Most Hydrogen and Red Light Products Get This Wrong | Dr. Paul Barattiero | Ep. 170 Transcript

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Introduction and Guest Welcome

If people just had their gut intact and hydrogen was present, the reactions in the body would replace 90% of the bottles of stuff I found. When it comes to molecular hydrogen therapy, how that enhances the cellular and molecular process Great question.

The two things that cause disease are oxidative stress and chronic inflammation. Therefore, a long period of time, we end up with a disease model. A healthy point of view, your top rated show, bringing experts from all over the world to talk about health, wellness, beauty, and mindset.

Who do we have here today? Dr. Paul. All right. Fourteen companies, multiple patents, two industries. He helped create Dr. Paul Baratiero, the molecular hydrogen pioneer behind Echo Water and the engineer who built the red light bed the market didn't have.

Ninety nine percent of the crap being sold online as a redlight product will never do what these 10,000 studies are saying can happen. The number one supplier selling more beds than any other company was claiming that their bed was one hundred and sixty five milliwatts per centimeter square.

First of all, that's impossible to do. What bad is that? I don't want to say. Brian Johnson, Gary Brekka, Ben Greenfield. Yep. Yeah. I just want say sometimes we take things to a point where it doesn't make sense anymore.

Welcome to another episode of A Healthy Point of View, your top rated show, bringing experts from all over the world to talk about health, wellness, beauty, and mindset.

I'm your host, Sam Tahada. And today's guest, he's coming back. He's here again. We talked about fart therapy the last time he was in the podcast. So today we're going to go even deeper into talking about molecular hydrogen therapy But today's podcast is going be an interesting podcast.

It's going To be a two-part podcast where we'll be talking molecular Hydrogen therapy and then we are also going talk about red light And a few other extra things that come with the red-light therapy that they are doing But we aren't going go ahead and share that with you just yet.

Who do we have here today? Dr. Paul! Alright! Dr. Paul. All right, man. Awesome. Welcome back. Thank you, brother. It's great to be here. Amazing. You know, if I could play the song, welcome back, I'd do that one for you.

So, Dr Paul, how have you been, it's been like a year. Last time you were here with the co-host, which was Dr Davis. He's amazing. We were going we got very we started geeking out.

Yeah on the molecular hydrogen therapy today. We're gonna geek out a little bit That's why I wore my glasses, you know be a bit of geeky. I love But how have you been?

How's everything been good just? building right building trying to improve great new products and wonderful new things that we're launching later this year, so lots of cool stuff happening and I'm excited to hear about a lot of this stuff and I see you at all the different conferences and sometimes you're there as one brand and then another brand, and you have multiple hats.

Sometimes both. Yeah, sometimes both, so you'll be at the Vibe Conference coming up. Yes, 100%. Hitting that vitamin IV therapy market, we're excited about that.

We have everyone in the IV space there and one of the things that I personally have been trying to educate the ivy therapy marketing, which is a lotta functional medicine doctors, Including a lot of these additional therapies so the base patients could truly benefit at a cellular level And we can achieve the proper health outcomes that we're looking for so Molecular hydrogen therapy man, let's get back into it We'll go ahead and stay away from the fart therapy as of as if right now but For the beginners or any of the viewers and listeners that this is their first time tuning in, and they really don't understand what molecular hydrogen therapy, in just a few sentences, or actually let's correct that.

In one sentence, how would you label molecular hydrogens therapy? Molecular hydrogen means H2. Because if we say just hydrogen, there are many isotopes or types of hydrogen.

We specifically, when we molecular or diatomic, that is also meaning H two specific. So that's what we're talking about. Everything I'm gonna be speaking about is H 2, which is a neutral molecule.

There are many people that try to, unfortunately, indicate that hydrogen ions and other things. This is not a part of hydrogen therapy. There is no such thing as a hydrogen ion in my world because we're only doing H2 gas, which is neutral.

Right. And there's no charge to it. That's really important because if there was a charge It can be problematic in the body. Right, because some people, when they hear that word hydrogen, they say, well, isn't hydrogen toxic?

What Molecular Hydrogen Is

Right. Well, you could be talking about deuterium. You can talk about all kinds of things if you just say hydrogen. We're saying molecular hydrogen because that's H2.

Is it true that when it comes to hydrogen in general, the place where it's most well studied is Japan? No, it's not that's false. Oh, I thought they held them the majority of studies when it comes to hydrogen No actually China has half the study really there's 2200 and some odd studies 57 the last time I looked but who knows right?

There's more coming every day Almost 50% of those are from China. Wow. Okay. I learned something new I taught the the Japanese people were the ones behind the hydrogen Well, originally many, many years ago they were testing hydrogen and yes, but they are not doing research as much as other countries are now.

I would assume that when it comes to molecular hydrogen therapy, the Chinese are developing the majority of the technologies that are out there. For inhalation, yes.

So for whatever reason, they focus their attention on inhalations, and that's where a lot of the studies are coming out of China is on inhalation. When Joe Rogan talked about Echo water in 2024, because Gary Brecker went on his podcast and talked about Echo Water, China also started making a ton of the little portable bottles because they're wanting to copy the one that we had that Joe talked.

So those are your two products that are probably the highest you would see coming out of China when it comes to hydrogen is inhalation and the bottles.

And then they're trying to do other things But that's the top two that are coming out of there because like our machines the echo machines are made in South Korea And have been for 16 actually 18 years now when it comes to our flask we make that in the Philippines and So we're not producing those in China per se Yes, which you know you mentioned about other companies copying what you guys have and I'm gonna save that for a little bit later in the podcast because I think it's important for us to talk about that and talk About well, what the hell are they truly producing inside of that bottle, right?

Which you and i have had the opportunity to, talk, about, that which can really, make people a lot worse than better pressure so But okay, so going to molecular hydrogen therapy When it comes to molecular hydrogen therapy, what are the benefits of molecular or hydrogen?

So hydrogen is a reducer. Oxygen is an oxidizer. So really it's kind of beautiful when you think about water, its constituent elements are hydrogen and oxygen.

Hydrogen is a reducer, oxygen is and oxidiser. You put them together and it is this amazing liquid that sustains life. But when we say that hydrogen is a reducer of oxidation, that's naturally how the body would manage oxidation.

and inflammation. So it's a reducer, but it is a modulator. And that's what we need to understand is that hydrogen is signal modulators. It doesn't really do a lot, it gets other systems functioning properly.

Kind of like a manager in an office. The fact that the manager's there, everyone's doing what they're supposed to. Manager goes on vacation, maybe the workflow goes down a little, right?

Because no one's watching. They're like, okay. That's kind of how it is in the body. You remove hydrogen, now you can't make stomach acid. Now you cannot manage oxidation and inflammation and we end up with oxidative stress.

But a lot of times people talk about radicals, right? But what people don't understand is that most radical have a physiological role in the body. Hydrogen, H2, molecular hydrogen as we're talking about, only reacts with the cytotoxic oxygen radical.

all the radicals that are doing good for us, it doesn't touch. But H2 will lessen hydroxyl radical, for example, in the mitochondrial respiratory chain.

So really there's a redox signaling that's going on, positive and negative. And what's really amazing, and why hydrogen science has increased since roughly 2009, And yes, that first study was Dr.

Shigeota, who did the study that Nature Medicine published on the hydroxyl radical, showing that hydrogen or molecular hydrogen is a selective antioxidant.

But that was 2009. Now we've advanced and in general science has advanced on hydrogen science, molecular hydrogen, science. And now we understand it's really about a redox signaling molecule, which is what hydrogen is.

And hydrogen can cause homeostasis, what's called redox homeo stasis. That's where we're balanced in the redock cycles because sometimes you want an inflammatory response.

Sometimes you wanted an inflammatory response lowered. It depends on what going on because all of these things in body are there for a reason. Every cause has an equal and opposite, right?

You know the law. What happens on one side, we need to combat it. And sometimes that means raising and sometimes, that mean lowering. What molecular hydrogen can do is down-regulate or up- regulate certain things or do nothing.

That's what's really beautiful about H2 is that it can all of that. Typically, there's nothing else known to man that does that because antioxidants, for example, traditional antioxidants are going to lower things down.

only never raise or lower depending on what you need but molecular hydrogen will raise our lower or manage pathways that we need managed properly. It also when we have H2 gas and that's what People need to understand, it's a gas.

It should be produced in our intestinal tract when we ferment foods. But that requires that we have the proper bacteria in your gut to begin with. So Dr.

Paul, so I understand everything you're saying, but there's people that are listening that just say they're just, we've lost them. Yeah. I'm gonna take us back to one of the very important things that you were talking about.

So this water, the molecular hydrogen water. The echo water that's produced in this bottle. It's been known as a powerful antioxidant, correct? A selective antioxidate.

So when we talk about what in this world like right now we have the make America healthy again movement which we keep on talking about a lot of these toxins right a Lot of These Toxins The Pesticides Herbicides Things that are in our environment and our foods correct and we know that toxins Is bad for us right and We have to get rid of those toxins now toxins.

That's a that's A free radical right? No, not necessarily. Some toxins are free radicals. Well, when we say toxin, you're meaning like contaminants that are coming into the body through air, water, skin, right?

Yeah. Or are you saying pesticides and chemicals? We can talk about pesticides, chemicals. That would also be considered a tox in. Right. Yes, but so is lead and arsenic, yeah.

So okay, so we have Toxins or let's call them free radicals, right? Which those free Radicals how our bodies naturally how do they get rid of those three radical?

Well, we have antioxidant pathways in our body that are natural and that all functions through the gut. Most of our antioxident system is housed and it's all bacteria based.

And so we produce a lot of things through Nrf1, Nrrf2 pathways, different pathways in the body that are antioxidant pathways. And they're effectively reducing or neutralizing the oxidants that're coming in that we call radicals.

They're neutralising that normally. Because you've got to understand that, we produce radical in our body too. So as we're taking in air with oxygen, as were eating food, creating energy and ATP and all these things, we create oxygen radicals and our body is neutralizing those oxygen radicles.

The problem is if we don't have a good antioxidant system because our gut has diminished, now we Neutralized well not only that but also the toxic load that we're exposed to like yes You know you go back a hundred years ago or when our parents lived on farms and stuff they didn't have this heavy toxic Load from the ultra processed foods and all of that so with what you're talking about where you know the nrf2 pathways get stimulated and produce your natural antioxidants those three natural Antioxidants to neutralize it well What people have to understand, the reason why we're taking something like the Echo Water, this selective antioxidant, is because we need these tools, and correct me if I'm wrong at any point in time.

Hydrogen, Oxidative Stress, and Inflammation

We need this tools to be able to neutralize those free radicals, which those radical are those toxins, they're the bad things inside of our body. And sometimes it's like oxygen, but it can be a radical.

So that's where this comes as a tremendous benefit. Because people are so quick to say when they see this content, they're like, well, why don't we just naturally, our bodies naturally get rid of it.

Well, your body naturally wasn't supposed to be getting exposed to half of the crap that we get exposed or the things that were eating. And naturally we would, but we're overrunning our body two ways.

Right. A, we have such an inflammatory response in our body all the time that our elimination pathways are greatly impacted. So liver and kidney, if they're inflamed, they are not going to be able to get stuff out as well as when they were working properly.

So it's the inflammatory response which comes from a cytokine storms that we have constantly in our body because we an inflammatory that happens. And if we're constantly bringing things into the body that trigger the inflammation response, we are going to have a chronic inflammatory experience.

Basically our bodies will be under an inflammation burden all the time. Well, this is what causes disease. The two

things that cause disease are oxidative stress and chronic inflammation.

So, oxidation is normal and natural, and we have to have that to live. Inflammation is natural and normal. But oxidative stress that's keep, keep going, that is a problem because now we have cell dysfunction.

And then if we get to chronic inflammation, not normal inflammation that used to help us. Chronic inflammation. Those two things, if they are there for a long period of time, oxidated stress and chronic We end up with a disease model.

That's effectively what causes it in that that happens because A lot of these free radicals that are these unpaired electrons are trying to go after the good cells, right?

Yeah, and it's and an antioxidant Typical antioxidants will donate an electron, Right? But once that electron is donated, now that antioxidant becomes a pro-oxidant.

So the more antioxidants we take, the prooxidents we get. And that's the problem, is you can't just take a bunch of antioxidants, because now you're creating more pro-oxidants in the body.

Because once they've donated their electron, now they become a problem. Okay, so I love where we're going with this, this is why we are going into that terminology that you said, selective antioxidant.

Correct. When we start hearing about antioxidants and how these antioxidants neutralize these Free radicals. It's toxin and they do right and then they become a burden, but then They become burden.

So, you know, can you sit here and eat a heavy load of these polyphenols and phytonutrients that come in capsules and all these berries and All this other stuff And moderation, those are good, right?

You're feeding yourself antioxidants. But the selective antioxidant. This is going after the bad stuff. Because there's still, when you talk about that reactive oxygen species, there is still stuff that your body needs.

So if we go after all of the reactive, oxygen, species. We're gonna be causing more problems. Yeah, well we would not be alive if didn't have any oxygen or reactive.

I mean, ROS is a great thing Molecular hydrogen gas is a great ROS scavenger. What we call an ROS, Reactive Oxygen Species Scavengers. It's going to take those reactive oxygen species and neutralize them.

Whats really beautiful is hydrogen doesn't have an extra electron. That's why it's a selective antioxidant. Right. causes an antioxidant effect in the body.

But by itself, it's not really an anti-oxidant. They call it a selective antioxidan, but really it is because it modulating pathways and the effects are anti oxidant, But, by it self, its a gas.

And so it's a signal modulator. Now I keep using that terminology. It's it a very medical term. People don't know what signal modulation is. And I'm going to tell like a crazy little story because you're a fireman and let's talk about in life something that we all understand no matter what language we speak or where we grew up.

A fire alarm. It's everywhere, right? And I want to have people understand that when you hear that fire alarm, it doesn't matter what language you speak, you know what's going on.

And what are you waiting for? That next announcement, this was just a test, or get your hiney out of the building. It is actually on fire, But that fire alarm is a signal modulator.

It just modulated every human being in that building. We all stopped, we knew what it meant, and we're waiting for the next instruction. And yet, it's just a sound.

Is that gonna put out a fire? Is it gonna do a lot? But it changed potentially thousands of people sitting in a building that all of a sudden are about to go be obedient and get the most important thing and out of the building, And so like hydrogen doesn't do heavy lifting, that fire alarm doesn' do.

Heavy lifting other than it just alerted every individual that could hear that sound and we all knew what to do instinct. We knew at the next thing we were supposed to.

And hydrogen is that way. It's going to modulate behavior of different things in the body. Okay. I like that. So having a louder fire, alarm, doesn', isn't what's needed.

The fact that you can hear it was enough. And that's what I'm using as an example because more hydrogen isn't gonna modulate anymore, the fact it's present is what matters.

That's the same as a fire alarm. The presence is that modulates, not loud, soft, same is hydrogen. It's not like we need to pummel the body with more hydrogens, that not gonna accomplish a whole lot more.

We just need it get it into the bodies. Dr. Paul, you know when we start talking about the cellular and molecular processes inside of your body You know When when people start trying to figure out well, why do I get sick so often?

Why am I having so much issues with fatigue or wise and why am i lacking in endurance, you know athletes and When we do like a test, like you had the opportunity to come to Liquivita and we'd do the VO2 max test.

Which we've known for years that VO 2 max is a good indicator of how mitochondrial health is, you know, cellular health, how is it performing. Now when it comes to molecular hydrogen therapy, I want you to talk about how that enhances the cellular and molecular process for an individual like an athlete or just the day-to-day person.

Great question. Fatigue, and I'm going to oversimplify a little bit because you were hypothetically talking about people that are sick, people who have immune function issues, People that have fatigue.

I mean, there's a lot packed into that. Let's stick with fatigue and performance. Because I want to go kind of the route more on the ATP side. Yeah, perfect.

So ATP production is in the mitochondria, right? Every single cell in our body has a mitochondrion. They call it the powerhouse of the cell because it literally is the powerful at which you function, I function as a person.

It's like a little tiny battery packs everywhere, that are self-fulfilling though. What's amazing is they can continue. For you and I, if we're living a pretty low lifestyle, we typically will produce enough ATP.

Right. Because we don't require much. And keep in mind, ATP is measured in pounds of ATP, and your body is going to make a demand on ATP If I'm sitting on a couch, like I am right now, I not requiring a lot of ATP because my brain is the thing that's the most active right because I thinking and talking.

But let's say I go into a gym or I want to go play basketball, all of a sudden I'm like, oh, Mr. Sedentary Pants, I wanna have a ton of ATP because I am now gonna go run around a court and jump and run and throw a ball and do all kinds of stuff.

Well, that requires a lot of power, right? And so I need to produce more ATP. And the problem is if I can't produce that ATP, I'm going to feel a lack of energy, but most people then do what they take energy enhancement from caffeine or some sort of.

Energy drink. Dr. Gas station, right? And now they're going. To produce more radicals, because they've just took in things that are going to, yes, it's like pressing turbo, and you all of a sudden have sugar, carbs, caffeine, whatever it is that's gonna come into your system and be quick fuel.

The problem is with sugar breakdown to oxygen radicals, the more that we carb and sugar load, they more radical we have. So that's not a great answer.

It works, but it's going to cause us to dump. You're going crash. Yeah. So what's beautiful about H2 gas is it will increase ATP, increase mitochondrial function.

it won't produce any oxygen radicals. In fact, it'll complete hydroxyl radical, which are the most cell damaging or cytotoxic oxygen, radical. So it'll increase our energy level, no drop in 21 minutes like you typically will have, and there's no waste.

There's not oxygen radicals after the fact. And no insulin spike either. That's right. Yeah, for sure. No insulin spikes. In fact, it will help regulate insulin.

So understand that this is normal. You're asking me the question And I want people to understand our body was designed to produce hydrogen because it's critical to the function of the body.

When man-made things were introduced that harmed our intestinal tract, which is where our hydrogen generator is, in our colon, if we really, and we'll get back to this in a second, but I'm gonna drop this first thought.

The colon is a hydrogen ecosystem. People have no idea that that's the case is that the colon is a hydrogen ecosystem if You take if you wipe out the proper bacteria That produces hydrogen as its waste process We just stopped the hydrogen supply for our body.

That's why we've turned to sugar and carbs and caffeine. It's because our gut is messed up. And it's estimated, I don't know how true this is, but it is estimated that 90% of the population have dysfunction in gut.

which means 90% of people are fatigued to some level. They have immune functions issues, they have adrenal issues. they've got ATP production issues all these things are a result of bacteria not existing in the gut the way it's supposed to.

Believe it or not, it is the bacteria in gut that's the operating system of the body. And that is the whole entire understanding that people need. The gut is not functioning, therefore ATP is being produced.

It's an entire down-chain issue. So as soon as we put hydrogen in the body where it was supposed to be in first place, You understand, you're supposed to be producing hydrogen.

If you are not, and I give it to you, all of a sudden the body's like, thank you. I have a tool, I need it. that I haven't had in a while, now that i have it, whoop, energy increase, ATP production, all this stuff, brain, gut, stomach, everything.

You know, that gut health part, I've noticed that you put a lot of emphasis on it. Yeah. Even develop the product, the little sleeves that have more things than just molecular hydrogen in there.

Prebiotics prebiotic or no pre yes pre biotics because it will seed three different Form three, different pre-biotics, and it'll make hydrogen Wow, yeah, that's how you really get the the gut right so hydrogen by itself is will normalize the bacteria in the gut and therefore rehab the got in two weeks.

So Echo Water, and I say Echo water, not because the water itself, but it's the hydrogen that we know is in Echowater. Not all products that claim to be hydrogen products are actually producing hydrogen and we can save that to later.

But EchoWater, of people drinking that, because we the amount of hydrogen in it every time is predictable, within two weeks, people that have gluten and dairy intolerance, and people who have other gut issues cannot have those issues anymore.

They can eat gluten or dairy. I'm not saying they need to eat it, but they can and not have inflammation. But imagine if we're changing gluten in dairy and tolerance, what else are we doing?

There's a lot that's happening because people need understand that the reason you can't process gluten dairy is because you don't have the bacteria that processes those things.

And if you don't, you also don' have hydrogen as a waste. You're not able to process salads. I mean there are people that eat salads and have diarrhea because they can't process fiber.

We need to fix the gut so that you can eat fatty acids and fiber. That's the proper food that we should be eating. But if you don't have anaerobic microflora, you're not going to produce hydrogen and you are not gonna be able to eat fiber and fat.

So Dr. Paul going back to like the athletes performance wise and What have you guys seen because I know you were telling me the not too long ago that you.

ATP, Gut Health, and Performance Benefits

Guys were working with a few athletes and teams with teams and whatnot. What kind of data do you have? You guys been able to develop from using their digital devices, which don't lie.

You're right. If you've got wearables that are looking at your fatigue levels and your power output. We're seeing an increase of power. We are seeing a decrease in fatigue and recovery times.

Recovery times 85% reduced. And it's huge for someone who is a professional athlete because that means they're exercising for hours every day and if they don't have a two hour time to recover and now it is 15 minutes, that's a big deal for them.

That means hours every day that were spent on recovery times are now not. Yeah, and performance also, I mean, literally a millisecond can make a difference for a professional athlete.

Well, especially you see it, UFC fighters, people that need to keep the brain on because they're getting hit, right? And so every possible thing to disorient them is happening.

So from an ATP production, If your body stops producing ATP at the rate you need it to Your performance is gonna go down quick and we've all felt that we all know what that feels you're running Yeah, this is great.

And all of a sudden, uh, I'm running out of gas, right? Well having echo water these athletes say I'm not fatiguing. I can go five times as long as I used to and I just don't feel like I am running out of gas anymore.

And that's because ATP is there. And so, not only is the recovery times affected, but the length of time you can output power. Now, they've done many studies on this already, and people can go research this at hydrogenstudies.com, one of the sites that we've created, And go type in elite athletes, you'll see a study come up on soccer players, where they were doing VO2 max.

And they they we're doing a placebo group, a regular group with the water. And what they found is that there were no lactate built up in the muscles when they were drinking the hydrogen water, water with hydrogen gas in it, and there was no fatiguing.

They did not see any issues. What's called exercise-induced muscle decline. They found none with the individuals that were having a steady supply see these are the things I love man because um This is not like one of these random multi-level marketing companies that they sell you this You know a sideberry juice and it fixes everything like everything we're talking about like when we talk about the free radicals the toxins we've got about performance ATP You know the other day I'm walking around it was at the airport because I always travel with my bottle Thank you, and someone came out says oh well that seems a little gimmicky.

This is well. No the whole novel second. That's it Science is not gimmick II right because what you're doing today on the podcast is you breaking it down to the science right down To the metabolic pathways down through the cellular molecular processes.

You don't and that's what You have here, when we talk about molecular hydrogen therapy, it's not something that's a bunch of guesswork. This is the real deal.

There's science behind what we're talking about. Well, and people need to understand that your body requires it. And people say, well, give me an example.

I'll say OK, if you don't understand what I'm saying so far, I am going to give you the simplest one, stomach acid. What is stomach acid, right? And they'll say, I don't know.

And I'll it's HCl, hydrochloric acid. Well, what's the H? Well that would be hydrogen, and I'm like, so if you don' have H2 gas that's available to the body, see a lot of hydrogen molecules are bound to carbohydrates, fat, proteins, different things.

Because if we understand the bodies, we are carbon-hydrogen chain. If you really go down to a molecular level, what are we? We're carbon-hydrogen chains.

We need hydrogen gas that's unbound, so it's free and available to make things like stomach acid. So putting H2 gas into the body that is not already bound to carbohydrate, a protein or whatever, or involved in a process, now we can make stomach acid again.

And now you don't have acid reflux, because acid re-flux is not too much acid, it's too little acid. Why do you have too-little acid? You can't make it.

So people start selling them HCL tablets But is that really the solution? No, fix the gut so you can produce hydrogen and then you could make acid for stomach on its own.

Or, yes, if you're going to keep eating foods with pesticides that harm the bacteria in the guts, then drink echo water with hydrogen in it. That hydrogen gas is able to then do all the things it's designed to do in But I'll say to them, if you can't make HCL, because you don't have hydrogen, what's your fix for that?

You're not going to be able to process foods. You are not gonna be to do all the things. So it's not gimmick. It's just people who don' want to take the time to properly educated that think it is a gimmicks.

Correct. And this is what we're talking about here. We're taking about deficiencies that lead to optimization. That's right. So us being able to figure out what the deficiency is, optimize it so then your body can function the way that God made it.

Correct. Amen. Yeah, I love it comes down to the great engineer. And that's the truth that because the problem is is we've lived in this world even like in the bodybuilding world There's all of these different damn supplements that you don't know what the hell is in there because it's always pet and pending Yeah, and everyone's talking about the Bodybuilding World everybody knows.

Oh this produces ATP ATP. ATP Oh, it has ATP in it. So what? So I always ask that, and it says it on the back, has ATP proprietary plan impending? It's like, well, we don't know what the hell's in there.

Some chemical that's probably gonna be classified as a drug at the point in time that it actually goes through the FDA approval process, then that supplement's no longer on their shelves.

But what we have here is when we're talking about producing more energy, more ATP, to enhance that performance, reduce fatigue, we have the actual answer.

We have what that raw material that your body's missing that's going to help produce the right stomach acid, the hydrogen, et cetera. Well, and let's just have a fun little conversation because I can tell you, Sammy, that as I've studied science and medicine in my life, It's extremely simple.

It is complex, of course, but it's pretty dang simple, it a lot simpler than reading ingredients on a package, right? The body's not even that complex.

We don't even have to put that much thought into all the chemicals. If we really think about, because what we're talking about is radicals, That sounds dangerous.

That's sounds like a crazy word. And I've said today that the most cell damaging or what we call cytotoxic oxygen radical. It does sound like crazy words, man.

Hold on one second. I know. Radical, it's like the radical left. Yeah. You know? Yeah, yeah. Sounds crazy, right? Give them some electro-hydrogen. Exactly.

We need, I'll donate to every one of them right now. Oh, boy. So here's the deal. A hydroxyl radical is considered the most cell damaging or cytotoxic.

But do you know what a hydroxy radical? Is made up of? What's that? Just one hydrogen and one oxygen. Did you? Know that like that's the. Most damaging radical in the body is one.

Hydrogen and. One oxygen? Well, what happens if we add another hydrogen to it? It becomes something else. Water. Ho becomes h2o. Oh, yeah by simply adding one hydra.

So this is organic chemistry So that's the one that when we were talking about selective antioxidant. That's that one of the ones that gets rid of what's other one the per doc?

It says with P Is that what it is? No. Well, I would say superoxide dismutates what's called sod or hydroxyl. Those are really the main oxygen radicals that are harming the mitochondria.

Okay. Imagine HO, which is a hydroxyl, or hydroxo radical as they call it, that's the most damaging to the mitochondrial respiratory chain. It stops the myocondria from functioning, and it's most cell damaging radical, it is just a hydrogen and an oxygen.

I mean, this is what people need to understand. We're not talking about complex things. Yeah, like that's a dammit. That's the most damaging radical. And you know, when you start really hearing a lot of these guru scientists and physicians that are really deep into the functional medicine, precision medicine space.

And when they start talking about, like Dr. Davis, he says this all the time, him as an interventional cardiologist, today he will tell you that the root cause of disease formation is from toxins that are producing these free radicals in the body.

So when we're talking that of why this is the main reason that disease is being produced in body, Right now, you're seeing a huge shift of not just supplement companies, but the actual consumers.

You want all of this stuff to detox, right? Everyone now has an infrared sauna at their house. Everyone's jumping into the red light bed. Yeah, everyone is taking all these different supplements.

Now you got supplements out there. The push, pull, catch, take binders. So take into consideration all this. Stuff that's out here when it comes to the toxifying the body.

I'm all about stacking, but I want to know the molecular hydrogen therapy, where does it go in some of these stacks that people are doing? Because we know that some other things that are taken right now only mobilize these toxins, right?

So they're not actually getting them out. So that's where you hear people like Dr. Christopher Shade talk about, oh, you need the binder. You need a binder, so where does molecular hydrogen therapy come in throughout that process of mobilizing versus chelating versus binding, et cetera?

So, I mean, hydrogen is not a chelerator, but what I would say is this. First of all, Reduce the intake of toxins right? I would say that's your easiest thing to do avoidance Well eat clean food right eat drink clean air or breathe clean Air eat Clean food drink.

Clean water right those are your pathways for toxins and contaminants to come in your body and I will tell you it's a lot easier to filter water and before it goes in the body than to get lead and stuff out of the bottom, right?

So I would always, as I've said many times, buy a filter, don't be a filer. And so first of all, clean the stuff that goes into your body. After that, hydrogen reduces inflammation.

Inflammation is why our body isn't working properly. Whether it's your kidney or your pancreatic system in general, inflammation causes the kidney not to eliminate things properly, you have liver, your have kidney, other organs that are really muscles in the body.

and they're designed to do things. Inflammation is their enemy. So hydrogen naturally would keep inflammation in a natural range, or normal range as they call it, and that's gonna allow all your elimination to be much higher and better.

Normally you would pee and poop stuff out, but that requires your gut or your intestinal tract to working properly. To be able to make fecal matter, to be to process foods or to ferment foods, because that's really what's going on in the intestinal tract, is to have the right bacteria.

We need to have a diversity of bacteria. And so eating whole foods is always going to be far better. You know, really most of these issues are lifestyle issues.

I agree. Because honestly, if we ate whole Foods that were clean, we'd have all the nutrition we need. We would not need two supplements. Years and years ago, this was 2011. I taught Dr.

Mercola about hydrogen. He had never heard of it before. And he was like, what the heck is this? And I spent time teaching him about Hydrogen. You know what he said to me?

He goes, now that I've learned everything you've taught me, and then I'm gone on a deep dive, Hydrogen does what 90% of the supplements I sell do. Because if people just had their gut intact and hydrogen was present, the reactions in the body would replace 90 percent of bottles of stuff I'm selling.

And I said, yeah. So we have to understand whether it's allopathic medicine that has a drug for every condition or natural medicine, that a supplement for ever condition.

Neither is really the answer. Right. getting the body back to homeostasis and getting a body to its healthy place so that it can manage all the systems appropriately, in my opinion, is the answer.

And hydrogen can do a tremendous amount of that if we're drinking it on a daily basis. But because people are eating foods with harmful things in them that disrupt our gut environment or microbiome or terrain or biota, whatever you wanna call it, you have to keep drinking ECHO water every day.

Because you gotta keep giving the body hydrogen. And a lot of people don't understand it's the electrical potential that also occurs in the water because of the hydrogen that fixes the gut.

There have been studies on the fact that the terrain of gut is an electrical one. Bacteria need an environment to live, and that's an electrical environment.

So your anaerobic microflora, for example, studies have shown that they need a negative 300 to a minus 400 millivolts of electrical potential. That's the environment they meet.

If they don't have that environment, they're not gonna live and thrive and create communities. Now, the reason why Echo Water can rehab the gut in two weeks for people is because A, it has hydrogen and B, This water has a negative ORP, oxidation reduction potential, of negative 400 to negative 600 millivolts of electrical potential.

So when you drink the water and it goes into your stomach, through your duodenum or duodinum, into the small intestine and then the large intestine, the colon, it has that property that the bacteria need to live in and you're now bathing your intestinal tract and it's gonna absorb that property and now the tissue of the gut has the appropriate electrical potential.

And now, the bacteria are like, oh, we got a place to live. You don't need to seed them necessarily. They're gonna come because you've created their environment and they're going to start living.

That's what I love, is what call true science, organic chemistry, whatever you want to call it, that's environment-based. And I believe, at Cryocon I gave a TED Talk and I talked about aquariums.

I talk about algae in the aquarium. and asked the question, where did it come from? Did you throw algae in the aquarium? No, it just appeared one day.

And it appears once the environment is out of balance. So the real problem is not to clean the algae, because it's just going to keep coming back. clean the water, because the is the environment in an aquarium.

If you clean or balance the the algae goes away. So the big question is where does it come from and where do they go? When it just appears and then it goes without cleaning it.

Where does it go? It goes right back into the environment because I believe everything good and everything bad is in the Environment Whatever we feed is what thrives.

Yeah, that's pretty interesting man I remember as a kid having a and a we had a small aquarium at the house and it was just like we started off with one goldfish and two gold fish and then all of a sudden We try to put in other things and then my dad's I put it like a little snail that was going in there cleaning it things up Yeah, so so the cost is what the environment yeah, yeah So I get it well when the nitrates and the Nitrites are out of whack because of what?

who the fish poop, and if you don't vacuum out that, then the environment is out of whack and algae grows. And what's algae? Algae is a simple visual sign that water is outta balance.

If we don' fix it, they'll get diseased and die. if we vacuum all the poop and balance the water again, algae goes away, fish are happy. Well, that's the same thing as us right?

Yeah, our gut is the environment. We should be most Interested in supporting and if that environment is correct Then the rest of us will be correct. Yeah.

Yep So, you know you were talking about drinking the the molecular hydrogen water So one of the things I love about this is that you don't call it a bottle you call It a flask.

Yes, so the echo flasks Correct me if I'm wrong, but the way I do it. I fill that thing up I let it run for the 10-minute cycle. Yeah, and I just drink the whole thing Yeah once you know not sipping on it you you have up to two hours to drink it But if you take it all at once, you're gonna have the highest concentration of hydrogen right for sure and that's what?

I remember you telling me that you said well Sam if you really want the full benefit Yes, you want to have all because you're breathing off.

Hydrogen Products, Stacks, and Scams

Yes You don't say that some of the gases so if your just sipping it and then you wait 10 minutes take another sip So for me, I just I mean and it's only 12 ounces.

It doesn't even fit a whole bottle of water Yeah, yeah, so that's that why I love the name flask because it kind of reminds me of carrying little flasks Yeah, so so, you know I run it and then I drink it.

I get amazing results You know, I've been I been utilizing it ship over a year. Yeah now since Yeah because we introduced that January 2025. Yep. Yup and the whole team, You Know, we ended up for Christmas getting the hole team bottles and stuff.

So So going back to the now for those that want more than 12 ounces. Oh Oh, yes, you got something else in four months from now. We're launching the echo 40 the Echo 40. It's oh man.

Why you go 40? It seconds even that for marketing purposes energy We got 40 ounces in the Stanley it's like it it like those cups, and it has the same touchscreen same app all that's pretty cool and It'll make it inside.

We have black and white, off-white. So that'll be launched later this year. Oh, you're gonna send me one with a nice little engraving with my name on it?

Oh man, I gotta take care of it. I love it, so going back to that consumer who's using the infrared sauna, right? How does utilizing molecular hydrogen water work for that individual part of their should putter their stack, you know Yeah, the person that wants to detox.

You know, what would you put it? So if you're stacking it depends on how much money you have If you're like, I don't even care. I want to take care of myself.

Then the most effective method of administration is drinking the water. And let me explain that because there are multiple ways to get hydrogen into your body.

But if we remember what did the creator create and that was hydrogen in your gut. So if we're drinking water, it's going to go into our gut, and it is going fix our guts, keep on helping our good.

If we are breathing it in, its not going into the gut. Right? If were bathing in it, is not go to our got. But those are all beneficial. Things you can do to help the body, but if someone says where do I start, you either start with a flask, because it the least cost, And once you have the benefits, you can get a machine or something else.

But water carries that hydrogen down into the gut, and that's what's gonna repair your gut in a couple weeks. So start with this. Now, if someone says to me, okay, I'm getting a red-light bed, that means they're spending some money.

We have an inhalation unit that is the gorgeous, black touchscreen, gorgeous. and produces the highest amount of hydrogen and two people could run it, use it if they want at a time.

But if someone wants to be in a red light bed and breathing, that's a great stack. Now if some one can't afford an inhalation, drink water before you get into the redlight bed.

So you can stack with water, you could stack it with breathing. You can do whatever you want. We even have a bath unit. Yeah, I've heard there's baths also, there are tablets.

We have a bath unit, we don't have the tablets, Alex Tarnava who you know and I know created the tablet that everyone is selling and will private label them for whoever.

we have drink mix that is unique to us and we just perfected the recipe again to lower the magnesium And increase

the hydrogen output, but it tastes like a apple jolly rancher.

Remember those candies from? Oh, listen, I love it. Oh no, you got some on you, man. Yeah, do I do. I brought some for you. So anyways, we've got the drink mix.

We have the flask. we have The bath unit. What's nice about the bath. Unit is if someone has eczema or psoriasis or cystic acne or skin issues. doing a bath every day in the bath unit, the Echo Bath Unit, those things go away in a month.

And even tone issues, like skin tone. Some people have uneven, splotchy skin. It's gonna help that. Collagen, if you want softer, supple skin, Echo bath Unit.

Dr. Paul, what are you most excited for in near future when it comes to molecular hydrogen? I'm excited about the 40 ounce unit. A lot of people are like This is only 12 ounces and I work out.

I need more water That one is gonna produce hydrogen and have the UV light inside to kill any, you know bacteria and stuff So I's excited so that'll be good for going like hiking and stuffed it.

Yep Yeah, and for sure. And then we also have the Echo One, which is an under sink RO system that makes the hydrogen water all in one at like half gallon, three quarters of a gallon a minute.

So that's all app controlled. That I'm very excited about. Those are our two next products. What else are you going to be excited for? You brother. Yeah.

But what else, man? Come on. I'm waiting for it. What about the IV therapy molecular? Oh, yeah. Oh my gosh. We need to keep on seeing. There's one company out there that's doing it, you know, pictures of somebody.

I would, hydrogen, as you know, goes through metal, glass, plastic. It's very hard to contain it. But we're doing this project. I want to perfect this so that we can get it in.

And that's just- Some people are doing it already. No, I know. So I don't know too much about it, but I'm going to you as the expert, though. Yeah, I need to do some more research because we talked about that.

I needed your research on how beneficial You know it is to inject into the venous system of Course oxygen is going to absorb into The body and you're going get oxygen in there, so it will be signal modulating But again, you're bypassing gut.

So it's a good modality. And it can be fun. It's gotta be almost like, I guess I would put it almost how we do ozone, where we're putting the oxygen into the bag.

Yeah. I mean, and all the ozone can insufflation. You can use it different ways. But yeah. Yeah, I I am interested in that to see How we can because that would definitely be something people are excited about because they get IVs for everything, right?

Yeah Yeah Maybe is it you know right now you start I mean you see a lot of people doing like the ebo to the plasma for recess Yeah when people do the EBO to they've actually put multiple different things together where there's a not just filtering the blood, it goes through the filtration process, but then it also goes to the ozone, the oxygenation process.

But then, then also it go through a photobiomodulation light as well. So just imagine if we can be the ones with molecular hydrogen therapy. Yeah, we gotta do that.

What would we call that? E, B, O, 2, H2? Yeah. That could be interesting, right? We'll call it the e-poo. Like, put the A. E-Poo? Hey, you better trademark that.

But, yeah, I know. I just, honestly, the thing I would be most excited about is we just need more voices out there talking about it and we need to police our industry a little bit because we have so many scam products out that everyone's trying to jump on this hydrogen train and 99% of the products don't actually produce hydrogen.

Especially the small battery out where you know we were just talking about Ibu. I think we should talk about teamu right right now There's a lot of a team who products yes And that's something that people have to be careful with in you were telling me the other day That some of these bottles are not even producing the chemical you think it's producing her well height yeah molecular hydrogen Right.

It's producing like chlorine and all kinds of so. So can we talk about that? Like, because a lot of people, they want to save money. Right? So they go on Amazon.

Yes. They go one. All these are the Pali Baba team. Those are three. Right and they find them online say look $25. I got a molecular hydrogen bottle. Yeah in I'll be honest with you man before I actually I already knew about echo and It was Christmas before you and I connected.

My wife got me a Molecular hydrogen water A Fufu one. And I remember it was made out of glass. Yep, so you automatically know it's not. I remembered when I talked to you about it, you said, absolutely not, because it is not going to be able to hold the pressure in it.

So that's where I noticed us this man. There's a lot of fake crap out there because you know She my wife is a researcher so she went on there so researching and reading about everything so She ordered me this thing.

Yeah, it's long gone in the garbage some way. Oh, yeah, but um What else have you seen out here when it comes to this molecular hydrogen? so it the technology that they Have put into the bottle.

That's all the difference in in And it's different forms of electrolysis with the battery operated products that make all the difference in the world.

So you have traditional electrolyses that uses spun bond dividers in between the electrodes. It's called a membrane, right? They will not, if it's a spun bomb material and it is a traditional electrolysis, they won't just produce hydrogen gas or H2 gas.

They'll produce hypochlorous, browns gas, ions, all kinds of stuff. And you don't know what it it. When you're looking at the bottle, you see bubbles going up, but you really don' know those bubbles are.

It could be chlorine, it could That's what happens with traditional electrolysis. We are using a proton exchange membrane electrolyses that costs 10 times more to produce because of the membrane itself.

It's not a spun ball material, it's a proton exchange membrane, so we're actually exchanging protons. That's why in an Echo product, doesn't matter what product the bubbles you see are only 100% H2.

The rest come out the bottom of the bottle, where there's a port for oxygen, ozone, and chlorine. There's that little hole down there. Correct. Sometimes you get a little leakage from…

Yeah. Yeah, that's normal. Because you're moving O2, O3, And if someone has allowed the bottom of the flask to dry out, the membrane won't be moist and it takes up less room and you can get a little bit of leakage.

Once that membrane gets moist again, it plumps up and your filling the space and won t get the leakage But that proton exchange membrane type of electrolysis works like a filter.

Oxygen, ozone, and chlorine come out one side, hydrogen goes out the other side. In your traditional electrolyses products, everything goes one site and that's back up into the water.

And there is no port for any of the ozone oxygen chlorine to come. It's all going back in. That's like having the

muffle of your car back. inside of the cargo side.

Dr. Paul, out of all of these companies that are out there that produce these molecular hydrogen waters, which is one company that's doing it right, besides Echo, that you could give a shout out to?

For the bottles for any bottle because there's really no other company like echo that has everything in one company Usually you have one country doing inhalation over here.

You have a one-company doing tablets. Do you one complete doing? You know a bath, you know, we have machines bottles I mean we got everything who else is doing it right besides echo is that there is a lot of scammers out there any so any company that is doing a proton exchange membrane based product would be your first filter to understand.

But what I would say is you should never buy anything that's not IHS a certified that's International Hydrogen Standards Association out of Japan and All should it you should you sure if they haven't taken the time to test their product and to make sure it meets the standards You shouldn't buy it because it's a scam product We were the first company to ever have IHSA certification here and all of our products do and have always.

We're the longest company that has that certification. I don't know. I, I. Don't study the competitors and I try not to trash individual companies. Um, and even though there are competitors of ours that have my face on their websites as the expert of hydrogen.

Yeah. So I would love to, to give a shout out to other companies, but I haven't done enough research and. No. someone with a bottle that's a legitimate product like I would say the Alex and and Tyler have an inhalation unit right that is a legit Just like the tablets I don't sell tablets, but that is a legitimate way to get hydrogen.

It's very expensive, it's a legit way. I like our drink mix better. As you can tell, the taste is better, and of course me owning the first company in the industry, I'm going to promote my own stuff, all companies are not bad.

It's just the consumer needs to do their due diligence in making sure that they're buying from a company that's not just, you know, buying a bottle in China for cheap and selling it for I can't manufacture this for what the scam products are sold for on Alibaba.

I couldn't even manufacture that for that. And so people all the time will say, oh my gosh, 10 time markup, I wish we had a 10-time mark up on this. Listen, this is the Lamborghini of any molecular hydrogen water bottle.

The Echo Flask is THE Lamborghinis. So I love that Dr. Paul, as we wrap up our first part of the podcast, if you could leave the viewers and listeners off with one last thing when it comes to molecular hydrogen water, what is it?

Try it. Don't just poo poo it, that it's some fad that's going away. All of our bodies are designed to produce hydrogen. Most people have no idea that the food they're eating and the things that they are taking in their body can harm their intestinal tract.

And hydrogen can repair your intestal tract rapidly. get and implement this in your life. It really is the simplest thing you'll do. This is less than a nice dinner out.

And yet you're going to have this for five years. This is 15 cents a day. If you take the $2.99, divide it by the number of days in five years, this is $0.15, no matter how many times you use it.

No matter if you and your spouse or your kids use, the price doesn't go up per use. It's 15 sense a days, but that's just taking into consideration how much days of warranty you have.

It's obviously going to continue working after that. And so there's no more cost. Once you pay for it, it's yours. There's nothing to do but keep it charged with a USB-C charge and fill it up with water and then turn it on and use it.

It is really simple. And I don't know about you, but I like reusing things. I liked being frugal. Doesn't matter how much I'm blessed with success in life, I'd like to have frugality a little bit.

You know, like not waste. And so this is something somebody can have. They can travel with it. Planes, trains, automobiles, right? And then, I mean, eventually someone might get tired of waiting 10 minutes and want to get one of our other devices that does larger quantity, but the reality is try it, use it.

Implement it into your life, you know? I love it, man. Dr. Paul, I use it all the time. I travel with it. It comes wherever I'm at with me, so it's become part of my lifestyle.

So, Dr Paul pleasure on us being able to chop it up more on molecular hydrogen therapy. We really brought it into a certain way for a lot of the consumers to really understand how it is going to help them On the day to day a lot of these toxins that we keep on talking about so I appreciate it now We're gonna go to part two in just a minute.

So guys stay tuned for part 2 listen for the molecular hydrogen therapy You can get the bottle. We've got to have all of the links down below I have a special promo code for anyone that uses it through a healthy point of view you'll be able to get a small discount to give this bottle the Lamborghini of molecular Hydrogen water So, make sure you share this podcast with friends, family, anyone who's trying to take control of their health, or needs to control their own health.

Make sure to share part one of the episode, and make you stay tuned for the next episode. Alright, we have part two with Dr. Paul. We just talked about molecular hydrogen therapy.

And all the different devices and the ways that you can bring it into the body. Now we're going to be going into red lights, photo biomodulation, right?

We see all of these people with these different. Devices and pads and all this stuff. So, Dr. Paul, all right, we are here, man. We're here. And you know, you put on the beautiful Luma Nova shirt.

There you go. That's the brand. We don't even have to talk about it. It's right there front and center. So.

Red Light Therapy Basics and Wavelengths

You've been behind a bunch of different devices when it comes to the molecular hydrogen therapy. Yes. But now recently you've got into the red light business to 2020. I got my first patent on redlight bed.

Twenty twenty. OK. And when did the device actually go to market? 2020. So I started selling a red light bed and the reason I created it was the first red-light bed franchise was being formed.

And the gentleman that was forming it, I had known for 10 years at the time. He had been talking to me about red lights so much and I was focused on hydrogen.

I'm like, what is this redlight stuff? Like literally I didn't know anything about it. And he was like, oh my gosh, like it's changing lives of the athletes and I'm selling beds, athletes, and all this stuff.

And. He was selling another brand at the time and he had been talking to me about it and i'm like okay, bro, you know, And then he decided to open up his first location in Colorado and.

Was telling me how amazing it was and, all the stuff and then, he came to, me and He said, hey, I need your help. These beds are overheating and one of them started smoking and like caught on fire and stuff.

And I'm like, what? That would be bad. That's bad if you're inside a location. He goes, well, the problem is. These facility is 24 hours. People can come in anytime they want.

They have an app, they can unlock the door, They can schedule, and as long as they're scheduled, the can go in

and use. We have four rooms with a bed in each one and people can use it anytime.

And we have 300 members. and they're paying every month to have unlimited access to the beds and so his whole business model was red light beds laser treatment and echo water so that was the entire franchise so he came to me and said can you help me find a better supplier because i have tried every bed there is And none of them will stand up to being used all day long.

They overheat, they're causing problems. And I said, OK. I say, well, let's be honest, if you've been in this space for years and you haven't found a good supplier, there probably isn't one that's a true commercial product.

How about I just develop one for you?" And he's like, you would do that? And that's what got me into the red light space is literally, so initially when I developed the bed, it was for them to use it, and then I would sell it.

But I didn't start selling until a few years later under the Luminova brand. Nice initially I gave him and said okay you do whatever and he was supposed to have like a hundred locations in five six years and So I wasn't gonna worry about it.

I would just manufacture beds for him And then he's still only today has seven locations. And so, you know, they ended up getting 30 or so beds Okay, but They still are functioning with no overheating issues, nothing going on.

And so that was a really good proof of concept. Then I decided, let's take this bed to the world. You're quite the opportunist, man. I love the stories, especially when you're a business owner yourself.

And I've developed different business verticals. It's like hearing other business owners of when the opportunity came about and how you actually took it and actually made things into reality.

That's amazing. So Dr. Paul. You did a heck of a job really bringing the molecular hydrogen and letting the listeners and viewers really understand the natural process of how we get hydrogen inside of our bodies, right?

So I want you to start off with that. Forget about the red light beds. We are talking about that the beds, the helmets and all the other devices that you have.

But what are the benefits and what is the natural process that we go through on a day to day basis to get the benefit that your technologies have? Well, thank you for asking this, because that's the million dollar question.

Because what I like to do in business is mimic nature. Right. And we talked about that with hydrogen. With red light and infrared, we are mimicking the sun, the beneficial wavelengths of the Sun.

Most people are in an office. They're not going out in the sun anymore. And their lifestyle prevents them from going in in sun for an appropriate amount every day.

Now we all hear about how you can wake up to the Sun. You can go out. My wife many times goes out on our balcony right when the son is coming over those mountains in Utah where we live and around 630 in morning she's out there getting that first daylight.

which is really beneficial for your body. Most people aren't getting light exposure and the big question is why do they need light? Exposure and a lot of people I would say don't understand that light isn't just something you see.

Light isn' always what you because obviously infrared you can't see anyways. And light carries information It's not just light. It actually transfers information into our body and our cells, and that's really what photobiomodulation is.

A lot of people ask, what's the difference between photobio-modulation and infrared sauna? If you're saying this bed over here has red and infra-red light, What's difference is between an infra red sauna and a red light bed, for example?

And what we need to understand is that there are very specific wavelengths of light that do things to the body. So if we really wanna understand what photobiomodulation means, it means that you're taking very specifically wavelengths light, putting it into the at a specific dose, and you are expecting the to change biologically.

In other words, you applying light And then you're wanting a bio-modulation, photo bio modulation, bio modulation in the body. You want the to body to respond, take that information and energy in and do something about it.

So we want to see changes in a cell. We want see mitochondrial change. we wanna see all kinds of things happening because of exposure to light. It's not just about heat.

In fact, it's very little to do with heat. The heat part is important, but not like a sauna. We want more of the wavelength, the intensity, time, distance.

All those things are very important when we're engineering a result we want in the body, biologically. So we hear about far infrared. We hear near infrared and we here about red light.

What's the difference between the three? The wavelength. Up to 700 nanometers, like 620 to seven hundred is red. That's in the visible spectrum. We can see that.

And what kind of benefits do you get from that? Typically, it's aesthetic, its skin wrinkles we can get. It doesn't go as deep into the body. Red light versus infrared, much more shallow.

OK. So we want benefits on the surface of the skin. A lot of times we can have differences in blood flow. So that's more dermis and epidermis tissue. Because you're you.

You're only going a maximum of of, you know, three quarters of an inch of the body with red light. you can pulse it to drive it deeper. But your max is three quarts of a inch into the.

Body, whereas infrared could go almost four inches into. The body. So it's a huge difference. OK. And the infrared, what are we utilizing that more for?

Muscle, joints, tendons, mitochondria, a lot of different aspects. Infrared can change energy level, recovery, performance, fatigue, power. And so there's a lot going on with infrared, like in the brain with a traumatic brain injury or concussion, for example.

Red light's never going to penetrate the skull. But infrared would. So when we talk about changing brain function. You want to combine, you always want a combined red and infrared.

because the red will help all of the blood flow increase. And then infrared will go through the skull into the brain. So together, they can have huge benefits.

What's foreign friend? It's just a different wavelength. That wavelength is going deeper. It is just like music, right? Your deeper bass can go further than your higher frequency sound waves.

The higher-frequency is a tiny wavelength, The base is big wavelength. So it's going to penetrate walls. It's gonna penetrate It is the same reason cell phones some brands of cellphones work better than others inside a building because the wavelength At which the frequency which their message is being carried through the air Some whatever wavelength they bought from the FCC, right?

Some of them go deeper into a building than others. So like remember next tell years ago They bought a lower wavelength so their their stuff Happened to penetrate concrete and buildings better.

That was great. But others are on the higher frequency They don't penetrate as much into building but it's just all about wavelengths of sound or light in the way How far they can travel?

Yeah, so so, you know, and I'm more than sure that that a lot of the viewers and listeners probably have this question. When you look at today's market and the biohacking space, the aesthetics, a space hair restoration space.

People that have injuries, right. Yeah. Blower back pain. It's it's this whole red light infrared. And listen, we offer it at Lake Vita, where we do hair.

Restoration. We do work with a. Lot of athletes. But it's one of those things where it just like, this is the magic sauce for everything. Yeah, so, which it can be, right?

But we gotta break it down to the science so people can really understand that because right now you're starting to see this stuff for injuries. You're seeing it, how we said before, even for eyes, for any kind of.

There are studies on macular degeneration and Yeah, so mostly infrared. So what are what? Are we? Going after what do we treat in? What are we doing with this red light therapy?

So we are using light to transfer information and energy into the body we want the Body to respond and have a result With red light being 620 to 7, 750, for example, we know that's this range.

And from 750 to one millimeter, that your infrared, right? They do very different things. Heat comes from infrared. Heats not coming much from red lights.

Red light doesn't create heat, but infrared will create he and the different wavelengths will react more and create more heat than other wavelengths. 810 versus 940 is very different in what it's doing in the body like lymphatic drainage is 9 40 but you're not going to get that in 800 range for example but that's one of the reasons I put that into the bed because I want lymph treated and I lymphedema helped and all these other things helped There are other things like dental results, which, yes, 940, but down in the 850 and 810 and what have you, you can really help with gums and whatnot in dental range.

So, different wavelengths of light have different things. I don't think we know yet everything about light and frequency and what it's doing because there's currently what 10,000 studies on light, and infrared and red and the combination of the two, And what can do in the body.

And it is tremendous when you start talking about stroke. when you start talking about TBIs and concussions, when we start. Talking about all kinds of scarring and surgical procedures and you.

Start talking. About athletes with muscle read, you know, the reduction of pain and the pain receptors that are activated. Why? We don't I don' know that we know exactly.

We do know. That it's a lot more complex than just simply saying red light increases mitochondrial function. Right. um there are photoreceptors in the mitochondria like cytochrome c oxidase for example also you have things like nitric oxide that are that Are regulated or there's down chain reactions with transcription factors and calcium and and other things that happen when we expose the body to light yes the end result is an increase of ATP but the increase indirectly resulted from everything downstream that just got modulated by light.

It's just like hydrogen. Hydrogen is modulating through multiple pathways. So is the light, you know. The light hits the body and the photoreceptors in the mitochondria are saying, ah, Boom, we'll take that in.

And yes, cytochrome C oxidase is your first. But then you have nitric oxide, you of calcium channels, your transcription factors. You hit you. Have other things in the body that are reacting to that light and the combination of that total increases ATP.

Right. Does that make sense? Yeah, yeah, absolutely. So so that's what's but that what happening now. Sleep is another big one. Mobility. You know, I had a crazy experience where we had guy that was a weight builder, weight lifter, and coached other people and he fractured his back.

And he could no longer bend over and touch the floor for like a year and a half because his was fracturing. And I said, well, why don't you get in my red light bed, the LumaPod?

Why don' you you in there and see what happens? He's like, oh, bro, are you sure? Like, do you think it's gonna help? And, I'm like 100% it is gonna to help.

Get in it. So, he gets in, only one 15 minute treatment. He gets out and he's got his palms on the floor. And he is like I haven't been able to do this in over a year and a half.

What do think caused that? Is a his pain receptors were no longer screaming at him. Don't bend over anymore. And I will tell you that muscles, the mucks, and the muscles are changed themselves during red light.

But but here's what I always say. I'm saying this in a joking way, but I am also saying that it's for real, which is You can't wrap red Christmas tree lights around yourself and expect to have benefit.

You know, you red light takes four, four things. Freak the wavelengths themselves. I'm actually picturing you when okay, it's like like that National Lampoon Remember that picture with him You know, but but I always say there's so many products on the market that are so hokey when it comes to red light like right There's no power behind the lights.

They're not bright enough to change anything in your body. You shouldn't expect that What should people be looking for because they're everywhere man that you got a little Ten dollar pens, pen, my pen looking things for your face.

Yeah. I mean, you go on Amazon and it's just you got every red light mask you think of. Yep. You got red, light, Palsy, some other things. For your toe fungus.

Everything. Well, everything you can imagine because now now here's the thing. Like you've got 10,000 studies. Largely, those studies were handheld lasers.

Hmm. So you had a tremendously small point of power from a laser, right? You know lasers. They're a tiny pinpoint. But there's so much power behind that wavelength of light.

So what people need to understand is, first of all, wavelength matters. Wavelength is the nanometers of life. So wavelength matters. Distance matters from the light and the irradiance.

If we take the wavelength, the radiance, The distance and The time exposure, we end up with dose. And it should equal 30 joules of power to the body. That's the magic number.

And so the big difference between each product is how long of an exposure will it take for you to get to 30 joules of power? That's where the accepted number is that's going to really affect the body.

So each bed or product If it's tested properly, and this is the most important thing, there's so much fraud happening right now. And what do I mean by fraud?

There's currently the top supplier or what used to be the number one supplier selling more beds than any other company. was claiming that their bed was one hundred and sixty five milliwatts per centimeter squared.

Well, first of all, that's impossible to do. But that was what they were claiming on their website. And everybody, all the celebrities and everybody has this bed.

What bed is that? I don't want to say. Okay, but it was the it's the one that everybody knew about and You know was being sold by all the celebrities and bought by the celebrity and it being said that it 165 milliwatts per centimeter squared and It was actually tested by a third-party laboratory Mmm, they tested three of their beds One was nine milliwatts, one was 11, and one 13.47. So we're going to give them the benefit of the doubt.

We're gonna say that bed irradiance was 13 point four seven.

Dose, Irradiance, and Product Testing

And what did they claim? 165. They sold a bed at $130,000 and then you add a bunch of other stuff to it. It's 150. Wow. Because they did a VO2 max, right?

They say there's a PMF in there, and there is not really, but they say that there a PNF that's going to help somebody. And they put this big sticker price on it.

The truth of the matter was that bed was 13.47 milliwatts per centimeter squared, they claimed 165. That's considered fraud. You know, you can't just make up stuff and expect to never be caught.

Yeah, those are false claims. Correct. So they're being sued by their main distributor right now, because if that distributor doesn't sue them, now they are complicit to that fraud.

Is there like one big organization that has taken it upon themselves to test all these beds? No, there's one company that did test Most of the beds on the market, I did my own testing on my bed.

And so I used the same lab that he used to test all the companies. And to give you an idea of what they did is they came up with a kind of a protocol.

I wouldn't say it's perfected, but they took the beds and they tested with the testing device pointing down at the laying area in 10 different spots and.

They would run the bed for 20 minutes. Right. So that it wasn't just brand new right when it cranked it up, you know, run it for twenty minutes, let it get warm and then test and all the beds, you can see it on the web, public data, what everyone's bed was tested.

And Robert did this and I have to credit him because he, he took it upon himself and tested all the beds about mine. I tested my own and now on our website, we show our testing results.

He, on his website shows all of them. And I'm thinking about doing that, but the difference would be this, like this bed that was being sold for 130,000 at 13.47. My bed was 44. That's a huge difference.

Yeah, and I sell my bet for 59 995 Wow now. It's half the price and 4x Average now my highest irradiance was seventy three point nine mmm But the average of just the bottom that you're and of course you have a top and a bottom but just The bottom was 44 versus theirs at 13. And this is a big difference because, and people will say, okay, you're 44, they're 13, what's the difference?

Well, the differences how quickly you get to the 30 joules of power. That's 11.2 minutes in my bed. At 13.47, you're 40 minutes. Oh, wow. And so. No one's going to be in that bed for 40 minute.

Right. So you never getting the 30 jewels. Because they never told you you have to. Be in there 40. Minutes. Because they said it was 165 milliwatts per centimeter squared.

That would mean in one minute, you're getting more than 30 joules. How do you measure the joule that the person is achieving? It's a whole equation. And you take the irradiance, the proven irradians, and then you do a hole equation to figure out how many jouls of power.

And it's an entire equation based on the irradiance based, on time, based. On, you know, all of that. And that's jewels that are absorbed into the body.

Yeah. It's joules of power, of light power. Of light. Hold on. Jules of. Light power of exposure or absorb. But it. Is a total aggregate of Power because like, for example, my bed's forty four point three seven average irate irradians.

But that's going to be just over 1.3 joules per minute. So in. OK. Or no, no. No. Three almost three joule a minute because you're eleven point two minutes to get to 30 Jules.

All right. Yeah, for some reason I'm thinking like, you know an emergency medicine we shock people at Jules, You know with a defibrillator either monophasic or biphasic.

Yeah What was the Jule's would go up to 300 exactly, but that That's one shot, right? Yeah. So but we would start low or if we were doing like synchronized cardioversion It was a lot less.

Yep, so I just kind of understand Is it the exposure of jewels or is it actual absorption of the jewels into the body? It would be the absorption. Of jewels.

And it's a total aggregate of power. OK. To have a dose. Because too much could be contraindicated as well. Right. So, as you know, like you've you did 600 jewels with your device.

It wouldn't be good. No. Everybody would. Be fried. You know. Out of body. Yeah. The point is. You the answer isn't just to do more and more more. The answer is to have a proper dose.

You know, and it's not necessary to say, oh, I have the highest irradiance in the world, therefore I've the high jewels. Well, wait a minute. What did you design the product to be used for?

And so in my case. I. Have a touch screen and I Have 63 preset protocols, OK? And half of them are 10 minute, half are 15 minute. And I'm saying you're getting that perfect 30 joules in 11.2 minutes.

We have a 10-minute function, we have 15-minutes function. So you are getting plenty, right? If we had a situation where you've got 40 minutes before you get 30-joules and their protocols are still 10 or 15 minutes, that's a problem.

Because now they're never getting they are getting 10 joules or they getting five joule. It's not enough to change biologically the body. Right. And where does that really play out?

If you have a red light bed in your facility and you're not giving them 30 joues in one setting. They're probably not going to feel a change. and they probably won't come back to use that bed.

Because they're like, I just paid you whatever, and I'm not getting results. Well, the reality is, but they could come get in my bed and be in it for 10 minutes or 15 minutes, And they would have a result.

I am going back there. Yeah. And so it's unfortunate because wellness locations or offices or medical facilities spent the same money on a bed. Let's say they spent $130,000, but they're still not getting a benefit for their client.

They're going to be like, I can't fill this bed, and I cannot make money with this. Yeah, someone else could get another bed and they are going make a ton of money, five to eight thousand dollars a month because people are coming back and using it.

That's where there's a little bit of Wild West in the industry because people aren't, manufacturers are not divulging this and talking about it unless someone like me divulges that information.

So I know with the hydrogen, you said that there's like an organization. I forgot what it was. Hi. HSA. Is there anything like that for the red light market?

No, it hasn't been done. So who are you going to develop? I don't know. Yeah, no, because I am doing that in all reality. You want to make sure that you're getting the efficacy of the treatment.

Correct. Right. And based off what you say. Then I already know there are tons of companies that are buying these products from China. Who knows what the heck you get.

That's where they're mostly all coming from. They're just getting a private label product that they had very little to nothing to do with engineering it.

Whereas first thing I said here was I got my first patent in red light in 2020 because if I was getting into this industry, I'm not just getting in the industry.

If I actually get into an industry and say I developed this product, it needs to be the best. And I gonna continue to innovate just like I did with Echo, just I've done with all 14 companies that I have had in my life.

I am either gonna innovate or I not getting the business. if someone else has already accomplished perfection, Why do I need to get into this? Let me ask you something, Dr.

Paul. And this is a serious question, man, because I've always asked this, and I think I know the answer to it, but I just want to hear it from someone like yourself.

You know, we talk about all of these great benefits. When we start diving into the world of like bioquantum, right? When were talking about different wavelengths, when we're talking different frequencies, microcurrent.

We know that there's some of these benefits. A lot of this anecdotal things that people say, well, the pain is gone and whatever. But at the same time, when we talk about all these benefit, s well hell, I feel like there could be certain frequencies and certain wavelengths that can be bad for you.

Right? Yeah. Well, I mean, that's for certain things. Like, if I stand too close. If your eyes are open and it's a bad wavelength, you could harm yourself.

You could have harmed yourself, right? Or, y'know, If I somehow squeeze myself into my microwave, Right. I think it whatever those waves in there are.

Correct. Might not be so good. It's not so Good. So you wouldn't even have to squeeze yourself you just trick it to think the door's closed. There you go.

you've done this a few times. No I haven't. That's what you would need to do. So we won't be doing that, by the way. Thank you. Don't try that. That'll be the new devices at the next show.

Yeah. So, you know, where I'm going with it is you get some of these people that are just making random stuff that come from these other countries. How do we know that the different wavelengths or frequencies that or are being programmed into these systems and go into your body are not something that's going to harm you in some kind of way or cause independent lab testing?

And this is what's unfortunate. Same as I said about hydrogen, 99% of the products are scammed. 99 percent of crap being sold online as a red light product will never do what these 10,000 studies are saying can happen because you don't have the irradiance, you do not have dose, the jewels, any of this stuff that in the study They said this was the parameter of light that caused this.

So what happens in in our world is somebody goes and reads a study saying 633 does this or 660 does or 850 does. This or a 10 does well, I'm just going to make a product and go to China and buy some product that has that wavelength.

And yeah, that wave length that that led is producing that way. But wait a minute. What's the irradiance? What the dose? How much do you need to be in there to get 30 joules?

Like, that's, the part that missing because I will go on websites and I see someone selling a sleeping bag product and they'll say it's 100 milliwatts per centimeter squared.

Now that is so much fraud. because that's maybe one milliwatt. They're claiming 100 times what that actually

product is actually delivering. And based on one miliwatts, someone will have to be in a sleeping bag to get 30 joules for like two hours, three hours.

Like it's not happening. But they'll call or message the company in China and say, what's the irradiance? And they tell them 100 milliwatts per centimeter.

Well, first of all, they tested it with a ridiculous meter that's a solar meter. It's giving them, you know, 100x what it actually is. But then these people will take that from the manufacturer and just put it on their website.

No. Well, so there's no actual testing happening. So there is really no standardization or compliance. No, you know what? What I'm scared of is that crazy scientists that's out there, right?

No different. You've probably seen some of these Netflix documentaries that The in vitro guy that was put in his own sperm. Yeah, it had a 200. Oh or something Yeah some crazy guy like that or like the other dude that's working at the different hospitals and yeah injecting shit in their IVs So you get one guy who all of a sudden finds the wrong?

Wavelength or frequency that starts making people disabled and everything lucky. That's crazy lucky for us Most light is beneficial OK, now we know blue light can cause issues, but you'd have to expose someone a lot to harm them like death.

But. Unfortunately, or unfortunately, most of these wavelengths are based on a study and then manufacturers make an LED to produce that wavelength because someone tested it and said, oh, this is trying to replicate that.

Yeah, yeah, they're replicating. And so what we're really replicating is sunshine, the positive aspects. Now, I believe all wavelengths in the sun have benefits.

We're testing certain wavelengths. Well, we're not they some someone else I haven't done that yet someone out some amazing brilliant scientist is testing Certain wavelengths of light and showing.

Oh this wavelength does this well We know maybe it does 10,000 other things, but we haven't tested those things yet. So we don't know what else it is.

We also don' know. There could be 50 other wavelengths of light that do great stuff, we have a test of them yet, so to this point we know six thirty three does a bunch of stuff aesthetically.

If you want your skin to look better, you won't wrinkles to lessen. You want the elasticity of skin. Six thirty six. Thirty three. If you want certain blood flow and mitochondrial function and you.

Want benefits for TBIs or you? Want stroke, you know, benefits or whatever? 660, You know. And so that 6 60 is the number one proven red light wavelength.

Most studies are all about 6 16. When we get into infrared, 850 is the most proven in the infrared. So that's why you see most products are 660 and 8 50, because they're just simply going, OK, make a product with that.

And then all the companies in China make something that has one LED for 6 60, one for 8.50, and they make sleeping bag and sell it to everyone and their mother.

The problem is, how many LEDs do you have? How many watts are in power supply? You might have 10,000 LEDs, but how much power are you putting to each one of them?

And how that's really getting to the body? Where it needs to be policed is you have different companies that have all different power supplies, all difference wavelengths, and yet, where's the dosage?

where is the true irradiance test? Now, we have tested our beds, And we have true irradiance on our website and

we can tell you how many joules you're getting.

And the bed was tested over and over, right? And so that it was all in there. But we're now testing all of our other products so, and I just finished taking our sleeping bag and increased our sleep bag to 12,000 LEDs on one and 8,100 on the other and then increased the power going into all them so you can actually And I doubled the number of infrared versus red.

Because infrared is critically important for muscle and getting deeper. Just surface-y is the 660. Why do we need to worry about that on our knees? It's infrared that we want to impact, and we wanna use pulsing to get it deeper into the body.

So I've put a lot of time in And instead of just private labeling, I get very involved in the engineering side of things. Like I own the patents on both of my beds and I actually paid to develop each one of those beds with every single component.

The actual LEDs I use are only from Germany, for example, and it's a specific brand of LED that I like. And so I engineer these kind of things and develop these kinds of thing because I don't want to just go private label something from China and go, oh, great.

How much is it? OK, I'm going to sell it now and put my logo on it. I know I think about who engineered it or whatever. Actually spent have spent a lot of time in developing and continuing to change the components.

so that we can get the highest outcome and keep the cost in line. Because at the end of the day, someone's buying this bed either for their home or for a clinic or a wellness facility or whatever.

And at end the of day that cost needs to be justified. If it's in a home, they better be feeling some cool stuff. Like they'd better feel better the first time they use it.

And that's what I'm saying will happen with a Luminova product, you'll feel different when you use our bit. You will feel that, the first shot. So Dr.

Paul, we're talking about red lights, and you look at a lot of these biohackers like Brian Johnson, Gary Brekka, Ben Greenfield, these guys at nighttime, they got a bunch of red light bulbs in their house.

Yeah. Yeah, and they do that before they go to sleep, you know, at least a few hours might set the mood three. Well, what is what? Is it that they're doing with these red lights?

I don't know. I I. Don't. Know because. And I'm not saying this about I just want to say sometimes we take things to a point where it doesn't make sense anymore.

Hmm. Like I won't mention names, but I've literally been at conferences where the speakers are walking around. One particular speaker is walking. Around barefooted because he talks a lot about grounding.

And I'm like, you really think on the fifth floor of this hotel walking on carpet that everyone's been wearing their shoes and all the oil from the street and.

All the who knows what is now on this carpet and you walking round bare foot on. Carpet is great. and You think you're grounding? I just think sometimes we lose our mind like You know, I used to say this about L. A.

They're so open minded, their brain fell out. Right. And and I would say sometimes in health and wellness, we we read too much, We get too. Much. and we start getting a little crazy.

We have to keep some common sense. So we have. To have a. Little faith. we. Have to, you know. I personally think darkness is good while you're sleeping because that's how your body needs to produce all of the hormones we need to sleep.

But having red lights on in a light bulb, again what I said, what actually changes the body is irradiance, time, distance from the light source.

UV Light, Hair Growth, and Skin Benefits

If I put a line up here on the ceiling, by the time it gets down to me, you're not therapeutic. It might be great if you want red in your house. I don't have a problem with that.

But don't think that's creating dosage or 30 joules of light by sitting in your couch. I would only assume they're probably doing that to eliminate the blue light exposure and maybe or something.

Right. And some people use yellow. Some people. Use different lights. That's that. Cool. So, you know, talking about these biohackers. You were also talking.

About what we're doing is mimicking the natural sun. I've seen Dave Asprey do this anal tanning. What is that all about? I never heard of this. You're the first telling.

Oh, you haven't heard of it. Let's give you a little fact check on that real quick about anal tanning. I believe you, brother. Just get off the company Wi-Fi.

Yeah. But are you saying laying naked in the sun? Are you seeing putting something to your butt that's going to? He actually goes out in this sun in like a yoga position and make sure like your butthole is tan from the Sun.

So you get a certain wavelengths. Well, well that's your, that your manhood, but you're saying your anal, your anus. Yeah. I don't know the, where you going to find it.

They've asked me with that. See if it comes up. Well I'm sure you right. You, I swear I see it now a hundred percent. Be like, ah, it was tricky. That was fun.

So that's your perennial area. Um, yeah, that you won't catch me. We're talking about the new technology here, man. So I want to know if, uh, I got a few influences that might want come in and do some perineum tanning.

My butt's already tan bro. Your butt stand, right? Uh, pretty much. Yeah, you got pretty nice. I am 10 to yeah. There you go. You don't ever need to tan anywhere, but here's the deal.

Some of these things just get a little nuts. Um. I think if we I and this is me. The thing is, Dr. Paul is common sense, right? These are the biohackers that got these millions of followers.

Dave Asprey, he's got 10,000 people that show up at a show. So for me, it's this site. But there's people to talk about drinking your urine, too. Ah, God, so many of them.

And and here's the problem. Like maybe the ammonia in your urine is fine. Why don't you go drink ammonia then? Why you got to be your year? But it's because it is shocking.

Right. It's going to get followers. Look at that. I know. That's it. They've asked me. OK, So here is where I would say where we go off the rails. If I tell someone, which I never would, but if I told someone they should drink their urine, I should also tell them they should eat an organic diet because you do know your urine is your waste.

Right. A hundred percent. So whatever you took in through your food and water that is a contaminant is coming out in your year. And so if I tell you to drink your yarn without first eating organic foods or lessening your contaminants coming in, I just told you a drink.

Your contaminates again. Yeah. put them all back in that you just cast off. And that's a real thing, man. You know, I watch a whole documentary, there's countries where it's normal for them to do this.

Yeah. Which is crazy. But hopefully they eat clean food over there. So all I'm saying, and I am not saying that there might not be a benefit to drinking urine, but I will never do it.

I have zero interest in drinking my urine. And I will tell you, whatever benefit you're getting from urine, there's probably another way to get that benefit.

We'll supplement this some other way. Somehow. Yeah. But anyways, people come up with all kinds of crazy stuff. I try to mimic nature in a positive way, that's everything I end up doing is mimicking nature.

we definitely do not go out in the sun enough, right? We do. Not get enough healthy sun. And we put too much Sun protection and we're fully clothed, fully closed.

And then let's also we are in Florida right now. You got plenty of UV light all year round where I live in Utah. I lose UV Light for half the year. So even going out in the sun in my part of the world in October is very different than you going in out the Sun in Florida.

I'm happy you bring that up because this is a real thing. They call it sad seasonal affective disorder. Correct. So there's something like the bed help with seasonal effect of disorder?

Yes. Wow. And UV light. I developed a vitamin D light, and there are several vitamin-D lights on the market. The problem is people are getting burned, which does DNA damage if you get overexposure to UV light.

And not all UV lights will tan you, You can get tan from UVA, but you're not going to get vitamin D from you. You're going. Vitamin D. Well, I don't have any UV light in Utah for a big chunk of the year.

And so this is a big difference that plus it's cold out who's going to do butt tanning or anal tan when it is 30 degrees outside. You like me. If you be in that position, the polar bear guy.

Yeah, you'll be like frozen right there with your butt, with you butt up. But the whole point that I'm making is Not everyone's going to go out in the sun.

Not everybody wants to. So let's get red light products that are effective red-light products. And let us get UV products, because with the Luma Delight, which is a vitamin D light that I developed and we sell, you can double your vitamin-D levels in 90 days.

from just a two minute to four minute exposure per day. Wow, that's amazing. Everybody's got time and you can do it midnight. You do whatever you want to do when it's dark outside.

And the majority of people are deficient in vitamins. Oh, 100 percent. Yeah. and and You can overdo vitamin D when you are orally taking supplements. It can become very toxic.

Right. it is impossible to over the over do your vitamin levels when its through light. you can never overdo it. The body won't produce more than it's needed.

Now when you take it orally, one of the things that they say is that you wanna take that vitamin D with K2. When you're doing the actual red light bed and you getting that UVB, you said?

UVD. You have four vitamin D for vitamin. D. Do you have to also take to heavens? No. OK. You don't need to in when you're using light to create it. I would tell you that red light and infrared light will prepare the body for better uptake.

So if someone gets in the redlight bed and then uses UVB, then it will increase. This is why I have a patent, depending on adding UVB to red light bed.

And we already have UV-B light after exposure to Red Light, so that your body uptakes vitamin D faster. So in my

red-light bed, we have you UV in there.

But it's time to only come on at a certain time, and only for a certainly amount of time. Because it space on the Fitzpatrick skin scale. You can overdo UV.

Like someone like myself, I can get burned way faster than you. But what that really means is you need more exposure to create vitamin D than I do. Because I'm lighter skinned, my body will process that UV light way fast and differently, because I don't have the melanin in the skin.

You have more protection than I have, but you also need more exposure for vitamin D. Right. It's interesting. All these different formulas. And before you were talking about the 30 joules.

Yes. That's for. Yeah. For the for the red light side. Correct. So infrared and infrared. so talking. About that 30 Jules. Like if I were to just go out to the sun and lay out at the at.

The beach. How long would it take for me to hit that? 30. Joules? That. Is a good question. I don't know. But I can tell you that the Sun is way brighter than any redlight bed.

I mean, let's be honest. But you could probably go out in the sun for five minutes, 10 minutes and get plenty. Yeah, I think that's healthy. I don't know many people are going to burn in five minute, but it could happen.

Yeah. You know, if my bed in 10, 11 minutes is giving you 30 joules. The sun is going to give it to you, but not in Utah. But, you know and understand the 37th parallel.

San Francisco to Richmond, Virginia, If you kind of draw a little smile, slight smiley face across the country, San Fransisco to Richman, Virgina, that's the thirty seventh parallel that everyone south of there.

Is gonna have UV all the time in there so you north of there you lose UV Wow for a big chunk of the year. So Canada Yeah, you know their screw three-quarters of us.

No, the reason why I asked that too is You know a lot of things we do in the biohacking space We do it to get things done quicker and things that are in a more of an enhanced fashion Yes, I wasn't sure if the red light bed the 30 joules was quicker than if you actually had to go outside and lay outside?

I would say no. No? Okay. It's more concentrated on red and infrared, so you're getting the positive aspects of the sun, and you are not getting any potential of burning.

You can't get burned in the red light bed, right? So, but I would say no, go in the sun. If the Sun is full sun with UV and what have you, you're getting what you are going to do.

The problem is most people don't go. And the big question is, of these 10,000 studies on red light, everything was done with a handheld laser. And those were based on localized introduction of light.

So when obviously no one's doing the whole body with a handheld laser, it would be very time intensive. All these studies were done on a certain outcome with very localized light that's pinpointed to a certainly joint, whatever.

Now we're applying that wavelength to the entire body. And what's interesting and it's a big question is, what benefits are happening when the entire body is exposed to 633 or 660. And that's why we're starting to see a lot of benefits, because now the entirely body's taking in that light.

How is that impacting the system versus just a handheld? And so it's been beautiful science to watch because what is being suggested so far is there is a benefit.

So that would mean going out in a bathing suit where a small amount of you is uncovered could be a huge benefit. But also laying in your yard in you birthday suit could a big benefit and we just read a couple of studies about the

perineal area of the body and the private area.

All I'm saying is I like the idea of having red light and infrared light in your home so that if you're living that crazy lifestyle and you burn in the candle on both ends and he cut it and made two more ends, you got four ends.

You're burning at one time, which is a lot of people. And you come home at nine o'clock at night and it's dark already. you can still have the benefits of if.

Had gone in. The sun from a red and. Infrared perspective. and there are a lot of choices. When it comes to hair growth, this is not health benefits, but it's great having hair, right?

And so it is interesting to me because then that would beg to differ if you went out in the sun more, would you grow more hair? So it was very interesting because people lay in our bed and the wives will say, oh, his hair is twice as thick.

After just laying in the red light bed for two weeks. I don't know if that would be the case, right? Being out of the sun, because I know a lot of guys that will be out in sun that are just bald.

Correct. You know? So isn't it interesting, though? Yeah. Obviously, I think it's more of that specific wavelength at a concentrated version close to that.

Right. But you guys have the helmet. We have Luma helmet, which is 655 nanometers, exactly. And we have 350 lasers. 200 LEDs in that helmet. And what is that doing?

What is it doing to the hair follicles? Well, it's doing a lot, but you're increasing blood flow. OK, and you are increasing the actual hair, follicle to start growing again.

Yeah, It's that specific wavelength 600. So it is not a multi-wavelength. It is one specific wave length 655 and I'm telling you it grows hair, but but so does our bed no and these things are great Especially because you know obviously we have a lot of doctors in the industry that tune into the podcast But you have A lot, of these physicians are doing yeah PRP Yeah, microneedling yeah, they're doing with the exosomes so some of them are done hair transplant first right so This is something that would stack very very well yeah Oh, yeah, because I mean, we have tons of pictures of people that were thinning and now gone to take someone who's fully bald and not growing hair.

You know, that would be an interesting, interesting test. One thing that we do like you can imagine a helmet, right? We have quadrants for forehead, back, top, sides.

In the app that controls the helmet, the Luma helmet app, you can actually turn on or off each of those quadrans and increase intensity and pulse as well.

So there's not Much else like it in the world. And it's a battery operated product with app controlled. So you can control exactly what you want and it'll track how often you're using it and everything else.

Yeah, that's nice product. Are there any type of individuals that should not use red light therapy or infrared? Pregnant women. Okay. If you are pregnant, you should be in a red-light bed.

What about women with breast implants? No, that's fine. It is. OK. Yeah. Augmentation is no problem. Awesome. You just don't want that baby impacted. But especially the infrared light, which is heat.

Right. Do you see some of these devices out here now that have like blue light? Like like you actually see the green, blue, green yellow. What's the benefit of these other lights?

So green has benefits. Blue with skin. You've got orange. you've. Got all different lights. Green is great for headaches and for face. The issue that the issue.

That I have and and they're making beds. There's one bed out there that has multiple wavelengths, but only one is red. and all the rest are different.

And I say to myself, here I have a bed that's two red and three infrared. If I took and deleted one of those and made a green, that means I'm taking up 20% of all of the LEDs for green.

There's a handful of studies versus 10,000. Why wouldn't I just make a green device for your face? Because why am I exposing my entire body to green light when it's really for face and you could manufacture an inextensive product, maybe a couple of hundred dollars.

Like we have a panel for you face that's red and infrared. That's like $215. Wouldn't it be better to make one that is green and do the same thing But for a bed, let's expose the entire body to the wavelengths that we know are helping with muscle issues, joint issues.

All the stuff that your body really needs instead of green light, which is really just aesthetic. Absolutely. Dr. Paul, earlier on part one, we were talking about toxins, toxins inside of your body.

How does the red light infrared, how does that help mobilize toxins in the body? I think the infrared will cause some moisture and sweating to happen very, very lightly and that can start to move the lymph.

The 940 nanometers that's in our bed definitely is designed to move the lymph. And that the interstitial liquid that is in the body, lymphedema, where you've got pooling in your lower extremities, it'll start to moves that stuff so that you're moving the liquids in body and not just pool them.

That's really good. Anytime you move your lymphatic or your system is very healthy for detoxification. I think the heat alone would cause your body to start sweating.

It's not to the level of a sauna. That's for sure. But people do perspire a little bit in the bed. Within eight minutes, typically in our bed, within eight of your 10 or 15 minutes you're starting to glisten a bit because your bodies trying to cool itself a So that's going to definitely help with detoxification.

I don't know that I would say per se that somehow red light is going remove toxins out of the body. It's stimulating your elimination pathways, I think it's opening up and lowering inflammation, the same kind of thing we talked about before.

That is helping for your entire detoxifications. biohacking modalities or technologies that are out there stack well with the red light bed. Hydrogen definitely stacks well tens like we have a device called the Luma mobile, which is a half bed and it has tens unit built into it.

So you can plug in the tens leads and put them on your muscles or whatever and get a tens treatment while getting. Oh, that's pretty cool. Yeah, so that one's there.

Hydrogen inhalation or drinking echo water, hydrogen water is good. Those are easily stacked. Some people like to do PMF.

Closing Thoughts and Personal Reflections

There's a number of things that you could do, but again, inhalations, you can do that. Usually when you're in a red light bed, your relaxing. And just, you know, relax a little bit and breathe.

So the inhalation hydrogen is good and enjoying, You know. All the other stuff that. And what have you seen with like people that are very active athletes, people who work out a lot when it comes to the actual bed?

So recovery is shorter. People that have had injury, we have a testimonial that was done, a gentleman who is a runner, he runs the mountains of Utah, and he pulled one of his muscles, usually that's a six week recovery.

He started getting in the LumaPod, the red lightbed that I developed, And in two weeks, he was back on the trail running. So it cut his recovery from an injury, a pretty serious injury down by a third by two thirds.

Are you familiar with like any of the protocols when stacking with other types of treatments? Well, I'll give you an example. Let's say someone who wants to get shockwave therapy done, you know, would red light and infrared be most beneficial pre or post doing shock wave?

I don't know that that's going to matter pre or post, but you could definitely do it pre your post or both. OK, yeah, it's not going. I mean, a totally different therapy.

But same like the magnetic therapies could be done same time or different. Yeah, those are some questions that a lot of people have been asking, like, for example, methylene blue, right?

When people take methylenine blue sometimes the oral version or the IV version, you know, photobiomodulation is really good for people that actively use methylane blue.

So, methylene blue, curcumin, certain things like that are photoreceptive and will react to light. Okay. So methyline blue curicumin tumeric, these types of supplements or products are reactive to life.

And so, and red light particularly will increase their effectiveness in the body. But again, that's not Christmas tree lights. That's getting in a real Mary that has the proper jewels, 30 jewels dosage.

You can enhance them by taking them and then getting it in red light. I would take them a few minutes before. Let them assimilate out of the stomach into the body, into.

The bloodstream won't have you and and. Then go ahead and do a redlight treatment. Those those are photoreceptive. Right. Absolutely. Awesome. You know, we're gonna have a little fun here, man.

We can't go this episode without doing the cards. Gotta learn something new about you. Grab this and grab a couple cards out of there. Do you know Diary of a CEO?

Yeah, yeah. He's a cool guy, right? Did you ever do his podcast? No, I just messaged him. I'm asking to do his podcast. And I sent a message to them telling them what I'd like to talk about.

Well, you know, it might not be worthy. But I hope so. OK, should I grab the first one? You've got to grab another one. It says, what has been the most happiest moment of your life brought you the joy and why?

Probably my happiest moment was marrying my wife. 32 years ago, I remember being a young guy, 21 years old. You got married at 21. Yeah. Wow. I'm 54 now.

So, yeah, got. Married at twenty one. And if you look in the photo album, like you couldn't even see me without a smile on my face. Like I was so, so happy.

Having our son was another big one. He's 23 now. But, you know, we had five miscarriages. We had mischarges before him and after him. It was a miracle and a gift from God.

And that was great moment. That's amazing. Being there with my wife and having him And, and the other things I won't go into detail, but the others things are moments where products that I had developed either saved a life or changed a live dramatically.

Yeah. Um, there's no amount of money. that equates to time someone will have with that they may not have. Right. So that's a rewarding part of the job.

Yeah. It's what keeps you doing it. I'm going to install the crazy. Listen, that is why I do it, you know, I love those. What else you got in there? Oh, man.

That was a good one. Take the one what is an inadequacy you admit to that you could work on starting tomorrow? All right. Yeah, that's the one I was waiting for.

Inadequacy. It isn't as much now, but I used to trust too easily. And I get burned and stuff, and so I've had to. Had to be better at listening because people always tell you who they are.

You got to have that third eye. And so I have gotten better at that. What used to be a big inadequacy? I think it's less than one now when you're a product person You're in love with your products and you don't listen to feedback as much and so I have had to Train myself to listen feedback instead of being blind to it because a lot of times we can be blind yeah to weaknesses or what have you but You know, I'm 54 years old.

I pray and ask forgiveness every day for my weaknesses and my inabilities to be a good servant, to a be good steward of what I've been given and asked to do on this earth.

And I definitely understand my nothingness. And yet I work hard every day to serve and love and lift and to change lives, you know, as much as I can. But some I would say there's still times where pride comes in and we have to humble ourselves and bite your tongue or not get offended about certain things or allow ego to come in.

Ego can be positive sometimes, but it's pretty hard. It's usually not a good thing. I work on those things. I work on being humble and teachable and always staying in that place of balance instead of being.

Absolutely. And Dr. Paul, what are three things you do for your health that are not related to any of your devices or technologies? That's a great question.

So, years, a few years ago, I had one of those moments where something happened, and you're like, OK, Dr. Paul, what would you do if this was your patient?

And I started having some gout-type symptoms in my body. And, I'm like what the heck is that? What the hell? I don't have any conditions I've never had a disease I haven't even had surgery you know what I mean like except for a hernia hernias surgery when I was younger which everyone in my family's had but I started having these like these things and this probably like six or seven years ago And I initially the first couple of times just dealt with it and it was debilitating pain and.

It was horrible. I never did that again because that was like three days of pain. That was a horrible couldn't walk. So the next time I took an anti-inflammatory just like a leave.

The second I started feeling that initial thing, I took it, wiped it out. And I'm like, oh, okay. So once or twice a year, maybe that will happen. I start doing research on what the heck is this?

Purines, of course, you learn about purines. You learn the different stuff. It led me to two specific probiotics. And so I started learning that there are two, potentially four, but two specific probiotics that will convert purines in your gut and 30% of the purine is coming into your body already will be processed before it can get to anything else.

And then 70% are supposed to be process in the kidney. And so I had to look into what's going on with me that I'm not processing them Effectively, so, I started taking those two probiotics And then I started doing like a kidney and liver cleanse to make sure there was no issues.

And based after doing that, you know, that that issue went away. Of course, I didn't get in the probiotic business. I was just doing research, research for myself.

So I found a very fascinating the different bacteria And we have like thousands of bacteria in our gut, but we only know like 20 of them. And so what the heck are the rest of em for, right?

It's pretty amazing to think about and it's kinda taken me down a path to really think the microbiome differently, as you know, that's something I talk about a lot.

But that was one I had to look at because it was the first time in my life that I'd had any kind of an issue that, you know, so I have to ask myself that question.

Like, what am I gonna do about that? So probiotic is one thing. What are the other two things you do for your health? For that particular issue? No, no, just in general.

Oh, recently, I've started exercising again. I used to exercise every morning and then I stopped for a few years. And now I started back last this last weekend.

Thanks. Have started on the treadmill. Got a rowing machine. All right. So, you know, i've got a whole wellness center in my house, obvious, I've got a red light bed, vitamin D light, steam room, sauna room.

I got ski trainer. Got a full gym. And so I started using it. My protocol or my thing I would do every morning five years ago, I do 20 minutes of basketball.

And then I would go work out like bench press and stuff. And I then would jump in the steam room and then shower while I was in there and head to the office from home.

I stopped doing that two or three years ago when I had an issue with an employee that was a big issue and ended up in prison. That threw me off my game.

That was a surprise for me, it was shock and for whatever reason, that stress of the legal part of it took me off my working out. Isn't that a strange thing that the brain can do?

But that's stress, when the thing would have been great for you would be to continue to work out, but that fear and that process Took me from that. So working out, we got probiotics working now.

What's the next thing? One more thing you do for your health? I don't know. I think the working hour has caused me to go to bed earlier. I was first walking a mile a day in my neighborhood, and now I'm doing the treadmill, because it's a little more convenient.

Well, you're pretty faith-driven, right? Yeah, for sure. So that would say you do that for your health, yeah? Oh, well, I mean, that's my whole life. That I've never sacrificed.

The communication with my father. It's powerful, man. You can do more for you actual epigenetics and how your body functions based off of that. Right.

Yeah. My personal belief is we have a father who loves us and I see myself as his son and that he cares about me, loves me and knows me personally. And that knowledge guides my every choice.

Absolutely. I love it. Awesome. Dr. Paul, as we wrap up here, what is the last thing that you can leave everybody with related to red light, infrared light.

Blue Manova. Do again, I always say do something about the information you're receiving, you know It's good information But do Something about it, right?

You know do the best you can not everybody can get a red light bed, but you Can do Other products that are less expensive and have some exposure or go to a facility That has a lumen over bed or go to a facility that has no bed and ask them to get a little bit over.

Yeah, I would love you for that. But also one thing I. Would love for people to do, we just opened our Instagram page. I think we have 20 followers or 100 go like our page, you know.

Um, but anyways, Lumen of RLT is I, think what the handle is. But yeah, do something about it and tell someone else. If people have had a traumatic brain injury or concussion, red light, hyperbaric, craniosacral, right?

These kind of things are really important. Neurofeedback also would be huge for those that have brain trauma. People that people that have that are exercise or athletes like You know use red light it is huge for performance.

It is used for recovery And I don't think people understand how much light can actually change their body, but it really can absolutely And if people want to find you where can they find it?

Luminova.com. They can find me on Instagram too, DrPaulBarotero. And yeah, and one thing I am gonna start doing is putting more information out. I'm not a social media guy, but I'll start every day giving some information to start helping.

Absolutely amazing amazing doc. It was a pleasure having you on a healthy point of view podcast great very informative, so I'll see you at the different conferences brother.

Yeah, appreciate it. Thank you. Amazing. it's an honor to be here guys We just learned a lot today. We learned about molecular hydrogen therapy and then we also learned light therapy.

All light therapies not the same. There's different devices, there's technology, different wavelengths. So this is where you really want to go deep into the science how Dr.

Paul has. Make sure you take this podcast, share it with your friends, your family, let them learn as well too.