that. And some characters just chase ambulances, right? Into P I cases all day long. Um, but the cool thing is, is at the end of the day, like our secret weapon is the adjustment.

The one thing we could do that no one else does or should do as well as us is that chiropractic adjustment that is our standard of care. That's our bread and butter.

And it's more than enough. You don't ask your dentist to fit you with orthotics. So you don' ever say to your dentists while he or she's in your mouth like, Hey, can you tell me what food I should be eating and uh, what I can do for my T band?

No, they're a dentist. Their specialty is You know, the chiropractor's job is the joint is this spine, you know? And that's our job to be experts at that.

And a lot of times when they're not experts that they pivot and they start to play in other spaces, it doesn't mean they can't because under the umbrella of chirapractic is lifestyle.

That's what sets us apart from medicine is not just Uh, you know how we want to go about it, but medicine thinks very mechanistically, like this part is only this.

And chiropractic things very vitalistically for the most part, how does this affect this? And is the whole body connected or is everything just a part and piece?

For sure, our curriculum's laced. In fact, it's very similar, in fact even more so in certain aspects up until you get to clinical rounds. And then we go more hands-on and start to apply more anatomy, more physiology, and more orthopedic testing, or more of this stuff because we are hands on, where they go to more pharmacology and they become experts in disease management and diagnosis and things that they're way superior in compared to chiropractic, you know what I mean?

Rightfully so, thank God for that. You get hit by a car, shot by, like I want the best doctor, I don't want an adjustment. Right. You know, I want to be adjusted after you stabilize me.

But not right then and there again, time and place. Um, but you know the adjustments are secret weapon, But under that comes lifestyle. And that's something we recommend to everybody.

You Know, when you're under our care, a chiropractor will very commonly say, get with the nutritionist, Get with a dietitian, go get your blood worked on.

Or maybe he or she does it himself, you Know because it's under Our licensing in most states that we could do that. um, You Now, and if they're really passionate about that, they can some chiros are super passionate About functional movement.

You know, so that's all they do. They're doing more like physical therapy stuff than actual chiropractic. Not my job to say what's right or wrong, but that the impression.

So when you say if that is the kind of chirapractor you went to, then that what you're describing. But that not what your going to get in my office. It doesn't mean what I'm serving is wrong or what yours servings wrong.

Its just what are you passionate about? So why everyone has 20 different chirpratic experiences because they're getting what that chirepracter is passionate You know, and the bottom of the barrel would probably be, well, they just accept what insurance gives them.

So then a patient wants to use their insurance because they pay a lot of money for it. And so then they walk in, the doctor's office already knows what they're going to do because.

They already have what? They're gonna get reimbursed. That's the blueprint at that point. You see what I mean? But then that person, Sam walks out and says, that was a chiropractor's.

Office like that's what. I got, you know? That sucked. Like that crap, I would never go back. Then I run into him in Whole Foods and they like, hey, what are you doing?

I'm like I. You know, I got a lot of respect for what you're doing. Thank you. Right. Going out and helping people who typically would not even know about chiropractic or don't have the means to do so.

So I want you right now to call out another chiopractor. To go ahead and do the same to do. The same. Yeah. Well, I don't have a car I mean like a specific chiropractor here in South Florida any You got to know other chirapractors call them out.

Yes. No, don' want to say a name But I will say this I'll call out every chirepracter in, South, Florida And I'll call out every chiropractor, you know, in the world, really, anybody who is watching this show right now, any chirepractors who stumbles across this sound bite, um, we have a duty and an obligation to protect, to, not only serve, but to our profession as well and clean the slate for people.

And, uh, You better master your fricking craft. and serve it like you're a Michelin chef, because that's the level you are competing with me at, and we're competing.

That's true. And I'll call that out as well, you know, at the end of the day, I got 20 around me, as there's room for everybody. We're still competition.

You're three miles away, five miles, who are they going to choose? I'm reading, studying, putting in the work every day. I did it when I was a student.

Um, because I care that much and I always want to have the information available to sit down the way I would say, why didn't your doctor sit and explain what the adjustments doing or not doing?

Did they educate and teach you or did they just scoff and dismiss you and make you feel bad? So whether it's vaccines, whether its pharma, weather, its adjustments, wether it is food and nutrition, I want be that person who, even if I'm not offering that service, this is what I read.

Let me share it with you. And if you want talk about it, we could do that. Uh, but you know, in order to do that, you have to put in the work. And I don't think chiropractors in Florida, especially South Florida.

I think a lot of them are weak. They're lazy. Um, and I they're being pimped out. So, um, get your hands dirty. Get out into the street. I think there's not as many.

I Think that's very obvious, you know, which is why we have these conversations. Um, but yeah, You got to get your hands dirty and um, a lot of times chiropractors will go on mission trips outside the United States and lay hands on, and I would actually get some ugly messages.

Uh, when I first started doing this and Cairo's would see it and they'd be like, yo, why are you serving them? Why don't you come over to Haiti? to over here in India.

Why don't you come over and do these people? Don't waste your time. We need it worse. And I'm like, bro, the

mission's right here. This is my country.

These are my people. Not that I wouldn't go outside of there, but regulations change. I have people right down the street that are struggling. My backyard.

Like I need to take care of my home first. Mother Teresa said, sweep your own doorstep. You know what I mean? If we just did that, and that's what all doctors, not just Kairos, I think, man, Sam, if I could call out more than Kairo's, doctors are, can I say the F word here?

Doctors are fucking lazy, bro. Doctors have been pimped out and overpaid like our athletes. Um, they're not doing a fraction of the work they should do.

They're seeing in 10 patients a day. There are not studying the journals. Their getting pimpped out in educated by big pharma. We know that we know we, everyone knows the curriculum.

Okay. And where it comes from, the majority of curriculum, we that, that the literature and how it's being passed The orthopedics that are winning over clients right now, the orthopaedics are going to win in 2025 and beyond.

The neurologists that will win, primaries, OBs, pediatricians who are gonna win whether they know it or not, or they want to hear this or no, are the ones that advocate for whatever is making that patient better.

Whatever is make that client feel happy, be less medicated, less dependent on drugs, and improving the quality of their life. You know, um, and I could tell you time after time, Sam, we're all sit down and they'll be like, Oh, I had a great orthopedic.

I'm like Oh yeah. Great orthopaedic Wow. Never hear that. What was so great about the orthopedia? Like they did a surgery on you and it was the recovery was clean.

The surgery was cleaned and Sam you know what they tell me? They're like no, uh, well I didn't even have surgery. He actually just sat down with me and um talked to me, gave me my options and said, Well surgery is not really what I recommend it at first.

You should try this, that and the other thing. And then I am always here to help you. If needed then we can go this route. And I said, well, wait a minute.

You're telling me he just sat down with you and talked to you, and gave you what you just told me is informed consent. And that orthopedic is awesome.

Yeah. Do you see how low the fucking standard is? Well, like, if a pediatrician, If an OB, a primary, an orthopaedic, or a neurologist sat Down and said you're getting adjusted.

That's awesome. You should be taking care of your joint. Joint care is important. Over 70% of medical visits last time I read were for neck, back, and shoulder pain.

That is an issue. So these people, that's how they're getting on drugs. Anti-inflammatories are the top three leading prescriptions being taken and filled at pharmacies right now because people are inflamed and they are achy because their joints are bad.

You know, yeah, you could say wait say other things lack of movement too much movement the wrong movements all that but bro Still their joints aren't being moved.

They're not adjusted their postures off their alignments terrible their loads and compensations are obvious, You Know and the things are wearing down and these doctors are just writing prescriptions left and right instead of saying hey Look, we can get you out of jail right now because you need to sleep and get back to work tomorrow You see I get that I'm not an idiot, time and place, but it's like hookahs.

It's, like, bro, hookas serve their place. You know, if you need this much cushion, you know for your back or it hurts, I think you have a bigger problem.

I mean, in 2030, we can be wearing shoes like this. You know, so it's the same thing. It's like me and silos were just talking about that earlier, you know?

It was like, bro, it was, like use it to get out of jail now. But if you're not going to make lifestyle changes to, get off drugs and to take less chemistry, You're just selling yourself short, So the pediatricians, the, or those, these people that are going To advocate for this type of stuff.

Imagine if an ortho sat down and said, Hey, look like Oh my God, Sam, Uh, I just had a client yesterday. My last day of the week was yesterday adjusting and, um, brand new client.

And I said, Hey, who brought you in here? And he said and I didn't even know the ortho. He said I actually went, Um, to the Orthopedics because I was having sciatic pain and it was leading to really bad plantar fasciitis in my foot.

And I got on the orthopedics table and he just took a look at my foot and then palpated my tendon and said, Oh man, your tendon super inflamed, but you know what?

I see your leg length is off and your pot. He's like, stand up. So this is what the Orthopedic says. You're ready to stand. Oh, so he has the guy standup and does a posture eval.

And he said your shoulders look off. Your rib cage looks twisted, bro. Are you getting adjusted? Do you go to a chiropractor? And He said actually, no, I'm not.

But I recommend you to go a Chiropractor. I didn't even know the or though. But guess what? Now that guy loves his fucking ortho. And that's my point is like, first of all, he doesn't get paid to recommend me.

So we've always said, like for any of your viewers, we didn't touch on this, but a lot of times they'll say, well, why do they recommend PTs but not Kairos?

Why are you guys outside the profession? know, and the reality is, is we're instead of not an addition to, you know what I mean? Like physical therapists, they get paid for that.

You know? They get E and M evaluation and management. They could bill for, that they could oversee that so they're in addition standard medical care PT, chiropractics instead So we're outside in that, you know, mostly because we don't back down.

We don' want to be adopted, as a whole, an entity, a lobbying body. You know what I mean? We're our own. Don't adopt us. They've tried lots of times over the years, by the way.

Do you that chiropractors sued the AMA, the American Medical Association? Uh, for trying to destroy and dismantle, uh, the reputation of chiropractic, everything we're talking about on this podcast today, why people say what they say about charypratic, but they want your money, they damage you, witchcraft voodoo.

They're unscientific. Their cults, every day we say everything that's going on, Sam in 2025 stems from way back in the day, bro. Look back to see ahead.

right? So that's what was going on. It's always been going. So in like, I forgot the timeline, 1970s, 1980s I think is when it settled. Um, but the Supreme court, bro, this went to the supreme court.

They found the AMA, the largest medical lobby and body guilty of trying to destroy the profession of chiropractic man. And your viewers should know, it sounds like a fricking Netflix show or Hulu documentary, you know?

Um, but that's what we're up against, man. That's the chip on the shoulder. And you know, getting back to what I was saying is that why all doctors need to work harder, not just chiropractors, all.

Doctors need a serve more. All doctors. Need to hit the streets. I'll doctors, need serve freaking the construction worker, the roof or the people that are breaking their back every day and give them better options and, and just better things, we need make everybody better.

You know? And, um, they're getting paid fat, you like, I give you an example. Um I always crack jokes with my clients because Uh, I don't know if you know this, but we also host, uh, classes for our clients.

Celebrity Care, Purpose, and Final Reflections

I've been doing it for over two years. So I pay out of my own pocket. Okay. A gym and a private coach, like a great coach who's like, you Know, functional movement, Like they're, they are just a little more expanded, You know, than just let's do sets and reps of benches and squats.

Not that there's anything wrong with that, But it's just that type of person who is more like let say more developed, Let's say are more seasoned. or more educated can at least handle a larger demographic with injuries and stuff.

Not that we need them to be PTs or anything. But, um, one of the things I started to do was as my reputation grew as, as we started help and serve and really help more people, not just like, Hey, he adjusted college.

So I'm going to him, but like we really earn it with fucking people every day. Like I adjusted probably about 200 and change yesterday, Sam. You know, and, um, I just say that because I fucking earned it with people yesterday.

Like every single person I wanted to have what I call the shack effect in two to five minutes, eight minutes. Whatever I needed, you know? One guy needed 20. I gave him 20 yesterday, because he had a complicated history and he was a day one.

Everyone gets what they need. You got to wait, got wait. But you, we do it. We serve relentlessly. Uh, but my point with that is, is like, dude, so many doctors make more money than me.

Dennis, the average dentist is going to make money more than plastic surgeon. It makes way more uh, orthopedics, neurologists, bro. All these guys are banking, Bro.

Insurance wise, banking man, make shit ton of money, way more than the chiropractor, right? Yet I to go out of my pocket, you know, because I don't think God need to pay to be on Google, let's say, or run ads as much as maybe the average person does.

So I reallocate those dollars back into my own tribe. And I pay for my people to have access to awesome people on my part. They don't have to pay no strings attached.

There's no call to action, no funnel, No email grabs. No, bullshit. no upsells. In fact, I tell every coach, whoever the new coaches or whoever is going to do it, know enticements, Know nothing pure love, give and serve.

If it's a mom, it doesn't matter who it is. Give them everything they need. Just be awesome at what you do. Love what You do and provide massive value for My clients, man.

We've been doing that for over two years and I was crack jokes because it was like, It's another way to give back. You know what I mean? And that's what mean.

Like all doctors with all their education, their skill sets, whatever it is, bro, it's not about just giving back. But I'm saying like, work fucking harder, stretch your day.

Why not work another harder? I know you grind, right? You have to, but they don't, they feel they have do. And a

lot of chiropractors, even if they're doing PI and driving Lambos, if I think they That's the fucking problem.

That is the difference between living life with purpose and without purpose. Yeah, you're right. You gotta have a strong purpose that's looking out for the other person, not just yourself.

Your right, man. Set yourself on fire and people will come and watch you burn from all over. Exactly. Even if it's Shaq. And one last, I don't know if we're wrapping up here, but I'll tell you a really funny story is when I started adjusting the Shax of the world and stuff, You know, and had that honor, you know.

I never, I'm not a person to clout, by the way. Um, not the person who walks around and is like, Hey, like that's never my marketing angle. But one of the things that I noticed when I got around enough of these higher profile people, my story, like my general pop stories that I used to run a lot that it should probably do a little more.

I just don't always have the time and want to put people on cameras, you know, but, um, they would say, yo, I remembered you, saw this one thing that you did.

And I was following that story. Love what you do with that guy. He's like, yeah, I thought like he might want to watch an athlete get his neck cracked or something.

You know what I mean? Um, but funny enough, the higher, higher profile, like celebrity types, people who are in limelight, right? These people love to general pop as much as general.

Pop wants to the athlete or the high profile or celebrity figure get adjusted. So it's funny that dynamic, how it works, you know, and being in that setting, it, reminded me, this is why I'm bringing it up.

It reminded that like, when Shaq says, Hey, I saw that story. That was really cool. Reminded me man. I gotta, go hard in the pain, because my work matters.

Right. You know? It's not just about money, but it like imprint, like he wasn't a fan of chiropractic before me. Yeah. That to me, I slept well at night.

I said, man, i changed this guy's opinion of my profession. Like that means you gotta go harder now. Then you got to go hard. Yeah. So let's have a little fun, Matt.

Let's. Have fun. One of. My favorite podcast is called the diary of a CEO. Steven Barlet. OK, he came out with these conversation cards. Nice. Well, let you go ahead and open that.

Shuffle it. You pick one card, read it out loud and answer it and we're wrapping up here. This is going to be one of the last things we do here Let's do it.

All right, get this first one. Is it ever appropriate to hurt someone's feelings? You want me to say the name to like Richard Hammond at the bottom? No, OK.

So is it every appropriate. To hurt. Someone's. Feelings. I think it's appropriate sometimes to show someone a boundary. And if that hurts their feelings, then I.

Think that's a healthy way to do so, especially if it leads to productive change. It's amazing. Period. That's a good one. Yep. Do another one! Absolutely.

Let's keep rolling, man. I like this. If you could go back to one era in civilization, what era would you pick? Why and what would your job be? Well, sticking to the theme of how much I love what I fucking do, I would be a chiropractor, but I wouldn't choose to go So, you know, I really, the only other time I guess I'd like here is like that Marvelous Miss Maisel era.

You know a little bit old school that like, what is that, like I don't even know the timeline of that. Uh, the Frank

Sinatra days, man. What timeline is that?

60, 70s, like some, whatever that is. I think that'd be a cool vibe. That looked like a cold time. Um, but I don't know much about it. Just a vibe with the music.

Whenever I see a show or something that kind of reflects that, I, definitely I'm attracted to that. So if I had to say one that I feel like people lived more of the present back then.

They did. All the computers and the phones. A hundred percent, bro. The days seemed longer, the stress was less, you know, and they still felt accomplished and happy.

You know it was nice. But I do love this era as well, but I still would be a chiropractor. We used to get thrown in jail back in the day for doing what I'd do every day like I did 200 times yesterday, so I ain't trying to go back as a Chiropractor.

Technically, that's what i'd want to be. When you're at the end of your life and you look back over it, what will you be proudest of or what would you regret the most?

I'll be proudest of being a father. The unselfishness, like the selflessness that I give of my son and the bond I make and max every minute before I go to work, after I got to go work.

I'm going to be proudest of that, I could already tell. Second to that will be chiropractic. And the way I talk about my parents, my family, the ways I love my mom and dad.

Uh, that's, I'm proud of that. I've super proud that in fact I see it now as a parent, the way I talk about my mom and dad to him. Um, love as well. You know, think that super important.

And I think, um, you know as you get older, do you start to think like, well, who's going to tell the story? You now they gotta tell this story. It's like you now I am Jewish and I remember one guy telling me like I didn't maybe take it as seriously, but just this one thing.

Like I love being Jewish, But I mean like a, not an advocate. Not a student of the game, right? Of that religion. Um, and he said, Zev, we'll think about it like this at minimum, just understand because we're so small as a population.

So, you know, as, time goes on, You want that story to go to the next person, like any other culture or any Other tribe, right? We all have it. It's not just Judaism.

Um. But hearing it from that perspective, I said yeah, yeah. Right. You know? So I'm super proud of that. I am super Proud of what I've done professionally, but most importantly, Um, what I regret the most is, um, you know, is being stubborn as a child sometimes with my parents actually to that same thing.

It's like, I love my mom and dad so much. And I realized now I was a great kid, a son. Uh, but I also realize, man, just there's moments, because life was short for my mum, so there are moments where I kind of go back and I'm like.

Fuck mom. I'm sorry, you know that I say to myself, but other than that man. Um, I don't regret much You know, um, and I think I've done a good job of that woman hit one more leave it at that Leave it there.

Absolutely. So the last thing I hear for you man, if there's any viewers or listeners that really resonate with today's message Yeah, what is that one thing you can leave them off for?

Oh man. Um, you know, if you've had a, well, I'm a chiropractor, but I don't want to make this about getting into a Chiro-Practic office, nor mind the show in about that.

It's about giving you a healthier perspective on things and reminding you of how important health is period. You

know whether you choose the chira-practic route or whether choose other routes.

But you at the end of the day, no one, as they get older, regrets taking care of themselves. And I think every viewer, every listener needs to always remind themselves to put in those deposits because every day we're making withdrawals, whether you feel it or not, you know, and, um, obviously, chiropractically speaking, I could tell you, like I was talking to earlier is if anything that I said you vibe with or you go, yeah, maybe like what I say, Maybe the tone at which I see it.

You feel my passion. Well, it is authentic. You know, so find someone similar, even if it's 70% and you want to give chiropractic another try, find the right model, Find the Right Person.

Find someone, Even if It's Not My Style. find Someone and explore that option because it is one of the best biohacks when done consistently and repeatedly that you could see and it just gives your family and yourself a lot of security because at the end of day it builds resilience within your spine and that's your lifeline.

Um, and that adds to quality of life. And that's what we're talking about at the end of the day. Why do we exercise? Why did we do those things outside of aesthetics and energy right now?

I want to have quality a life, you know? So I would just remind them, fire in all cylinders, check all boxes, try to do something every day, build great habits and find providers, not just chiropractors, find institutions, fine.

My mom and pop spots, um, that you vibe with that, make you feel like you're loved and cared for and they value that relationship. And, um, and, just go all in, man, cause that's it at the end of the day, you know?

And that what I would say. That's what leave you guys with. Where can people find you? Well, they can find me on Instagram at Dr Zev TV. They could find, uh, me, on the website, drzevtv.com.

Um, I'm in Davey, Florida and I am always open. You know, the type of guy who will answer a message. I don't have a large team behind me. I just have the small, efficient team.

We love all what we do. Shout out to my team because at the end of the day, I couldn't do anything without them. And if you read any of our Google reviews or any review or talk to any clients in the street, it's not even me, they always go, It's your team, you know, like anybody else.

Um, didn't get here by myself, and anybody who goes long enough and hard enough to build something worthy enough. Uh, always says that, you know, and, um, I feel the same way.

Like my team's awesome. Uh shout out to Orlando Perez specifically. He's been my dog forever. Um, it has helped me build this and um dude, he's just the foundation of, of my office.

So, uh, that's where you guys can find us. I'm in Davey. You have my website. Uh, but the topic's just so broad, bro. And there's so many pieces. It's one of those things that requires almost like a seven part docu series.

Um, But at minimum, I hope I planted seeds, connected dots for the viewers to help understand maybe neurologically, orthopedically beyond like cracking necks and backs, what might be happening, you know, in the body that can improve human health, not just get you out of neck pain and back pain, and how important health generally is, Fantastic doctor that this was important.

Yes, sir message and I appreciate you. Yeah. Thanks for having me my pleasure to have you on the podcast Thank you, man. Appreciate that so much. Thank Guys, you heard Dr.

Sev here, man. It's, um, You gotta think outside of the box. You can't just be stuck in that system that we get programmed in. That system, right? There's other things that you have to do with your body.

Chiropractic is not just about having neck or back pain, Right? When you manipulate that spine, allow the body to

flow. Allow blood to Flow. So if you haven't done it, I think it's time to actually Take that step think a little bit deeper on how to really make it part of your health ecosystem guys Make sure you share this podcast with all of you friends family Make, sure, you subscribe like do all that fun stuff and we'll see you for the next one