Peptide Optimization for Entrepreneurs Transcript

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Introduction and Peptide Summit Welcome

Hi, and welcome to the Peptide Summit. My name is Matt Cook, and I'm with a very good friend of mine, Winston Ibrahim. He's so knowledgeable about medicine.

I almost want to say Doctor Winston Ibrahim, but he's been, incredible source of, knowledge and wisdom. He's a successful entrepreneur. I know and love, his family.

And, it's just one of the probably the favorite people that I've, met in my life. And so I'm grateful to introduce you to him. He's a successful entrepreneur.

And so I'm going to, let him introduce himself, tell you a little bit about his story, and, and then maybe I'll and I'll start by, saying, Ramadan Kareem.

Thank you. Matt. Ramadan. Kareem. And likewise, you know, so impressed by what you've achieved and, you know, such a few short years off reset. It's just such an incredible kind of thing to have witnessed happen.

And, you know, to see you helped so many people and kind of push the envelope in so many innovative ways. I think this is really kind of the the front end of the spear of everything that's going on.

And yeah, very excited to be here at the Peptides Summit. We're very happy to be sponsors of the Peptide Summit through my company, hydros. So I've had, you know, a long history as an entrepreneur and investor.

You know, predominantly a consumer packaged goods companies and in various health and wellness businesses as an investor and then working on my primary company, hydros, which is a innovative water filtration startup.

So a lot of people are familiar with the Brita and how absolutely clunky it is and hard to use. So we created a technology for fast water filtration, which will do what Brita does, but five times faster, and we're able to put it in a variety of products.

So bottles and pitchers, it's very easy to use because we're saving so much on plastic costs. We're able to price parity with Brita and use very minimal packaging.

So we're making even less of a dent on the planet.

Hydros and the Case for Accessible Wellness Tools

And the goal is really to kind of, you know, make it sustainable and also kind of a pleasurable experience for people to kind of step away from single use, disposable plastic bottles and really kind of enjoy the experience.

We think of people kind of enjoy the experience of it's an enhanced experience. They'll actually stick to that more often. And for our more discerning customers, we really recently launched a glass version of our pitcher.

It's actually a prototype that we're hoping to launch at the start of the Peptide Summit and give everybody a discount on, it will be coming a little bit later because of what's happening in China right now. But we can look forward to that.

And that on the investor side, you know, I've just been very kind of impressed by what's been happening in health and wellness and, you know, seeing so many interesting companies.

And I think, you know, what bio Reset has done has really been, you know, incredibly inspiring and the type of

results that you can get from this type of integrative care and using various regenerative compounds, be they on the stem cell side or traditional kind of vitamins and IV form.

And then most recently, very excited to have explored peptides with Matt's help. And that's just been, you know, incredible in multiple ways. Awesome.

Well today we're going to talk about peptide optimization for entrepreneurs. It's kind of a crazy it's a crazy moment for entrepreneurs. You know I mean I remember when we were you know I felt like just running around the world and it felt like such a safe place.

You could go anywhere you wanted and do anything you wanted. And I was just, different. But I think peptides probably are going to be an interesting tool that now you can begin to use to sort of optimize your health and biology as we navigate sort of new and interesting times.

Yeah, absolutely. I think there's a lot of potential there, both from, you know, kind of an efficacy perspective and from a cost perspective because, you know, a lot of kind of the more elaborate regenerative treatments are a little expensive.

And even if people can afford them, it might give them some sticker shock. They might have to have some serious motivation. Peptides on their hand could be incredibly effective, and they're not going to break the bank.

So I feel like they're a great way for people to kind of get started. I've also seen, you know, a lot of the things I've funded as an investor have been, you know, on the supplement side, which has grown massively as a business for the last 20 years.

And my observation has been while a lot of these things have become successful businesses, there's, you know, some shakiness around the efficacy. And, you know, we all know that the efficacy of oral ingested products, even if they're the highest quality, have a lot of bioavailability issues with peptides.

You're getting the best quality stuff in a way that your body will absolutely know how to understand with very high bioavailability. And I think a lot of entrepreneurs are adventurers.

They're not going to mind, you know, giving themselves a couple of injections. Yeah, that's probably true. What what's been your sort of most maybe dive into what has been what's what have you found most interesting.

What, what as as a person of the world kind of a at a one point a level. Yeah. So I mean, my whole introduction to this came from you and bio reset, you know, down to my first nad experience five years ago where, where I think I actually vomited first and HIV because I set up too fast.

So everything I've, I've experienced has come from bio reset in, you know, that way. And, and, you know, a lot of it kind of seem very scary or strange at first, but you can't lie with the results.

They've been incredible. And I think what's so exciting about peptides is that you're able to get really fast results and, you know, kind of a way that you wouldn't, you know, expect from something so simple.

So the way I can kind of, you know, describe it, you know, to anybody who might have some context is that, you know, there's more elaborate regenerative treatments you can get that involve stem cells and stem cell growth factors that have profound systemic effects.

And you feel them, you know, multiple different ways across your entire system.

First Experiences with Peptides and Regenerative Therapies

And it's because they're kind of rewiring so much of your mitochondria or your anti-inflation tree pathways are getting really profound epigenetic expression in multiple different ways that benefit you.

That's kind of how I feel from peptides. But but peptides are just so much simpler to use. And you can use them at home and travel with them, and they're a fraction of the price.

And so you can use them more regularly. And I think that is what's really great because, you know, we all know that the real mission for so many people or coming to this summit is to spread wellness in a very profound way to as many people as possible, as really a crisis we're facing as a society, as, you know, a world.

And how can we get more of these powerful tools into people's hands? So there's a limiting factor for a variety of reasons, into, you know, these more expensive regenerative treatments.

So I think the first peptide that we experimented with was TB. 400 or 400. It's the one that's for wound healing or regenerative stuff. And I think, you know, I have, a minor exercise issue or something.

Tissue tear. And it wasn't, you know, terrible. And, and we thought about doing, you know, exosomes and you suggested, you know, just doing an injection with BPC or with that, TB 500.

And to my surprise, you completely fix the entire issue, you know, instantaneously kind of on par with what you would experience with an exosome injection, but obviously for, you know, a fraction of the price.

So that was kind of very, you know, interesting kind of seeing the effect of that over a couple of days. I remember kind of at the start of the pandemic, your office sending me a bunch of thymus and Alpha, one of my whole family, and, you know, my dad and my mom injected themselves with it regularly for a long time.

I did as well, when I felt like, you know, I was coming down with something which wasn't Covid, but it definitely, you know, kind of accelerated kind of the passing of a cold.

I think, you know, another one that's been very profound that I've really enjoyed using is Mozzie, you really feel kind of an energetic buzz on that, kind of on par with Nadp+.

But in a way that's a little bit more kind of, you know, systemic and calming where, you know, if people are familiar with NAD, they know that it's it's a fantastic, you know, therapeutic, but it can give you kind of an edginess.

You know, if you used it, you feel a little, you know, kind of two wired sometimes. You know, I gave a shot to, to a colleague, you know, late at night, and, and he was up all night and wondered if it was like some kind of, you know, caffeine thing or something.

Mozzie is almost like exosomes from, like, a mental clarity perspective and energy perspective, but you don't feel wired. So those are some of the kind of early experiences.

So then the, it's interesting the the TP 500 is interestingly, is a fragment of the thymus and beta four. And and we when we first found out about peptides, CB 500 was when an early sort of branded version that's the 17 to 23 fragment.

And and you know initially people had been taking BPC 157 and thymus and beta four. And so we started switching to using the fragments of the thymus in beta for the 1 to 4 in the 17 to 23 with BPC, and for somebody as a pain injector like me, you have an idea of how effective like if somebody has pain and you do a nerve block with numbing medicine, all the pain goes away.

Then for the most part it resets pain a little bit. But for the most part that pain all comes back. Right? And so then, you know, I had my close friends, this is years ago, like you that I, you would have like it's kind of interesting.

Like you had a trainer and the trainer would find a problem that had been there for a long time. And then we started injecting peptides. And then one by one, those problems would go away and not come back.

And then that was a profoundly helpful thing for me, because that would be like, you know, I think at the time you

were had been getting manual therapy, I don't know, like multiple times a week, I think three times a week.

And after the kind of exosome, hydra sections and, you know, placental matrix hydrate sections, you'd given me those had gone down significantly to maybe like, you know, once a week.

And it was surprising because the, the peptide hydra dissections or the peptide injections, we did even do other sections with them were so effective that they were on par, you know, with that.

And we were able to kind of stamp out the remaining issues, you know, so quickly that, yeah, I haven't seen, you know, Bob, and, you know, probably like ten months.

You just messaged me the other day, it's like, you know, you still have like 12 sessions you paid for like three years ago. We should really figure out how you're going to use these.

Obvious. An amazing practitioner, by the way. Yeah. You always find the best people shout out amazing. But you know, as somebody who's very busy and kind of a workaholic and has a lot of interests, you know, if I can get away not spending an hour doing, you know, manual therapy, I would rather not do it.

And it's not because he's not an amazing therapist. He is. He works with, you know, Governor Newsom and his whole family. It's just, you know, people are busy.

I'd much rather get a quick solution. I think that's what's so appealing about what you do, Matt. And now the power of peptides takes that to, you know, an even further extent.

Now, the interesting thing for people to hear is, is that. For people running around and then, you know, and, and getting themselves into little injuries and problems, then, you know, the traditional experience that we were doing was sort of more expensive regenerative medicine.

And so I was doing stem cells, and we still do. Yeah. But, you know, I was profoundly impressed. And, you know, it was early with doing these hydra dissection and I did some peptide bunch of peptide hydra dissections also, I think with you.

But then Covid happened, and then all of a sudden we had everybody was like, oh, my country is closed. I can't see you until next year. What can you do?

Peptides for Recovery, Energy, and Cognitive Support

And so then we started coaching people on sort of pinching a little subcutaneous tissue and then showing them the different locations in the body that they could do that.

And then suddenly people became empowered to be able to do things that are low cost, that are, you know, we're putting and I think that this is something that entrepreneurs can use.

But I think that this is something that is going to disrupt healthcare, you know, at a worldwide level, yes. If you just think about pain and you're you're talking about some of these are, I think, very safe approaches.

And then, you know, you know, suddenly then you don't necessarily have to come in in some. Yeah, not quite sure up your house. And then you start to do injections and then that pain goes away.

It's pretty interesting. The pain goes away. And there's so many other tale benefits, you know, from just kind of general cognitive function and kind of executive function, impulse control, the ability to get over kind of jet lag or, you know, kind of burn out.

And I think the real magic and this is something that I think you also deserve quite a lot of credit for, is the ability to kind of knit all these therapies together as a cohesive protocol.

So using the kind of right balance of traditional regenerative techniques to manual therapy, to CBT, if that's necessary to, you know, peptides to, you know, things like NAD and the right kind of vitamin injections.

I think they all have their place. But I think kind of fuzing them and knitting them in is very interesting. And I think it goes beyond pain. I think it goes to kind of, you know, intrinsic healing in a lot of ways.

So I remember during the pandemic, my mom burned her hand on a stove and, you know, got some kind of cream from some doctor, you know, some thing. And it was kind of helping a little bit.

And, you know, you sent us some BPC, one five, seven injections, and, you know, one little injection near the site. And I'm not an expert at, you know, injecting anything more than kind of subcutaneous belly fat and gone within, like a couple of days, just, like, completely healed over, and, you know, she's like, 65 and relatively healthy, but still.

Right. Like, that was incredibly fast. I've had that happen. I, I can't tell you in pandemic, maybe everybody is cooking more. I cannot tell you how many times I've had that happen.

And the BPC one, five, seven is a really incredible, for Burns. Yeah, you will be put it on topically. I would make up creams at the house just with creams that we had and put it in topical.

Yeah, but then injecting it subcutaneously if there was a burn, and then you could come a little bit of ways and inject at, I experienced that so, so many times and so many times I'm barber and burn yourself cooking.

Yeah, yeah. With all for sweet potato roasting, I can imagine. Got out of our. Yeah. Shout out to Barb and and you know, even for like more benign things like, you know, I think a lot of people experience during the pandemic, you know, kind of a lot of pent up energy, particularly early on.

And, and, you know, particularly if you're wired that way. And, and I know I was kind of overtraining over hitting my, my total weight set. And, you know, I found BPC 157 incredibly effective for kind of just addressing, you know, systemic soreness.

Right. And, you know, helping to heal kind of tissue and TP 500 as well. But BPC 500 BPC 157 in particular, you know, as an injection seem to be, you know, even more impactful.

Also kind of notice in addition and kind of muscle mass, and you know, not like an insane except but clearly noticeable increases in kind of, you know, muscle mass and kind of muscle tone, as well as kind of, you know, base coordination seem to have a slight elevation.

So there's some really interesting kind of things there where, you know, these aren't quite like, you know, magic powers, but it's like, man, this is this is kind of, you know, crazier than you would think it would be for something so simple.

Yeah. The, the, you know, it's interesting that you mentioned the NAD because in a way, everybody with big infections and, you know, what do they call that, chronic fatigue syndrome.

Yeah. But then probably a lot of people that are healthy are somewhere on that spectrum instead of a lot of entrepreneurs out there. And particularly the harder and further that they go will be somewhere on the spectrum of, of immune problems.

Yeah. And, and somewhere on the, the spectrum of having energy problems, because in general, one of the first things that happens as we age. Whether or not we have infections is we start to have mitochondrial dysfunction.

Yeah. And so then you know we were very early in the you know conversation on nad, you know everybody was. And so I love that I'm always going to love that you throw up the first time you did it and everybody and at that time there was little everybody was so exuberant about it and sort of trying to do it fast right to.

And so, but you know, now we have so many people that with nad they're just taking the NAD with an insulin syringe and injecting it just like a peptide.

And that smaller amounts. And then, you know, I don't know what you felt like, but with when you combine NAD with mitochondrial peptides I find it works way better.

Yes. So then the ability to sort of manage and and kind of optimize energy. Plus when you start to throw in some of the cognitive enhancers and that on the things the lights come on.

Yeah. Absolutely. So I think you touched on some really great points there for kind of like what happens when you kind of overwork yourself and kind of how that kind of hits on kind of a general trajectory with, you know, cellular aging.

And I think, you know, there's a lot of causes for kind of NAD depletion and mitochondrial dysfunction. And, and, you know, it could be kind of exogenous, kind of, you know, consumption of, you know, narcotics or whatever, and too much alcohol, which can be, you know, a thing you see with entrepreneurs.

But I think, you know, the more generalized problems is people being workaholics and kind of being overstressed and kind of burning themselves out. And that is a pattern that people get used to when they're young.

And then they hit a wall. And you know what I have found to be particularly effective is, a, you know, kind of having kind of a holistic health practice and a good diet to kind of begin with.

And I'm sure a lot of the stem cell stuff that we've done has laid a good foundation, you know, beyond that. But combining things like NAD and Motsi and FGC and then CL, FGF.

Yeah. And doing a little bit of ketamine and doing that like once a week because, you know, you're getting kind of a systemic reset of your whole kind of stress system and you're getting a profound kind of uptick in neurogenesis, right.

And harmonization and all these things are kind of, you know, synergistic and kind of empowering different pathways. I think the other thing about NAD is that, you know, I know when it was so in vogue, people were kind of overusing it.

Right. And I was probably guilty of this for a period of time as well. And I think, you know, in general, you don't want to overuse the same cellular pathways because you're going to degrade their use, for almost anything. Right?

It could be, you know, a basic oral supplement if you overuse it, you know, even infrared sauna, right? You do infrared sauna, you know, every day you're going to lose the HGH pump that you, you know, get from doing it, you know, twice a week, right?

And just doing it twice a week very intensely. Right. If you weight lift every day, you're not going to get the benefit. In fact, it's going to hurt you.

So I think having kind of other tools in the toolkit that can kind of provide, you know, meaningful, measurable benefits, but they're hitting different pathways.

It's kind of like rotating workouts or rotating, you know, different things in your diet so you don't build up toxins. Right. And I think that's really, really interesting.

And then being able to occasionally combine it and get all the synergistic effects at one point, that's another really powerful expression of this therapy.

I'm. Yeah, I love everything you said. I'm actually happy you mentioned the ketamine because one problem that I've seen as this that I, I, you know, we take care of a lot of people for major crazy trauma.

Cold Plunges, Resilience, and Lifestyle Optimization

And so then from the from the anesthesia perspective for drug resistant depression and anxiety, we started doing these protocols where you do a series of six, ketamine treatments, and you can do those at home with, a lozenge, or you can do those, in an office with an IV or with a, subcutaneous or, intramuscular needle.

Yeah. You know, I'm hearing of more and more people who are doing that on a contingent basis. Yeah. And I think that there's a, a moderately intense, as susceptibility to addiction.

So I encourage people to, if you're going to use ketamine as a strategy for anxiety and depression, do that for self-limited periods and then take a break.

Yes, yes. But then interestingly, it can the peptides because they can give you energy. And then particularly the mitochondrial peptides. And so like the SS 31.

Mozzie and and and so then these peptides that can have this impact of giving you more energy. Actually that can make you feel got. Yes. You have a little bit of more energy and then plus or minus nad and then cycling on and off of those.

So you're not committed to those. Yeah. That actually makes you feel really good. And then if you feel good you have good energy. One of the things I noticed and I've noticed this for like everybody in my life and you, you would be kind of a perfect example of like one of the people that I know in my life that's like the least addicted to anything, but, you know, and I think, I think that that in part is, is because if you have a healthy lifestyle.

Then basically it's easy to make great choices around all of that stuff. Yeah. And I think, you know, to, you know, say you know like the ketamine experiences that you're office are incredible.

Particularly you know, combined with kind of this layered approach. Right. I've noticed, you know, because I think I did my first ketamine experience, you know, with you guys like 3 or 4 years ago.

It it was profound. It was far more profound than I thought. It would be. Right? I was, you know, looking for treatment for anything in particular. But I think, you know, if you have kind of a busy and aggressive kind of lifestyle, you just build up kind of a lot of trauma in general, you know, from stress, and it just cleared kind of the tape.

And I think, you know, when we subsequently did it, it was on the back of an exosome IV with an nad IV with the whole, you know, set of regenerative therapies and with a grab bag, full, peptides.

So the by our regulators and, you know, the ALS, the masks, you know, the SS, 30 ones, everything. And it was a really incredible experience. I felt like that particular combination, that you guys came up with was just really impactful and kind of driving that experience.

So I actually don't think people need to do ketamine for very, you know, kind of long. I have the lozenges that you guys, you know, I think got for me.

And, you know, what I've done is like, you know, every couple of once use like, a fraction of a fraction of the amount, you know, dissolve it, you know, under my tongue.

And that's kind of like it, right? It just gives you such, like, a bump. The other kind of totally random thing that, you know, I've kind of noticed that just powers a lot here is cryotherapy, in particular cold plunges, which are very accessible. And there's a lot of devices.

And I'm so glad you guys are using them now. It's such an incredible way to kind of upregulate kind of mood and positive neurochemicals from norepinephrine, dopamine and those effects kind of lock in your brain.

And I, I think all the peptides in these other therapies kind of have accelerated that. So I think a lot of kind of aging

and kind of deterioration, you know, can come from kind of losing that neuroplasticity in your brain, and particularly if you're going to be kind of creative with your mind and, you know, kind of problem solve, which I think is kind of the core function of any entrepreneur.

Right. In any field, you're a problem solver. You have to be creative. You need to keep that neuroplasticity. Right? We live in a complex world. As we age, we need to get more flexible and more adaptable and picking up new technologies and new ideas that are coming out, you know, all the time.

I think that's very powerful. And I think some of these physical kind of related, you know, therapies, the BPC five, 157, the TB five hundreds, you know, help from like maintaining your physique.

So if you have come off of an injury or something and you were limited by physicality, you have that kind of embedded mentality in your head. Right. And it's kind of a, you know, lingering trauma that even if it's not present, it's it's there and it's a self-limiting, you know, factor for your mind that it's holding you down.

Once you can get over that, and you can actualize that by doing something physically hard that you haven't been able to do in a long time, that instantly kind of reframe the situation.

Right? You're now the winner in that story. And I think that leads to kind of downstream success. Right. And so I think a lot of these things are tools that help people reframe their stories and kind of own, you know, their kind of journey in a very powerful way.

So it's almost that psychological empowerment is as important as all the multiple factors of epigenetic expression that are happening under the surface.

A hundred present. How many? And I think cold plunge is something that helps give you that story, because if you get in there and then that first 20 or 30s is hard and then you stay in and then you keep saying, yeah.

And then basically it's like, what happens for me is I go, oh. And then I kind of get into my breathing. And then once I'm in that state, then basically I'm fine.

Yeah, basically fine the rest of the day. Yeah. No, it's very powerful and it's interesting. I've noticed that combining kind of cold plunges with subsequent injection of like, I might see, and then, you know, meditation can be very powerful because you're getting kind of a lot of hits or you're getting the norepinephrine and the dopamine.

You're also stimulating the hell out of your vagus nerve. Right? And so if you're, you know, somebody who is kind of wire with too much energy and has trouble sitting down like me, you know, trying to just sit down and meditate can kind of be, you know, an obnoxious experience.

You don't really want to do it, and you're not going to do it well. But if you stimulate your vagus nerve, you're changing that sympathetic, you know, parasympathetic tone very quickly.

And then the moxie is up regulating kind of the cognitive, you know, the calm sense. And then you can, you know, actually meditate. And so you're reinforcing those neural pathways in multiple positive ways.

How many days a week would you say that you cold plunge. How? Probably five times a week. At least I think, you know, I've learned that doing it seven days a week is actually not like everything.

Again, you can overuse anything. And even if this is like, you know, totally natural therapy, you know, it's just I think it's nice to give a break. You don't want to. Sacha it yourself.

You want it to be continually hard. You don't want it to be to the point where you have to keep on increasing the intensity and intensity that much more.

I know that there's some people who game just like for how fast can I do my and you know, I've had game, you

know, okay, I can stay in you know a negative you know whatever ice bath with ice floating on it for five minutes.

That looks great on Instagram. You really just need 30 degree water. It doesn't have to have ice in it. And honestly, you just need 30s. But doing a minute or two is probably good.

I found it to be more effective to be, you know, in there five times a week and just submerge for a minute or two. It really resets kind of your whole system.

It gets sort of workout, you know, kind of soreness. I combine it with BPC, five, seven injections for that very effective combination. Throw in some red light and throw in some, you know, of these other kind of things like acid Zanten and, you know, the typical other, you know, therapies in your, you know, really on a good trajectory.

So, yeah, it's the combination of all these things, but then interchanging them, you know, and be able to be flexible with them. And I think that's an important part of the kind of protocols that bio reset has developed.

You guys are kind of rotating your clients around multiple things that are constantly kind of, you know, enriching different pathways happen genetically and neurally so that they're getting distinct, profound benefits, but they're not overusing any one thing.

And I feel like a lot of places will just pound the same thing again and again and again. And and while that might be effective for a while, you know, I just I don't know what the long term positives are from that.

There's not nothing in biology is pounding you with one pathway again and again.

Ketamine, Cycling Therapies, and Baseline Resilience

All the biology is this diversity. The, the if I had I, if you asked me like if I only had one thing but I could tell you to do and I only had one thing, you know what I mean?

Like pick one peptide or one anything, I, I think I'd probably give you a cold plunge. Yeah, yeah. And I do it every. I do it every day. But then there would be, there probably would be 1 or 2 days where for one reason or another, I'm in a hurry.

And so then on those days I will like literally just walk out and then dunk in that thing and then get out and go, yeah. And and then I will do a lot of try. The minimum I ever do is two minutes.

And then almost every day I'll do 3 to 5 minutes. And then I just find but but my favorite cold plunge you know we we went with all of these kind of world changing sort of entrepreneurs that were interested in climate.

And so we went to Antarctica recently and we're on this boat and you kind of you come into the but you come into this sound and the mountains basically go like up like 3 to 5000ft straight up.

It's just everywhere. And there's gigantic icebergs. And so then you go down and, they wrap, they wrap, a thing around your chest that's tied to a rope.

And so then I dove into the water there, and so, man, you dive in and you come up, and then you come up and basically you're swimming around with these icebergs, and there's holes in the water. I mean, it crazy.

And so then they were like, swim around, swim around. And so then I, I swam around for a minute and a half or something like that. And yeah, I was out, you know, you're out swimming around and then you, you start to feel yourself and I cause I have a lot of experience in cold.

So then you start to feel yourself. Oh my arms are getting kind of heavy. Yeah. And so we swam back. But it was the coolest cold plunge of, of of all time.

Yeah. Thank you. The people that at less than everybody and wow us now is amazing. No that sounds incredible. But that's exactly the sort of, you know, kind of, you know, intermittent kind of environmental stressor.

And I think kind of the difference, you know, between what we have now and what we had kind of, you know, ancestrally, as a species, we were exposed to these acute stressors.

We evolved for that. Right. And those are actually good. You know, that whole kind of aphorism, what doesn't kill you makes you stronger. It's built for those acute stressors.

What we have in modern society that's so much more insidious is death by a thousand cuts, right? And it's, you know, chronic stress and it's poor nutrition and poor bioavailability.

And all of this stuff kind of piles up right over time. And so you need to be very cognizant, you know, as soon as possible in life to kind of get ahead of that curve.

And even then, you know, it's just kind of a weight on you. Right? And, you know, it's just there's too much around it. So you really kind of increasingly need these kind of out of the box solutions, which aren't really that out of the box.

Right? I mean, most of these peptides, they're found in your body right there, you know, in your gastric tract for a BPC one five, seven or, you know, floating around your blood or in, you know, your heme, right?

So yeah, this is just kind of, you know, a natural evolution, I think, for, you know, humans to conquer the new terrain of modern society. Right. We've always been good as a species of developing new tools and systems to help us get to that next frontier.

And I think this is just the natural, logical progression of things that we need in order to kind of continue to push that envelope, because it's not natural to live under bio fluorescent lights and, you know, never have temperature kind of inversions or eat processed foods.

And even the best of us, right? I mean, you know, if you're traveling in an airport and in the middle of nowhere and this is your only meal, right? Del Taco, what are you going to do?

Right? Like, you know, you might try the more keto version, but yeah, it's still Del Taco. It's not that great for you. Or, you know, if you're like me and you have to go to China and, you know, meet, you know, ten different suppliers and it's customary to get drunk with every single one of them, and you're just going in a fancy car from one meeting to the other, where you're going to eat the same, you know, kind of rich food and then have multiple shots of, you know, great alcohol and you have to do it right, and then you have to go out with them that night and have karaoke.

And you do this for 3 or 4 days in a row. I mean, you're going to need something to get over that, right? So, you know, if you're going to be an entrepreneur, you need to have kind of that resilience and flex.

And that breaks for everybody sooner or later. And I think these modern therapies kind of help you resist that break point. They give you that resilience and that snap back that you couldn't have any other way.

And, you know, it's been very impactful for me. I think, you know, the other thing, you know, that we should talk about is just how impactful what you've done has been for my dad, who, you know, had a very traditional, successful business career on Wall Street, you know, ran several companies, saved a company during the financial crisis.

Turn it around. And exhausting his health for his entire life, you know, thought it was bullshit. You know, maybe it's why I'm into health and why I started investing at health and wellness businesses.

Because he wasn't into this at all. And then, of course, he gets cancer. And, you know, he's made a stunning recovery. In no small part, thanks to your help from this cancer put on, you know, huge amount of muscle mass

loss, a bunch of fat.

And he's exercising more than I am, right? I mean, he's climbing that mountain in Marin County, like, every day. He's using his carol machine, and he's, you know, on all these protocols.

Right? And he's done multiple versions of this at your office. And I think for him in particular, what's interesting is the ability for him to use certain peptides where he couldn't use things like NAD or stem cells yet, because we're still worried about how that might be an agony or genic to a degree.

And obviously there's some peptides that have active genetic properties, but there's others that can give you that mitochondrial, you know, function and anti-inflammatory and immune system upregulation that could help your white blood cell, you know, count go up, or the efficacy for white blood cells and scouting for a cancer relapse, right.

Like the thymus, an alpha one or like, you know, some of these might see, you know, kind of products, right. That can really help him get to that next level.

And then, you know, kind of at a certain point in time, add in the next layer of things. So I think, you know, the fact that you can kind of, you know, create a protocol that's, you know, fitting for somebody with his set of circumstances and have him kind of evolve to be kind of continually more healthy.

And now to the point where he can maybe access things like NAD and exosomes very soon. That's just incredible that, yeah, I didn't know we were going to talk about him, but he's one of my favorites of all time.

And you know, as for me, I would I would say, you know, part of the role of doctor is being a teacher and an evangelist. And so then, you know, I, nothing could make me happier because I knew him when he was just vaguely and in health.

And so then, you know, I'm pitching ideas about you can actually do this. I'm pitching this idea. Oh, it's actually not that hard. And then, and I, I like to talk to people in the business community about saying, oh, like, this is one of those things that we're just going to project manage.

And then. Yeah, and they kind of they kind of understand that, okay, somebody is going to help us project manage this, and we're going to work on this.

And then the side effect of that is going to have a, a diverse amount of things. And, and then these things is actually work. And then, you know, and he is somebody who really kind of, embraced that.

And it's, it's there's really nothing in the universe that really makes me happier than that. Yeah. No, it's been incredible for him. And I think, yeah, the peptides are just lifesavers for him because he can't use so many of these other things because of that energetic fear.

So I think there's so much versatility in diversity. The peptides I think, you know, another one that's very interesting is this, your office tends to be slightly before the holiday season, which was really great timing for, for, you know, kind of overindulgence.

That's a moral. And I think, morale and yes, a growth hormone. Yeah, yeah. And kind of what that can do for, you know, because the way I felt it was kind of, you know, pump it energy, kind of, you know, similar to what you feel from a sauna.

So I guess that's kind of or a vast for. So that's I guess the effect. So you feel kind of that pump, but you know, you also notice kind of, you know, a particularly, you know, kind of shocking being very, you know, active and, you know, kind of overindulging even for, you know, my modest says during the holidays, you know, wow, I didn't have any impact on like, weight or kind of, you know, body composition at all.

And that was super interesting.

Family Health, Body Composition, and Long-Term Optimization

I hadn't, you know, kind of expected that level of kind of, you know, efficacy from just a few, you know, injections. But it was very, very powerful. And I kind of also noticed a little bit more kind of efficacy on the exercise recovery, you know, front.

Right. You know, I guess that's the HGH as well. So then what happens is that, there's a this, you know, people used as an anti-aging strategy to take growth hormone.

Yeah. And then we found out, oh, okay. There's this one called test morale and there's one called CJC and there's another one called, ephemeral. And and then people will use combinations of those, but then they tell your brain to either secrete more growth hormone or release that. Right.

And that will then have effects that are more balanced. And so almost everybody that had been giving growth hormone has kind of evolved into that, a side effect to kick off morale and is that you'll sleep a little bit better.

Summer Island is really great for body composition change. And so it's kind of perfect that I gave that to you at Thanksgiving. Right, right. And so then let's, let's, let's do something to fix the fat gain.

Yeah. Before you have to take it off in January. Right. Right, right. That's perfect. But but but then those are interesting because then, you know, one strategy is to take the take, take something sort of most of the year and then cycle on and off with Tessa morales.

Yeah. Yeah. No. Exactly. And I think, you know, for, you know, kind of body composition, you know, issues. Right. Especially for people who are, you know, kind of less inclined to physical activity, but who are just kind of sitting at a desk all the time or, you know, kind of engrossed, you know, in something, or traveling, you know, it could be very hard to kind of, you know, not be in kind of bad habits.

Right? Depending on your situation. I'm I'm fortunate that, you know, I have a lot of flexibility, but, you know, some people don't have a choice. And, you know, they're constantly engaged and, you know, client meetings.

And, you know, I talked to a, you know, a guy who is the head of research at Morgan Stanley for, you know, many years recently. And he was telling me, yeah, when I left Morgan Stanley, I was the fattest I'd ever been because I was just going to Wagyu steak restaurants in every town, you know, like 3 or 4 nights a week talking to clients.

Right. And, you know, if you're that sort of position, what do you do? Or, you know, I have a, you know, a friend who I'm sending your way, who has a very, you know, kind of important sales job for a major tech firm who has the same problem.

He's been traveling for years. Is done kind of a lot on his body. And, you know, he's used the pandemic well, but he's got some lingering issues. So being able to, you know, kind of slim down and keep the negative effects of that body composition because that systemically kind of hits you more and more.

Right? It's another drain on mitochondrial function. And I think, you know, it just accelerates the deterioration. Right. It's like a Jenga tower and you're pulling out, you know, more stuff.

You want to be doing the reverse. You want to be adding stabilization right at a point where you're most prone to fall apart and prevent it from falling apart.

You know it. That is so good. It's so good. I, I always tell people entrepreneurs find me when they're 54. As like crazy. It's like every single time I'd like I even hear somebody I go in my mind I go I bet they're 54.

Yeah. And then I go in and they're there and, and that's just when the constellation of, of stuff starts to hit us. And

so then you go, oh okay. Let's actually sort of look at under the head.

And so then it's almost like looking at a, a car. Or you can think about it as a company. So we've got energy mitochondria, we've got immune system, we've got detox, we've got our actual structure.

Yeah. Diet, lifestyle, all of these pieces and that basically what happens is if you can embrace optimizing all of those things and then basically get everything working, then that means you're going to be able to delay finding me.

Yeah. You're not gonna have any big problems. Yeah. Or when you know and you know, I know when we met, you know, I was, you know, healing from kind of a very nasty thing which was requiring all these, you know, kind of, body issues, and kind of body manipulation therapies and so forth.

But it was fortunate, you know, before I was even 30 years old. And I think that's given me an incredible and unfair advantage, you know, ahead of a lot of people.

Right. And I think kind of the way, you know, that I've seen it is, you know, it's a source of resilience, to kind of be able to use these things, but to use them sparingly.

It's a, it's, it's a journey and a balance to sort of learn to sort of manage that. I, I well, you know, I was telling somebody, I said, I actually, if you come through a fairly significant trauma at a young age, it's actually a huge opportunity.

Yeah. Because then you end up giving up all of these skills and tools to sort of support you in terms of your ability to manage. And so then what happens is once you have those skills, then when things happen to you in your 40s and 50s and 60s, it's like, oh, yeah, I know how to manage this, I know how to manage.

But the people who have some of those traumas hit them later in life. A lot of times it's it's a little bit overwhelming because they didn't pick those skills up.

Yep, yep. And they don't know kind of where to go or what to do. And yeah. No, hopefully, you know, when you kind of hit something like that early, you can integrate such a holistically healthy lifestyle that you can build that kind of reservoir.

Right? I think there's a really great kind of, you know, term that you use, one of our kind of deterrents with, with Barb, of kind of, you know, baseline resilience.

Right. And kind of raising that threshold of baseline resilience so that, you know, kind of problems, you know, just kind of don't hit you right in the same way.

And if they do, you're just pulling down from a reserve. And then you can top off that reserve. Right. But you're never hitting a core kind of issue where you're in a danger zone.

Right. So I think that's the kind of really interesting thing is, you know, raising people's baseline. You know, resilience is such a high degree that they can shrug off all these hits, and then they can use things like peptides to kind of keep that level of optimization.

And then, you know, for kind of more onerous situations as they can arise, you know, bio reset is equipped with kind of more elaborate kind of toolkits to kind of deal with those as they come up, if they come up.

But hopefully, you know, there are a lot easier to address if kind of that resilience is a lot higher. So that's what I've kind of seen is my biggest takeaway.

And the biggest opportunity is just to constantly be focused on, okay, what are the low touch ways that I can raise my baseline resilience. And I think, you know, particularly as we start traveling again, things like peptides become a big part of that equation because, you know, I don't have access to my cold tub if I'm, you know, at a conference in

Miami for five days and I have to be, you know, at some set of meetings, you know, from 7:00 Am to, you know, 9:00 at night.

Right. And, you know, if I'm traveling even more constantly than that, as I'm sure I will be, you know, very soon, you know, you need these kind of simple, easy and very powerful interventions that you can use on the fly that are calibrated to you, 100%.

And so then I'm looking forward to that because, you know, we're going to we're going to medicine. This is going to have a great opportunity to evolve and grow with everything that's happening.

And, and so then I'm looking to looking forward to watching your success and your progress as you're out there. And, I'll be learning from you and learning with you.

Likewise. Likewise. Well, thank you so much, Matt. Thank you. It's, honor, and I'm so grateful to have you as a friend. Thanks. Likewise. Take care.