He Built a Successful Business—Then His Health Fell Apart at 53 Transcript

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Opening on Purpose, Health, and Balance

What I'll tell you is more stuff doesn't bring inner peace and more net worth doesn' bring in inner piece or joy. But that balance of good relationships, taking care of my body, doing something that I have purpose with.

It doesn''t have to be a business or even a job, it can be non-profit or something. I've purpose and I had a spiritually healthy life and when you have all four, really nice things happening.

Hey there. Welcome to the Recharged Biomedical Podcast. I'm Dr. Edward Park. If you're curious about regenerative medicine, you've come to Hey, so Steve reached out his team did after he saw William Bosch interview.

So we're going to kind of hit some of the same notes, but hopefully expand on the theme. In a nutshell, William had created this incredible business, But then his health was really suffering.

And similarly, Steve started as a banker. And then for 15 years and then 21 years as an entrepreneur, eventually exiting a very large company that he had built from the ground up.

But in doing so, he has some health challenges. So we're here to talk about his life. Anyway, Steve, most people dream of making a lot of money. and that's some people make it so people don't i remember i used to go to a golf club and i could play golf but there's a young guy in his thirties and what are you doing you should be out making money so no no i watch my dad do that his whole life he died in the sixties i was like i'm enjoy life so.

What was it that drove you to be so true and so successful financially what was the dream what's the impetus.

From Banking to Building a Pet Franchise

Well, what I'll tell you is money was never the object. It was creating great value for my clients. That's what drove it. And so when I was a young banker, I watched, or I listened to an audio series by Earl Nightingale called Leave the Field.

I don't know if you ever heard of that name, Dr. Park. We're kind of similar age, probably. Yeah. Gen X, right? So you're how old? I'm 62. I identify.

You're using all the lingo. Yeah, I am 67 so I'll be 59. It was a different time, different values for sure. But why did you want to be so rich? Well, that was my point.

That wasn't really the goal. So as a banker, I wanted to be very, very good. And the only way I could differentiate, because you're just renting money.

Money is the same from every bank. I would read trade journals, send articles to my prospects, and do all kinds of things. It led to really great success.

I ended up being one of the top sales guys for many years there. And what I learned from that process was if I can do this for them, I could do it for myself, thinking build wealth rather than just an income stream.

So I got into a pet franchise called Pet Supplies Plus out of Detroit, Michigan in the early days when that PetSmart, Petco, those three brands were the big players in the late 80s, early 90s.

I got in in mid-90s and that's what you were referring to earlier with a large business. We had about 50 stores, we were in six different states, We have about a thousand employees and there was a, I had a monomaniacal focus

on the 50 plus female whose kids were grown and the dog was the new connection.

That was our primary client profile. And you kind of probably know what I mean when I say that because everybody laughs when they hear it. their kids are grown and they want something to take care of again.

And the dog gets into number two slot and the husband's number three. We have a 15 year old Labradoodle that I'm still number 3. I am waiting for it to die so I can move back up.

Oh no, I wouldn't worry about that. Pets are such an amazing part of Western life. People consider them family. Somewhere during our lifetimes, they became pet moms instead of pet owners, didn't they?

Right. They humanized them. Yeah. So anyway. I'm sure it's a great margin. It was. Good margins. And in the process of that, obviously, I made some good money.

But the last three years I was in it, my health just started falling apart. I come from a family where my grandfather died at 62 of a heart attack. I had an uncle die at 46, another uncle at 53, an aunt die of breast cancer at 55, my grandma died of Breast Cancer at 59. You get the picture, right?

Yeah, let's just say the quiet part out loud, which is that in the old days, people used to think, well, this is just modern life or family genetics. But actually, I think you believe, as do I, that all these diseases, a cancer, heart disease, mental illness, addiction, they're all kind of rooted in an unbalanced lifestyle, no?

They are, and that's what I lived. And you and I are a product of the generation that grew up on processed foods and all kinds of bad habits, poor, you know, sugary drinks.

So yeah, I got 53 years old. I just couldn't function anymore. It can go deeper on what my symptom profile looked like after we get through this little opening part.

and, um, just made the decision after three years of working with my primary care physician, who's a wonderful man. He's my best friend. And he said, ultimately, he says something to me.

Don't hear a lot. There is a Steve. This is our system is not built for guys like you. You definitely have something wrong, but I can't code it as a disease and I cannot treat you and so I go ahead.

Do you want to comment on that real quick? No, I just think that the things that we hold to be self-evident, are still weirdly fringed. That if you burn the candle at both ends, don't sleep and eat poorly and don´t move, that eventually your body will remind you that it needs balance.

I agree. Yeah, people just end up being like these NASCAR's with new decals. They got the cholesterol drug, the blood pressure drug that prostate drug and they never take off decal.

So they always add more and more drugs to your regimen.

Health Collapse and the Limits of Conventional Medicine

Yeah. Yeah. If you really understand that, like people, I had fatty liver 26 years ago and now I don't. Now I'm still a fatty-liver patient, but I just don' have fatty livers.

So what is that? Like people come in and out of pre-diabetes, you know. I was having a conversation with someone that said that we probably have cancer millions of times and it just gets rid of itself.

These are not like core dogmatic ideas of Western medicine. They just are lazy and they go, well, check, it's always going to be part of your history.

Right. And genetics are not your destiny is what I learned. So I sold to my partners, got out and I said, I'm going to

solve this problem. This is more important than another zero on my net worth.

I got it out, and then I found a naturopathic MD. He actually went to a real deal medical school, but after two years of med school he went into naturpathics versus allopathic or osteopathics route and learned genetics and nutrition and hormones.

Lifestyle medicine type stuff and his name is Dr. Mac Dr.. Matthew Mac to me and you know I said my primary said there's nothing wrong with me, and he ran a full battery of tests and And he first thing he said to is I don't care what your dad and your mom's genetics are you can escape that by?

reengineering your lifestyle and finding the root causes of your problems and your symptoms. And long and short, a year later, I was 80, 90% better, Ed.

I mean, some of it took a little bit longer, but I changed my habits. Yeah. It's just like the kids these days, they learn weird politics and old history.

That's fine. History is history, They don't learn how to breathe, how sleep, what organic eating is, or all that stuff. So it's kind of sad. I don' even think they can write a check in cursive anymore.

That's a lost art. We sort of grew up in a weird, rarefied time. Latchkey, Gen X, where we had to figure it out. There was no real parenting. And so that has some positives, it has to negatives.

And the negatives are that people don't always ask for help. They may be excelling in one aspect of their life as entrepreneurs or as dads or whatever, but no one really gives us the education on how to maintain the physical and the emotional and spiritual.

The other thing that's interesting is we grew up in the analog era and we became of age and adults and professionals in digital era. And that was a huge transition.

Yeah. You and I probably have the same struggles. We had to program the BCR for our parents and our kids. So yeah, it's tough. That's funny. Uh, we're sandwiched, sandwich in between.

But definitely we had kick the rabbit ears. get up and change channel two to four to seven. Yeah. Different times. That's funny. I never actually had to drink out of the garden hose, like everyone says.

But I did all the time, man. The house wasn't that clean to get messed up, probably. So anyway, forget about all that. You're saying that money does not bring total eternal bliss and enlightenment.

No, zero, no. I know I'm a follower of Christ, I am a man of faith, and you know, everything in my faith system, when you're 20 or 30 or 50, i'm still learning stuff today.

But what I'll tell you is more stuff doesn't bring inner peace. And more net worth doesn't bring inner peace or joy. But that balance of, you know, good relationships, taking care of my body, doing something that I have purpose with, it doesn' have to be a business or even a job.

It can be non-profit or something, but I've purpose and I had a spiritually healthy life. And when you have all four, really great things happen. For what was missing when I was trying to build this big company and be a banker and all that was I over-weighted on professional purpose and under-weighed it on everything else.

Thank goodness, along the way, you didn't lose your spouse and your kids. I know. Yeah. No, I have a growing relationship. A lot of people do. That was having a nightmare or a dream this morning about getting divorced and raising my kids, and it's just like this feeling I think of being unsteadled and making sure that they were okay.

And I always did all the like, go to their games, coaching, help them. but you never know if you're doing enough. But I know a lot of people who are solely married to their careers, they end up losing a while along the way.

They do. You know, I'm glad to hear you were having dreams early in the morning. That means you are getting good rep. Oh, yeah.

Lifestyle Medicine and Reversing Chronic Symptoms

Yeah. It wasn't the book I think you read, but there was another one that Hay House paid me. And it was funny. During that, I kind of said, why do I sleep so much?

Like my brother and my mom sleep four or five hours. They're fine. So I just thought there is a hierarchy, you know, like your physical healing is the first couple of cycles and then procedural memory is to REM sleep, rewriting stories.

But I get extra sleep even though my body and mind are not tired. I Because I like to operate with a very clear mind. I hate the feeling of being sleepy.

But I know a lot of people, they go to sleep, and like I said in the book, The Thielmann Miracle, what you think right before you go sleep is what is kind of the cineplex that you're entering, whether it's a horror movie or a musical theater.

So you've got to be very careful about what to implant as that night's theme. Right, because the subconscious goes into work on it. Yeah. Yeah, but let me ask you a question because you seem pretty happy with what you're doing.

It has purpose and you have good, I guess, grandkids even. How did you find your relationship to yourself? Like, was there something driving you or had you always had compassion for, you know, spending time with yourself or has that been a struggle?

I think that was a struggle in my 20s and 30s. I had a really difficult 10-year adversity in the, in, my 40s, we had major real estate development and me and my business partners in My Pet Chain.

We also were real-estate developers and it took us, it was during the financial crisis when everybody else got hit. And we, had to spend 10 years paying off a failed project.

And what I learned in that process was I had to take care of my soul and me, otherwise that was going to be the end of me. Because I was trying to, when that happened, we only had four stores and we ended up with 49 or 50. So while all that had happened we had that ball and chain hanging around our necks.

And so that's really when I started to learn to do that. But it wasn't until after I exited the company, I took a year off, year and a half off and really emphasize my spiritual life, reconnecting with my wife.

I didn't have a problem with kids because I was highly engaged in their lives. You know, and my daughter, I spent a lot of time with my kids. That wasn't the issue.

It was just the drive that I was not taking care of me. I've taken care everybody else, not me, And I learned that these last nine years since I have exited.

And that's probably why you sense that energy from me now is that, that it's really a great place to be. Yeah, that's really ultimately what we're all trying to achieve, right?

Some kind of a meaningful but balanced and happy because you spend the most time with yourself and if the self-talk is not good, then you don't have enough oxygen to help others with their masks on, so to speak.

Well, this Dr. Park, as it was in your book about telomeres on, you know, chronic unmitigated stress long-term is very bad for you. It shortens your telomerase, it shortends your life.

And when you do not have that inner peace, You activate that sympathetic nervous system branch and you're in

stress all the time. The problem is for me, I didn't even know I was it because I had adapted so much to it.

Right? And that's why our, at Tiger Medical, where I, my company now, our first foundational health habit. And we tell them, this is non-negotiable. If you don't do this, we cannot bring healing to your body.

We can't, do it is we have to teach you how to mitigate stress on demand, get into deep diaphragmatic breathing for 20 to 30 minutes a day. And so I have a personal goal of 40 minutes a day.

It's usually over four to six sessions. And boy, after a while it's cumulative and you start getting this set point of a higher level of resilience and calm and now your body can heal.

Yeah, it is amazing. You would think that people would know this, but. I wrote about it in the telomere miracle. I remember a meeting at a conference many years ago, a guy had an alarm on his phone.

It just reminded him to breathe deeply every hour because you know, this is what a sigh is. Like it's the body releasing the tension, right? So we have these immediate like bagel response generators, but nobody really.

It's free. Not everybody has the wherewithal to hire Tiger Medical Institute, but if they did, they're listening and they are like, okay, I got a little bit saved, now I need to focus on me.

It is really just Dr. McNamee, the naturopathic doctor, and does he have in his bag of tricks hormones, growth hormone, or is that something you guys generally stay away from?

I know a lot of guys in their 50s and 60s are all about the hormones now, right? They are, you know, what I'd love to do. So he has a very full bag of tricks.

I would love at this point, Dr. Ed, to jump in on the framework medically that he works from, because that will answer a lot of those questions. What a lotta people do over 50, cause I did it, is they start listening to Ben Greenfield and Dave Asprey and Andrew Huberman, and I'm not saying anything bad about any of these guys, okay?

What they'll do is they will start biohacking, doing one thing at a time. Taking this pill, taking that pill. And they're not really understanding that that's generalized advice.

Red light therapy, they are trying to outwork it in the gym or in a pool. They are doing sauna, red light, TRT, testosterone replacement therapy.

Stress, Sleep, and the Foundations of Healing

Maybe peptides. And the fundamental problem with all of that is when we get over 50, Dr. McNamee likes to say all us have multifactor reasoning for why we feel the way we do.

It's not a single factor. And those are all single-factor solutions for a person who needs a multifactored approach to their healing. So that's first and foremost, you have to fundamentally understand that.

His framework is, it's called provide, protect and promote. Provide, Protect and Promote, just to keep it simple. The provide part is he has a whole process of addressing, analyzing and addressing mitochondrial health.

Because if we all add over 50, mitochondrial dysfunction grows. That's the energy cells within the cells. So he wants to address that. The second, protect.

I'm going to try to get all these right. There are five, six major assaults on your cellular health. Oxidative stress, inflammation, chronic elevated inflammation.

Hidden infections, autoimmunity, gut dysbiosis. I never can get them all. There's like seven, there's probably more,

but toxin burden is another one. And so what he does is he says, I want to figure out if any of those six or seven major areas are, are active and going on because they have downstream effects.

And then the third area, promote, is cellular signaling, neurotransmitters and hormones, making sure that they're in balance. And when all three of those are in place, now you've got a very strong foundation to your physiology.

If you miss one of these, he said it's like building a house in the day and thieves come at night, tear it back down, you got to start over. So we always explain to people if they have poor energy and they got GI issues and chronic pain, brain fog, they're burned out, whatever, you really have to do one year of your life.

You need to go through that process of dressing all three of these areas. And then once you do that, those biohacks will actually work. They'll pop because now you've got that strong foundation.

So did that answer your question? Yeah, for sure. If you maybe think about the last year and a half, I've done these podcasts and it kind of started with this chronic illness and childhood thing.

And sort of all the roads sort conversion on things you're talking about, mitochondrial health, dysbiosis, chronic infection and nutrition. But, you know, it's I think the problem is, and this is something that I debate with myself last week as AI.

People have too many options, and a lot of them might help markedly. Unless and until you do the genetic susceptibility testing for gene variants, you don't really know if there's an inherent weakness in your metabolism.

That stuff is readily out there, but in order to synthesize, aggregate and make up an action plan, It's kind of beyond the scope of most people, let alone doctors.

So I'm wondering if you think that AI has some kind role or do you always need the orchestra doctor? Yeah. No, I do. I think it's a powerful combination with the doctor.

And so let me address that one. Like I've created a new company. It is called Simple Health OS. And one of the problems that any doctor has that's doing process or systematic medicine versus episodic medicine, like when you go to your primary care because you don't feel well, that is an episode.

Get a prescription and go home or just go and rest. If you have the flu or something. So with what we're doing is we are taking somebody through a one year membership, a 1 year through process.

And everybody has this challenge is how do I get the patient to implement and stay with it? Because as humans, we do not do that well in general. Okay.

And so how, so what, what I did after eight, we're in our eighth year now and working with hundreds of patients, I've done health coaching for years. I'd had health coaches.

Our patients don't want to meet with them. They're too busy. they want them to be with a doctor, get the plan and they wanna go do it. But then they realize I need help.

So what they did was we've engineered a new, it's literally coming out in the Apple store in next few days. Uh, and we are going to have it We're going to have it for our practice.

It's already in the Android store, but it's not an Apple. What it does is you scan your face and it gives you a wellness score. parasympathetic engagement, your stress index, and then it gives you, if you put in your lab markers, it'll tell you your fatty liver disease risk profile, you're cardiovascular disease, hypertension, cardiovascular risk, profile.

And what's really cool is, so what I did, that's not enough because people already get a lot of data. All right, they have oral rings and whoop bands.

What's cool about this, this technology is highly validated. They have FDA level medical device class two level approval in Europe and in Brazil and they're working on it now with the FDA.

So what I'm using it for now is a general wellness app. But what it does is you scan your face every day and then we've engineered seven major health habits that are evidence based.

into the app and it basically tells you day to day what to do, what do next. I've had hundreds of highly educated, successful people in our practice and they tell me all the time, I don't want to think, i'm too busy, tell what me to to.

And I'll do it. So this is what the app does. That's why we call it Simple Health, because there's not a lot of fluff to it, it just tells you what to do.

Personalized Care, AI, and the Simple Health App

And the scan every day just tell you, am I getting better or am i getting worse? And for instance, I have a low blood pressure my whole life. All of a sudden six months ago, i started having a problem.

And I'm like, you got to be kidding me. That must be wrong. And it wasn't. All I did was I capped my sodium at 1,400 grams a day because you're supposed to have like 2,300 max.

Within two weeks, my blood pressure normalized. It was a great example. Not everybody's going to had that same result, but it's a good example is it is giving you a warning light.

So is there a subscription if they want to go to a Play Store and download it on Android? What's it called? Yeah, it's in there. It's an Android Simple Health OS.

That's, that's $14.99 a month, but I'm not really selling it to consumers. Consumers can buy it. My main approach is employers and medical practices because there's a big demand in wellness programs for employers.

But most of the wellness, programs are information-based and nobody engages with it, And we believe people will engage with us because it's making you mindful of where your body is at.

Yeah, I mean, it just certain personality type. Other people would just being told what to do by their device, but other people find it really. I experimented with the aura and the whoop and one other Samsung and I just found it annoying to be told all the time, but some people love it.

They can't live without it, you know, I kind of tell if I slept well or I'm stressed out. So it kind, for me, at least for my neuro neurotic tendencies, it reinforces that.

It's definitely not a quantum neutral state. But anyway, that's amazing. So you feel like you're getting very good success from people. And what is it that makes a successful client?

Somebody who just is clueless or not clues, but just overworked? What's the highest yield for your people? Our best client, so I wrote a book called The Hidden Crisis, Why High-Performing Men Are Quietly Falling Apart and How to Reverse It Before It's Too Late.

I know it's a long title. And we got a woman's book coming out in January. that is really for women who are getting the late 40s and they're impairing penipausal and the feel like crap and nobody's listening to them.

So that 40% of our clients right now are women, 60% are men. But what I'll tell you is that they have at least read the executive summary of my book, it's only nine pages long.

Our best clients get educated on these myths that normal means you're okay because our labs I don't know if you want to jump on that. Our labs for a primary care doctor are limited and they're based on population averages.

And we tell our business owners, when did you ever build your company to be average with everybody else? So our standard is optimal. Okay. So that's a myth.

Another myth is people think they can outwork it in the gym. And so if they get educated and they know they have an issue, they that they need to change, that's our best client.

OK, so they really have to have done a modicum of due diligence and have that initial buy in to the premise that this is going to take a while and it's going retrain and you're going be supported.

But it is not like a quick fix. It's not. I tell them you behaved your way into how you feel and You know what, you know where I got that? Even for those who can't afford Concierge personal wellness coaching, I mean, what we're talking about at the very core of it is not super esoteric.

It just don't be an extreme idiot. It's not. The Simple Health app, part of the reason I built that was because Dr. McNamee has said for years, if we can get them breathing, optimizing, I'm telling you our habits.

If we get a breathing optimizing their sleep, doing time restricted eating, you know, the eating windows and the fasting windows, hydrating, moving their body every day, doesn't mean gym ninja, just move, like get out and walk every If you'll eat real food, just around principles, about 75% of the time you eat relatively clean and you have a meditation or some kind of mindfulness practice, people will get better just off that without any help from a doctor.

Yeah. No, I hear what you're saying. I was at a conference last week, mental health conference, and one of the speakers was Alyssa Apple, who's a UCI, or UC San Francisco professor on telomeres.

And she did this study where they looked at Wim Hof breathing and blah, blah blah. Long and short, they didn't show a huge effect. But that's the thing that people are missing is that When you're in a state of disease, you are so outside what's balanced in terms of sleep and breathing and stress.

Yeah, your telomeres are grinding. You're doing all these unhealthy things. And sometimes what is really balanced is this huge section in the middle where you aren't deranged.

It doesn't feel like much because you don't hurt. actually health is a huge overlapping Venn diagram in the middle where you're relatively in balance and it's only when we get crazed and obsessed and ruminating that we're out of balance.

And that's when the chronic disease and the acute illness is creeping. We have a rubric, we have people score themselves. It's four stages of health. There's optimal, functional, dysfunctional, and disease.

Our healthcare system is in stage four only. We work upstream. Were in two and three, stage two, three. Yeah. And I think it sounds like weird and spiritual, but I don't think is.

I get cancer, get autoimmune stuff. A lot of them could tell you the exact moment, the events that happened that pushed them into crisis. And then it was just a game of catch-up that they were losing.

Well, one thing I want to make sure to jump on what your comment there was, what we do is 100% data-driven, evidence-based. We are working with labs. It's all data.

Dr. McNamee is doing nothing off hunches. I mean, he has hunch is when he connects dots. Ultimately, he's going to use data to make a decision. And that's great.

To have that longitudinal integration, personalized care, it's definitely the future. But at the end of the day, I always tell people, sadly, or better or for worse, you're your own quarterback.

You got to be at that helm.

Optimal Health, Cognitive Screening, and Closing Thoughts

Nobody's going to care as much as you do. And you got to invest in. I'll just tell everybody right here are a lot of these personalized systems are 20, 30, 50 grand.

A lot. I know of one in Texas where it's 20,000 just for a concierge and it is just standard medicine. I priced it, the labs are extra because I took all the extras out to make it accessible for lot of people.

That is really, yeah, that's very surprising. And I didn't think it was going to be that affordable for people, you know. Yeah, it it. It is very affordable and I never have any kind of price concerns from people their bigger issue is can I do this and how does it work?

Yeah. And let's say they did want to shoehorn in something with low dose testosterone replacement or something like that. It's not something you're. opposed to, right?

No, no. Dr. McNamee works with people. And the other thing is support. We're not your primary care. we're adjunctive to your care team. But no, I mean, Dr McNamie has a deep endocrinology background.

He does a lot of hormone work. he's studying under one of the most renowned autoimmune experts he has been for the last five years. He's studied under Dr.

Bredesen at UCLA with the Alzheimer's prevention, cognitive disease prevention. So he's been certified as a fellow of that. He brings all of to our patients.

We have a really great, it's a new cognitive scan called PREMAS out of the labs at Cambridge. It just came out this year. at moral, the quality of your memory versus just rote memory.

And they've built a document that they can see cognitive disease much earlier than any tool on the market. So we're using- At the conference, Bredesen was one of the key speakers.

I think that, unfortunately, a lot of people have the wrong idea about cognitive decline. Obviously the truism is if you get it early, it's more easy to intervene.

I mean, that's true of anything, but as far as I understand from the decades of trying to treat the cellular debris of Alzheimer's and everyone getting obsessed with inflammation, APOE4, I really, in my personal opinion, not knowing a lot is that I think it is a cellular aging disease too, and unfortunately- It is, yeah.

That kind of approach is still persona non grata in their field. Talk about how to re-engineer cells to be younger. But anyway, amazing. So the website is the Tiger Medical Institute, correct?

It says Tiger MI, like the abbreviation for Michigan MI. So Tiger. Yeah, the TigerMI.com. And the app on the Play Store is SimpleHealth OS. If you just look up Simple Health OS, yeah.

Now remember, as of October 15th, which is today, it's not in the App Store, but it will be probably by the time this comes out. By the time this releases.

Yes. Okay. All right. Well, go Michigan. Enjoy your football game, Steve. I really appreciate you taking the the I like the beard too. It's a different look from the other.

Yeah, I appreciate that. My wife said she hated it. And then three weeks in, she goes, It's growing on you. You look like Steve Jobs if he wasn't such a mean and stressed out guy.

He probably wouldn't have died of pancreatic cancer. The founder entrepreneur that made it through the other side. Here's how I'll close with this. There was a test, I forgot the name of the test.

It basically told me my cellular age and it used telomeres as part of it. When I started with Dr. Matt, I was 53 and I had a cellular age in my 60s. And he said, this was an outlier because I'm so disciplined, but it got down below 40. Nice.

So you're doing your own Brian Johnson thing. Yeah, that's great. Good for you. I think it's a great hobby for people who are entrepreneurs. They bring that creativity outside of the box, thinking, enthusiasm.

It's probably much better than sending their girlfriends to space. Dr. Ed, I think you could have a comedy routine out of this, too. You've got that. Oh, God.

I got to stop trying to be funny. It's a problem. Get it out in improv class. But anyway, looking good, Steve. Smart people are funny! Thanks. Appreciate that!

I went to a thing last night, and I thought it was a comity show. Cat Williams, he's this really funny guy. And I didn't do the due diligence. He just sat there for an hour talking about how hard a worker he is.

And how odd he is, how social phobic he was. And it was just such a weird sort of thing. But I remember distinctly thinking that for the audience, it's like read a lot of books and work harder than everyone else.

It's not really a message that people like to resonate with. No. Yeah. And I think I will agree with read a lot of books. I won't agree to work harder than everybody else.

Work smarter than anybody else, not harder. That's stupid. It didn't work. So, yeah. Well, I salute you for your rather virtuous life, which you are pivoting and helping to impact other people who made it through the other side of entrepreneurship and the grind.

Congratulations. Thank you. I appreciate you doing the work you're doing. You're educating people on what's possible. Well, it's, you know what they say, those that can't do teach.

So I got to be out here spreading your word. At least I was shaking my booty with at least a pill on the dance floor. We were both like, telomeres, we must have young telomerase.

I think we're all working at pieces of the puzzle. Uh, but yeah, this is not rocket science. Like if you grind down the machine, the machines is going to remind you that you're gotta pay the piper.

It doesn't lie. And how many people can say they dance with a Nobel laureate? No, she wasn't Nobel laureate, but she did author a book with the Nobel Laureate.

Oh, OK. All right. Well, that's all right that she's our age, because she never touched this stuff. She thought it was snake oil, But I've been taking it for 19 years.

So I know Blackburn, the Aussie, She never even gave it to her dog. I don't think. But in contradistinction, I think James Watson, he was taking for a long time, if not still taking.

It's so that mean old guy is still still alive and kicking. All right. Well, I'll need a good dial. Everyone was marveling at my mom and they're like, you're 89 and she's like gotten 50 something injections.

I'm like yeah, don't worry. She knock on wood is good. It's too mean to die early. So how it goes. All right, Steve, nice to meet you. Have a great day.

Okay. Thanks for sharing what you know. Many clinicians are getting interested in exosome therapy and they hesitate for good reason. Questions like, does this work?

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

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

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

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

See you next time.