Introduction to PEMF and Longevity

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suppresses the voltage in our cell. And so if you can support the body with this better signaling mechanism to help cells communicate better, you not only are addressing today's concern, let's say, or the ankle or whatever it might be, but you're also helping the buddy form a foundation for better return on investment, I guess, of everything else you are doing for yourself.

nutrition, hydration, movement, other biohacking and wellness tools that you might be using. What if aging isn't about slowing down, but leveling up? I'm Dr.

Isaac Jones. This is the Longevity Leaders Podcast. Welcome everybody to the longevity leaders podcast. I am Dr Rudy Mueller, one of the co-hosts. And with me today, I have Joe from Pulse a PMF therapy.

So we utilize PEMF in our clinic. Absolutely love it. But I would like to, you know, we have a bunch of practitioners out there that maybe have never heard of it, maybe not been exposed to it?

So tell me, give me a little background on PemF, what kind of things that you're utilizing it for. Yeah, so PEMF is a broad spectrum of devices. You have anywhere from a couple thousand dollar mat that you can put people on.

How High-Intensity PEMF Works

It's not very tactile. So there's no really an experience to go along with it. Basically uses resonance or more of a frequency based mechanism to sort of induce relaxation, microcirculation, restoration.

Those types of feelings, well-being in general. Pulse, we focus more on the high-intensity PEMF, so sort of the other end of a spectrum where you can literally feel the therapy working into the body.

Either systemically, if you're on one of our full-body accessories, where we have a full bed or a zero-gravity lounger you could lie on and rest. or just a chair, so sitting here like this and getting most of the body sort of energized in that way, all the way down to small pieces that can be applied to a specific joint area of pain or any the head, any area the of body where there might be some lower energy or some issue that needs resolved.

So doing the PEMF over the head too. For sure. Okay, interesting. So I mean, I love your shirt. Make mitochondria great again. Thank you. Obviously Pem impacts the mitochondrion.

Can you walk us through like a little bit of how that happens? Yeah, so basically the main mechanism behind a high intensity Pemp like this would be to Basically induce use electrical induction they call it to induce electricity into the body and the cells use Electrical impulses to communicate with each other and that forms the basis of healing and resolution of issues whether it's clearing inflammation or delivering more circulation, more nutrients, and more oxygen into an area to affect repair.

It all requires a level of electric charge. Well, we're electric beings, right? Totally, to do that. And so anything that works inside the cells from mitochondrial production to production of ATP energy, all of that is supported through the use of PENF.

Yeah. Awesome. Um, you know, for our practice, we utilize it for lymphatic drainage too, like because of the contraction of muscles that you can get with that high intensity.

So when you utilize, when we think about PEMF and its integration into practices, what are some different call-outs to practitioners of like, When should PemF be considered?

Is it For everyone? When someone walks through the front door. All right. Yeah. Okay. I figured that was going to be your answer. And I know a lot of people say that with a lotta different products.

Who Should Use PEMF and Contraindications

And there are some contras, so you have to be careful of pacemakers and pregnant women and people who've had organ transplants is a contraindication for our device.

What about metal in the body? That's all fine. Yeah, you might have some sensitivity around a specific area, but we find that the high intensity PEMF can actually help with, again, with better circulation and more oxygen and with the higher intensity activating nerve and also contracting muscles.

We look at it as a way to help strengthen tissue as well. Okay. So if there is an implant, a lot of times the tissue around the implant sort of atrophies.

It's got nothing to sort live with. And there's a foreign object obviously in the body. And so you want to do all you can to help provide as much energy and oxygen and circulation into that tissue as possible.

Because that becomes an issue for a lot of people with implant, with implanted replacements. Right, right, very interesting. So every person that walks into my office, I'm going to be looking at putting them on PEMF for any number of reasons.

For me, when I think about mitochondria, immune stimulation, lymphatic, or some sort of detoxification support, When you're recommending for practitioners to utilize it, is there a particular protocol or a timing that is best for patients every day, three days a week for, and then, then from there, like transition into kind of the business model about how practitioners can bring something like this in and be able to monetize it for their practice.

For sure. And so as far as protocols go, we deal more with principles. We think of protocols as more medical and we're more wellness. So we look at guidelines and principles and when you use high intensity PEMF, it can be very decentralized in terms of preference as well.

And so my way of thinking, and when I educate on this, with our devices in particular, is I'd rather have the person enjoy the experience rather than go by a set protocol per se.

Because I could have two people who look identical and seem identical in most ways. The first person wants it super intense, the second person, if I turned it up, half as much as the first person, they'd be complaining.

If you're a medical doctor, nurse practitioner, chiropractor, or other health expert that's stuck in a broken system, there's a better way.

Protocols, Intensity, and Device Differences

The Freedom Webinar shows you a proven five-step system to build a seven-figure virtual health practice or how to modernize your current brick and mortar practice without the burnout.

Learn to create high ticket programs, automated income, residual revenue, and attract clients ready to work with you. Book your million dollar strategy session today by clicking the link in the description.

So this, this is, I'm guilty of this and just, we have a device at home. Um, so my wife, she cranks that sucker all the way up and it'll be boom, boom.

Right. And that is as comfortable as I can handle myself. That's interesting. So you must, and the, way you just

described it leads me to believe you might have, a spark gap, um, PEMF because, uh, If you don't have the ability to control the pace of the pulsing and the intensity separately.

And on most machines in the industry, we do have a machine where you can control them independently. The XL Pro, which was the flagship machine from Pulse.

But most PMF in a high intensity realm with the Pulsing, the tick, tick ticks that you just described, you could only control. the Intensity. and when you turn it stronger, it gets slower.

Right. So with your wife, she's turning it strong and it's going like this versus you, you're turning weaker and its going this. Right, right. Just an educated guess.

You have a spark gap. Okay, that might be what it is. Man, Hugo? Yeah. Perfect. Yes. That's what it is. Spark Gap device. Okay. So then talk to me a little bit about like, if you can, the differences between the Spark gap and the.

Yeah, so the difference, and we have Spark app devices too. I'm not dissing Spark App devices. The difference between the Spark app and the digital is that, as we said, it gives you more control and more variability of the settings.

So I can go anywhere from one pulse per second to 10 pulses per seconds at any intensity level. So if you prefer a stronger pulse with a faster pulse, you can get that with this one device, the XL Pro.

So most clinics that look at pulse as an option are usually looking at the XL Pro for that. Besides that, it's a maintenance-free machine and the Spark Gap machines tend to have a routine maintenance schedule that goes along with them.

Got it. And then from a monetization perspective, if you're a clinician trying to bring it into a practice, or even we have a lot of virtual clinicians as well, just walk me through some of the business model of like how you can help practitioners integrate this as a Sure.

So we help them ramp it into the business. And so that's a key piece at the beginning, because a lot of people don't know what PEMF is. If they know, what PMF, is nine out of 10 of them will not know anything about what our flavor of PMS is, the higher intensity device, cause there's, as we said earlier, there are a lots of mats out there on the market.

where there's no tactile sensation. So even if someone had been on one of those and they think they know quote unquote what PEMF, they're familiar with it.

Soon as they get on a device like ours or the Hugo device, if you have that at home, you know there is a big difference in that. And the eyes get wide and say, oh, I didn't expect it to do this.

Big smile comes over their face. I say all that to say there a ramp up time for even people know PemF to just We suggest best practice, get everybody on the device for 5-10 minutes, focus on an area that's giving them trouble.

Business Integration and Patient Education

Somebody walks in with a sore knee or a fatigue lower back or something, let's place it specifically there if your system allows for that. Some of them don't, some of the do, ours do.

And let them experience that and see how much you can move the needle on what is bugging them today. That will garner that early engagement, that earlier buy-in.

And then we have a step-by-step methodology for helping ramp into the business to sell packages or memberships, however much somebody might be set up.

And so the average session, I mean with the Hugo, we're running 12 minutes, is what the standard timing that we do. Is that pretty similar, 10-12 minutes?

Not really, no. I think some devices out there will promote a specific time frame. Yeah, yeah. But I'm not quite too sure on the science behind that, if that's sort of device limitation specific, or if they're somehow applying some type of science to it.

I view hours as use as needed. There can be diminishing returns if you're on it, you know, multiple hours a day for some people. But I think, again, I, think of this as such a decentralized technology that applying a new way to create energy in someone's body is going to manifest differently in every person you can lay your eyes on.

It makes complete sense. And so, you know, somebody, even here at the event, some people are coming in, they're complaining of something. Hey, I heard your chair was really good for X, whatever it might be.

Low back pain, let's say. Sit in a chair, we're doing 10 minute sessions. We hit the timer for 10 minutes, they get up, walk away halfway down the thing.

They're looking back at me going, Yeah. Yeah, right. Right. It was 10 minutes. For goodness sake. Other people, they're using it as more. So in that regard, I look at it, as a great aspirin, great analgesic, a way to get yourself out of a specific situation quickly, potentially.

I want to use this thing like I would take supplements each day and think of it as a supplement. Like you said, our bodies are electric. Well, why not supplement the electricity in our body with an exogenous source when needed or as consistent lifestyle routine, part of your routine.

So we have people using it from 10 minutes a day to a couple hours a night. That's amazing. And then certainly if you have something acute that is really You know, you just rolled your ankle this morning and now you've walked into an office or you have a device at home.

I would say get on it for as long as you can at a super low intensity, low pulse rate and just let it brisket, y'know, slow and slow. Just let's trickle energy into it.

for a couple hours. So clinically, from what we've seen with the use of PEMF, the higher intensity ones, unfortunately, I don't have your one, but I'm just going to speak in general around PemF.

What we have seen around organs, sorry, around joints when we got inflammation that when they lay on these mats, They'll feel it everywhere, but they'll it right where that area of inflammation is.

And then if we can target it, utilizing a coil or a device that goes around that. The inflammation flushes out so much faster, their ability to regain mobility is back.

So it's an amazing technology. I do like the framework because initially when getting involved with it was focused on pain points. What you're talking about, recharging the body, thinking about it.

Clinical Uses, Stacking, and IV Support

as your way of getting the mitochondria to start producing more energy, ATP, and you're going to see these results across the board, whether it be virtual workout, whatever.

For sure. I think the biggest draw to PEMF, as with a lot of modalities in our space, is pain. Yeah, right. Pain, number one. Number two, some other unresolved health concern that they've been digging at for years.

I've been to every type of office you could possibly imagine. Tried this, tried that. So that's number two. And then just overall resiliency. For anyone into your point, when you help the body obtain more energy, it creates it itself.

and the body can heal itself. If we get out of the way of body's healing process with toxins, pollution, bad lighting, and bad frequencies, lifestyle stressors like travel and relationships, oh it's tax month by the by, all of that suppresses the voltage in our cells.

And so if you can support the bodies with this better signaling mechanism to help cells communicate better, you not only are addressing, you know, today's concern, let's say, or the ankle or whatever it might be, but you're also helping the body form a foundation for better return on investment, I guess, of everything else you doing for yourself, nutrition, hydration, movement.

other biohacking and wellness tools that you might be using. If you're using a sauna to detox, why not prep the cells and prep body for better extraction of toxins so that the sauna can now be more efficient.

Sure. if you are trying to apply an oxygen therapy like an HBOT or an ozone therapy, let's say, or oxygen nano bubbles in a bathtub, we see all kinds of things.

The point is to help the body be more absorbent, if you will, or assimilate those things more efficiently. So why not sort of prep that terrain, make the buddy more responsive to those, whether it's something coming in or something trying to leave the, you're helping that process.

I always say, increase your ROI. A lot of people are spending a lot a time going to a lotta conferences, spending boatload of money on whatever they think might be the magic bullet or do the trick for them, but they forget that there might something out there that will help support all of the things they've already put into play.

Right. And there's the being a foundational piece that we can utilize all of these other tools, uh, modifiable lifestyle factors that are just a build off of that.

For sure. That's it. Some of them you can even stack together. Yeah. So Pulse ends up being great stack for IV therapy. Right? That is probably the biggest no brainer.

Your IVs will run faster. A lot of people here we met this week, you know, running IV clinics or they have some form of IV nutrition in their med spot or something like that, um, Um, and you know, we've see all the time IVs running in half the.

And things like NAD plus that usually present symptomology for people while they're on it. They're feeling pressure. You have to slow the drips way down, do them in three to four hours.

A lot of times people that sit in a pulse chair or a Pulse lounger when they are getting their N. A. D. drip, will do it in an hour to an, hour and a half or, or even less.

That's really interesting. It's been really incredible that way. I've seen your devices and they're attractive and look like they can be laid on any type of table or in a type chair.

For sure. So for practitioners interested in seeing and learning more about Pulse, is there a website, Instagram, whatever that you can draw them to or tell them?

Yeah, you're welcome to visit PulsePMF.com. That's the general company website. I do a lot on my personal Instagram for education.

Where to Learn More About Pulse

And so I put out, I try to put a a of content that my clients, my B2B clients can utilize to educate their audiences and just leverage and repost and share my, I do a lot of tweet like posts where I'll just post a one or two liner about PEMF and the benefits of that.

And so I'm at, um, if you just do PMF Joe on Instagram, you'll find me. PM F Joe. All right. I remember that so

pulse, uh, pmf.com. Yep. Yeah. You'll fine me on.

Well, great. Well thank you so much, Joe. You really like me, man. I appreciate it. Yeah, I appreciated it, all right. Thanks for listening to the Longevity Leaders podcast.

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Until next time, stay strong and live long.