Introduction to Red Light Therapy

Welcome back to the mitochondria conversation. I'm your host, Laura, for Ontario. I'm bringing you experts to help you boost your energy and fix your health so you can build the life you love.

Today, my special guest is Eric James. Hi, Eric. Welcome to the summit. Hey, Laura. Thanks for having me here. Can't wait to talk about red light therapy.

In relation to mitochondria, it's a favorite topic of mine. So thank you for having me on. I'm so excited. We cannot literally cannot have a mitochondria summit without talking about red light therapy.

This is possibly one of the most significant discussions we're going to have about solutions for mitochondria decline and for boosting energy and for anti-aging and all of it.

So, Eric, you are the founder and CEO of Red Therapy Company or Red Therapy Co, and you're a market leader in red light therapy devices for home use. And you're passionate about health and wellness technologies that can improve our lives.

And you've used your engineering skills and knowledge to bring new, innovative red light therapy products to the market. And so we're going to get into this discussion today and talk about red red light and why it's such a big deal.

And before you answer that question, can you just tell us how did you get into this? Because you have an engineering background and what made you go with red light?

Yeah. So that's a great question. So I actually was introduced to red light therapy a very long time ago. My stepmom had, nerve pain in her feet, like neuropathy.

And she tried everything she could find. And she ended up with these led, custom made, led red led boots. And she. It was only thing that would work for her, and I kind of didn't believe it is this placebo effect.

But I'm not going to tell her that, because it's working. So, you know, and then, you know, fast forward years later, having having our first child, we're researching, the ways to have the maximum amount of energy.

And so I'm interested in health and wellness in general. We came across red light therapy, found out that, you know, like, Tony Robbins uses it when he gets off stage to regenerate after he's doing these crazy events that he does.

The NASA has researched it for, you know, astronauts when they go to space. It's a very, you know, stressful environment on the body. So they're looking for ways to improve the body.

So I started to do this research on red light therapy. And the further I dug in, the further my eyes widened. And I was like, wait, this is very real.

And there's a lot of, incredible science. That's backing this all up. And so, I was like, I cannot believe that there's not a red light therapy device in every home.

Because there should be. I mean, this is, like, basically the most profound, health, tool that I have found that, you know, it's non-pharmaceutical.

How Red Light Therapy Works

It doesn't have all these side effects or negative, elements to it that can also do things that that no other therapy can do. And so I was like, I would like to try to bring the cost down on these devices and innovate, to make these devices better, more useful or beautiful and, and try to get these in every home and be a part of, of that happening.

It's so big. Yeah. I mean, and I and I love that you just mentioned about cost because and up until now these have been cost prohibitive for people to own.

I mean, we're talking devices could cost, you know, upwards of $1,000 and, yours are nowhere near that price. So I'm really excited that you that you have created this company and brought that price down because this is so critical and vital to, healing.

And I use red light all the time. And so we're going to go over that today. But can you talk about what is the big deal about red light therapy? I mean, you just kind of touched on it and how it, you know, helped your family members so much.

What's going on with red light? Why is it work? Yeah. So, so red light therapy is, it seems very new, but it's actually been around for a long time. But it was called laser low level laser therapy or laser therapies.

And there was a bunch of studies, done for decades and decades. This is actually not a new, new phenomenon. But what's new is that, we figured out that LEDs can do this.

It can create the same results as lasers. So all of a sudden, instead of shining a laser spot on your arm, or maybe like a bunch of lasers for, you know, to to improve your hair growth on your head, you can now do those things, with LEDs, which brings the cost down.

And then you can also use it more frequently. You used to be able to have, you know, used to go to a dentist or a doctor who had a very specialized laser device.

So maybe you went once a week. And so the the results were limited in a way, by the logistics of how you could use, use lasers, but with LED devices. Now there's a ton more studies coming out about people using them daily.

You can use it for skin care, use it for recovery. And essentially the reason it's such a big, big deal is it helps every cell in your body do what it's already trying to do better.

And so it's harnessing the genius that is our body, our nervous system, our immune system, our skin that's already trying to heal us and help us. It's giving that whole system a boost.

So, it can help, basically across the board because it's working at such a fundamental, fundamental level in the mitochondria. This is amazing. And I want to dig deeper into that.

But let's just play with it a little bit because I have mine right here. So I'm going to I'm going to move my, my everything's going to move here just a little bit.

But here it is. There's my device. And this is the smallest one that you sell right of the new pulsing series. Yeah. This is the new pulsing series okay.

So we're going to just going to demonstrate it really quick right. So I've turned it on and there's a couple of settings here. So there's a red setting.

And then there's this other setting. Tell us about the other setting real quick. Yeah. So there's a red and near-infrared light. And the near-infrared has a pulsing function.

You see it. Yeah. It's pulsing. It can kind of see in the camera that it sets pulsing. Yeah. And so red light therapy. And we can get into this more a little bit in the scientific part.

But when you apply a red, an infrared light therapy to your skin, it goes into your cells and into the mitochondria and actually changes the potential, of the membrane on the mitochondria, which has an oxidative, stress effect, initially, which is actually part of the way that it, works.

But, by pulsing, you can lower some of the, the stress on the cells to actually increase the positive effects of red light therapy as well as you have a brain wave and treatment effect.

So there's a lot of studies, this is a new area of research. So this kind of cutting edge, but on Alzheimer's and dementia and, cognitive issues where if you can sync up kind of like binaural beats, sync up your brainwaves, to the red light therapy pulse.

For some reason, it amplifies the positive effects. Pretty dramatically. So so that first setting that I showed here was the pulse. So here. So that's my continuous. There's continuous wave.

And then three settings of pulsing. So there's 40 okay 20Hz and ten hertz. So right now you can see it's pulsing. But as soon as I turn on the red light you won't be able to see this bit anymore.

But it's still happening right. Yeah. Okay. So now our eyes can't see the near-infrared very well, but we can of course see the red. Okay. So this is the near-infrared that's happening right now.

Now I'm going to put on the red light. Yeah. And there we have it. Woo. Yeah. And it's about as bright as the sun. It's hard to tell on the camera but we have right.

Light is I mean it's pretty amazing. Yeah. It's so amazing. And it feels like talk about feeling happy and good when you're sitting in front of it or standing in front of it.

And you just feel so good. Yeah, absolutely. I feel like it goes back about. I'll go ahead. What? What were you about to say? Oh, I was going to say, that I it feels like to me sitting in front of a campfire a little bit, kind of.

Yeah, yeah. It just it's like some words. It feels really good. It's a it's not super hot, like a sauna. There is a little bit of warmth coming off of it.

So you can use it easily during the summer months. When it's hot in your house, it's not going to heat up your house like a, like turning on a sauna, right?

Yeah. So and you don't need to be in front of it for super long periods of time. So what's the recommended dose? What would be the time would be the dose of red light therapy.

Yeah. So so red light therapy in a good way. You don't have to be super specific on the on the dosage. So you can do a little more or a little less and you still get the positive effects.

But the general rule of thumb is ten minutes on whatever area of skin that you want to want to do. So ten minutes. Yeah, just ten minutes a day.

Demo of the Pulsing Device

And, a lot of times we'll do it in the morning when they first wake up, do some like naked yoga or stretching in front of it because you, you need to be, naked or have your skin exposed to be able to get the red light, which kind of feels great, too.

So doing that, you know, naked yoga in front of it for ten minutes. And the beginning of the day is good for a couple of reasons. It's boosting your energy by increasing your ATP production.

So it's kind of like drinking a cup of coffee, essentially, but maybe without some of the downsides, of coffee. So, but it's also, it has an anti-inflammatory effect.

So, which can help with a lot of things. But one of the things you can do daily is just help you start out in a, anti-inflammatory state. Right. And so when you're heading out into the world for your day, you have a lot of extra energy and you're anti-inflammatory instead of inflammatory, which most people are most of the time.

Is that stress? So you're headed out into the world, into your life where there are stressors, you know, the food, the water, the pollution, stress, work, whatever it is that starts to build up over, over the day, you know, you're you're heading out into that, soluble, recovered and prepped to be able to handle that.

And there's actually a mitochondrial theory of aging, which is, encompasses a lot. But one of the theories is basically, you're accumulating stress that you're not able to, recover from fully at night.

And so red light therapy, one of the reasons, one of the theories of why it's worked so well, anti-aging is that it's helping you fully recover each day from the stressors that you were put under.

If you, if you take human cells and put them in a petri dish and just give them everything they need and make sure that it's very clean, they will not age.

And so this kind of lines up with that aging is actually just accumulated stress on our bodies. Oxidative stress and, you know, you hit on something really critical here, inflammation and inflammation.

As we're learning from all the speakers that are on this summit, is one of the worst things that you can do that you can have happen in your body. Inflammation is damaging to mitochondria.

And, as you learn, as you watch this summit, we have a name for mitochondrial damage and the multiple names for mitochondrial damage. And those names are heart disease, cancer, Alzheimer's, Parkinson's disease, autoimmune disorders.

These are at the fundamental root a mitochondria disorder. And so healing your body and prevention of chronic disease actually begins at the cellular mitochondrial level.

Now you mentioned starting your day with red light therapy is amazing. And you mentioned some people like to do yoga in front of it, or I'm sure people like to just sit in front of it and meditate or maybe read Scripture or whatever it is they like to do to start their day.

What about ending your day with it as well? Is there such a thing as too much? Or can you go more than the ten minute dose? You can go for twice as much without a problem.

So if you wanted, for example, if you sprained ankle that day playing tennis or something, you could use it, to, to help, help with that, a second time throughout the day.

Also, it's personal, but some people find that it really wakes them up and other people find that it kind of puts them to sleep. And the reason for that is that it has a hormone.

Production effect. So if you are like low on a hormone that your body's trying to produce and you do red light therapy in general, it will upregulate that hormone that your body's already trying to help regulate.

So it's helping your body do that. So if you are not producing enough melatonin as an example, you will produce more and it will put you to sleep essentially.

So one of the things is, is to try it yourself and feel the effects on your own body. Some people love to use it right before bed. For me personally, I can't do that because it gives me so much energy.

I can't sleep. Oh my gosh, that's amazing. That I love it because we have so many people watching this summit right now who are struggling with low energy.

Daily Use, Dosing, and Energy Benefits

It's one of the reasons people have signed up to get access to all this information. And so this is one of those, you know, solutions for low energy. I'm sure it's amazing with people with chronic fatigue syndrome, fibromyalgia, chronic chronic diseases that cause low energy.

And then just for the person who is a high performer that wants to, you know, create the most that they can, each day and like milk the most out of each day that you can. That's me.

I want to, like, hit the ground running. I want to maximize every minute of the day so that I can get as much out of it as possible. The creators, the doers in the world want that, right?

So this is a tool for that as well. High performance. It's a tool for high performance. It's a tool for recovery for athletes. It's a tool for, you know, if you're the CEO of a big business or you're you're an entrepreneur, this is something you should have as a as a way to bio elevate yourself right.

So we talk about this is a biohacking tool. Right Eric I mean when you think about people like Dave Asprey and they talk about red light, they've made it very popular.

Well, I like to think about it like bio elevator or bio optimizing your body because you want permanent results and you want to get the most out of each day.

So what do you have to say about using it? And for that. Yeah, for maximizing. It's it's huge. And so there if I can rewind a little bit to talk about how it kind of works, that might, you know, some of why it has that broad of.

Yeah. And so, first of all, people ask like, why? Like right in near infrared light to begin with. And the reason is because in here for light, I happen to be able to travel through tissue.

So, if I oh, my phone is actually off, but if you shine a, I was going to shine my light to my finger, which I've shown you before, but if you were ever a little kid and you shine a flashlight in your mouth, you can see, the light glowing through your cheeks, it's red.

And the reason it's red is because red is the only wavelength that goes through. Okay. Yeah. So. Okay, so here, I got the camera on me. So is it showing up nice and red?

This is what you're gonna see it. But if you're at home and you want to try this, turn on your flashlight on the phone and then put your finger right against it.

So press your finger right against it. Oh, is that better? Yep. And then the reason red light goes through is that that wavelength can travel through human tissues.

So it can travel into your muscles, into your organs, into all these areas. And if you are, peak performance, performance athlete and you are training, and you're breaking down your muscle fibers so that they build up even bigger, what's required to have those build up even bigger?

Is mitochondria producing that, ATP to rebuild those proteins in those tissues? And so that, red in your infrared light, going in there, switching the macrophage phenotype from inflammatory to anti-inflammatory, because you'll get inflamed when you do that as well.

As well as producing more ATP in every mitochondria, which there's thousands of in each cell. And then you're rebuilding that muscle. So all of a sudden you can recover much faster from a workout, which means you can train more frequently than your competition.

Or if you're, you know, a go getter. Like you are, that means you can push that much harder each day, and increase your, your energy throughout that, but also your stamina and even increase that over time because your

body is calibrating to.

Oh, you know what? I actually can produce plenty of ATP, for what you're demanding of me and be able to clean out, the cellular power plants of the mitochondria for the nitric oxide that get stuck in there through producing, that, that stress, essentially.

So you've got both sides, you've got the recovery, and then you've got the amplification. The more ATP production. Yeah. So it basically helps your body do whatever it is you're asking of it or that it's already trying to do to to help keep you healthy or healing.

That's amazing. So we've talked through lots of benefits and and how it works. Any other benefits that you want to cover. Let's see here. So there's let's talk about because this is a mitochondrial summit, I think it's important to talk about the, the changing the membrane potential, of the mitochondria itself, because that's one thing that the red light therapy does.

That's that's pretty incredible. So, oxidative stress is caused by, the membrane potential being too low, in the, in the mitochondria. So, if you have that in, in chronic, which a lot of people do, throughout their entire body and each of their cells, the, in each of their mitochondria within those cells are not working properly.

And it's producing this oxidative stress which is cascading through all the systems. Red light therapy. Basically, right, as soon as you shine it on there, you can measure this.

It increases the membrane potential, of mitochondria back to the healthy level, which takes the mitochondria out of the cell defense mode so that they can start, producing energy at a, at a, you know, natural rate, which then the cell can do whatever job is trying to do, whether it's a skin cell, or like an organ.

And, skin is maybe something we haven't hit on too much. But one of the main reasons people purchase our devices because we, Paul, you know, survey people to ask what they're using it for, is for skin anti-aging.

So I'm actually 75, not just so, but the skin anti-aging results are the most visible right now. Well, Eric, Eric, I am 50 this year and I do use red light on my face, so I'll be your poster child for anti-aging.

You go. Okay. Yeah, well, you definitely do not look it. So now, so so there you go. So that's an example. And you can Google, you know, you don't have to trust me on this.

There are, you know, over 7000, different studies on red Nir for red near-infrared light therapy. There's probably over a thousand on skin. So you can see before and after pictures.

There's things from Harvard Medical School. There's, you know, there's, very legitimate journals that are hosted, publish these kind of studies. And so when you see the before and after, and if you get one, I would recommend taking pictures of yourself before and after.

But it's kind of a 1% per day kind of effect. So it's good to take a picture of that. And then, you know, maybe six weeks or two months later, it's like a very subtle, and when you're working out again, you're not going to be able to tell because you can't split test yourself.

Right. How much you would have gained with and without red light therapy with the skin.

Recovery, Performance, and Mitochondrial Support

It's nice because you can actually see yourself using in a way you can see yourself getting younger. So to know that that's happening on the surface is great.

But what's even more powerful, probably for the long term, for all of us, is that that's happening inside as well. Yeah. Now, so what I'm hearing you say is that red light therapy is supported by clinical research.

So you were, you were mentioning that there's a lot of studies on anti-aging skin and I'm sure there's studies on other areas of health as well. Yeah.

So there's studies on brain health. There's studies on, mental illness. There's studies on, healing from certain, procedures, surgeries. Yeah. There's, there's yeah, research on yes.

Performance. And, heart disease and, yeah, Alzheimer's. You mentioned I mentioned, yeah. Trying to get the main categories like, on diabetes. On cancer, cancer therapy, like chemotherapy, side effects.

There's a lot of studies on that because that's a big deal. Dental. There's a ton of stuff. Because. What, you in your mouth? Yeah. A vision. There's, studies on macular degeneration.

Macular degeneration, which is like, your eyes, you know, you're slowly your eyesight gets worse over time just from aging. And there is no way to reverse that yet.

Except red light therapy, has shown very positive results in studies for macular degeneration. And a lot of times, our customers will tell us, that one an unexpected side effect, is that their vision has gotten better because we don't market that particularly.

But we've had multiple people tell us that. So that leads to a question. So when you get one of these, it comes with a pair of glasses. And and I always like to have my eyes open when I'm and I don't wear glasses or covers on my eyes when I'm using my red light.

In fact, I've I'll read, I'll do whatever, you know, while I'm standing in front of it. So you don't have to put on. I mean, that's more for people who are sensitive to light and want to cover their eyes, right?

Yeah. So we include them just because it is as bright as the sun, I mean, and looking at something super comfortable. So until you get used to it, it can be much more comfortable.

Put on these lights or this are these glasses. So we provide these glasses. They cut the light down by 90%. And it's you still get the eye benefits because the eyes are designed to be sensitive to light.

So they're much more sensitive to light than your other tissues. So you can wear the glasses and still get the benefit. Do you happen to have the glasses?

I don't know, we have some sitting there, but, no, because I don't use them. They're not. Yeah. Right away. Desk. Yeah. They're little black glasses. So they come with those.

You're welcome to use them or not. I also don't use them. And I'll stare right into the light. The red light again has been studied for the eyes. To actually help, help your vision.

But one caveat is to not be super close. So you don't want to use that, super close on your eyes. Because they are sensitive to light. So you want to use back, a normal distance away to two feet away, kind of three feet away.

But you could sit right up next to it if you want to do your skin. That won't hurt. But but explain the benefits of being far back. So that's one of the amazing things about this device, is that you can get a full body treatment, even though it's not as tall as your body.

So how do you do that? Yeah. So basically like the way that we design the lens angles on these, it's it's it's broadens out kind of like a flashlight would get wider the further away you shine it.

And so you can step back a few feet and, and it will cover your entire body. So, there are different brightness levels for different things. So if you're trying to treat a really big muscle, like in your legs or something like that, that you just worked out, you would want to be very close to light because the light is going to go deeper into those tissues.

It's brighter up close, but for your skin, you actually don't need that much brightness to get the full effect. So if you're just trying to treat your skin, you can back up three feet away where it covers your whole body.

And then you're getting about a quarter of the intensity, but you're not trying to get deeper into the tissues. And so you can treat your skin. And so what's nice is you've got a lighter, smaller, more compact device that you can still do a full body treatment.

And now we do have a larger version of the pulsing light that, maybe released by the time people watch this, or it will be shortly after that. And that if you're like an athlete or you just really into red light therapy and you want the highest intensity, you can get over your entire body while you're right up close to it, it's, about twice the price, but it's more than twice the size, so that's amazing.

That's amazing. Okay, so you pretty much established that this can be used in almost any health condition. I'm intrigued by the mouth. Can this one support mouth, or do you need to get a device to put in your mouth.

So this can support anything you want to shine it up essentially.

Research, Safety, and Skin Benefits

So that's why we of these panels is they're the most, adaptable. So obviously you're going to get spillover effect into other things. But if you're trying to just hold your cheeks open and shining in there, you can do that.

It's going to shine on your face, in your body. But they've actually done studies where they would cover certain parts of a mouse, like they'd cover the head and then shine the red light on other parts of the body, and then just measure the effect on the brain and see a positive result, even if it wasn't being shined on the brain.

So there's some systemic effect because your blood is flowing through your body, that it ends up helping everything so you can shine it directly on an area.

But just treating your body will also treat from the inside out in a way, because it's having that effect on the cells and the blood cells that are moving to your body.

So good and amazing. Pretty crazy. I pretty much I mean, you said it at the beginning of this talk, pretty much everyone should have one of these in their home.

And and I'll tell you that, we're a little bit behind the times in the United States and, and Canada, the European countries are ahead of us. So the Germans have been using technology like this for a long time.

The Russians have been using technology like this for a long time. And it is widely, you know, accepted and used in people's homes. And so we're just kind of behind, wouldn't you say?

Yeah, absolutely. Yeah. So Russia is a great example. They did a ton and and then Japan actually as well, I had a friend who took a trip to Japan decades ago and, fell in some coral, and she ended up with huge gash in her leg from the coral and the emergency room.

They removed the coral and immediately put a panel just like this, like a red light panel on her leg. And this was, you know, well before I had even heard of it.

And so, yeah, you're absolutely right. And there was plenty of studies to back it up, but they weren't done with you at US universities. And so people thought, oh, this couldn't be how could light do those does, you know, how could light have that effect.

But now, you know, without a shadow of a doubt, Harvard Medical School, as I mentioned, and many other, you know, high level journals, institutions have retested a lot of the studies that have been done internationally to show one that, they can reproduce the results, but also that they can do it with, LEDs instead of lasers.

And so that's where it's come to where it's cheaper. You can have a very powerful device that you can use at home every day. I've said of needing to get a prescription or have a doctor to see you.

And in line with that, and I think it's important to mention, not all of the red light devices that you find on Amazon are are actually properly registered as medical devices, but our company is registered with FDA, our devices are all class to registered medical devices.

And our factory is an FDA certified, factory to manufacture the devices. So, you know, you may be able to find something on eBay or on Amazon, but you don't necessarily know what you're getting unless it's an FDA, registered company.

That's a really good point. And you know, quality matters when it comes to, red light therapy like this. Quality also matters. I talk about how it matters with your supplements.

It matters in, in a lot of areas. So I do like to, like to purchase from reputable companies. And you know, what's coming to mind for me right now is, you know, I talk a lot about all the different things that we do to support mitochondria and overall health.

You know, it's a non-negotiable for me to have a water purifier in your home. And for example, we have, we have someone on this summit talking about water purification.

If you haven't, if you haven't listened already, listen to Paul Barrett, Tedros, interview because he talks about hydrogen, water and water purification.

It's non-negotiable for me to have clean food. You know, organic food and clean meat. It's also non-negotiable for me to have red light therapy. It's part of how I take care of myself.

And so, you know, we have a couple of red light therapy devices in our house at this point. And so this is, critical, I think. And I'm so glad that your mission is to get these in every home.

Yeah. So thank you for for saying that. I do think it's it's a part of the daily routine. And I do want to mention to, just the paradigm shift and this Ari, who, who is a speaker on this event as well and like me too, is just that, like light, all forms of light are nutrients that you need.

And so in our modern lifestyle, we've switched our food and our water so much that, like you said, you have to try hard to have clean food and water, but you also have to, you know, put in some effort to get the light nutrients you need.

We're naturally indoors significantly more, and we're not getting the natural sunlight, especially on our whole body. So there are, places on your body that light hardly ever, reaches for most people.

Yeah. We live in San Diego, so this is, you know, we probably get a little more sun than most people, but, so that's kind of why we nowadays need devices like these red light therapy devices where you can get light nutrients that.

Yeah, you know what I've seen recently too. And I just want to comment on it. I've seen, advertised these masks that people are using for skin anti-aging.

And what I would say about that is this device is probably giving you double the red light at half the price based on, you know, size of it.

Full-Body Use, Quality, and Home Adoption

Plus you can use it on your whole body and not just put it on your face. So don't think that you need to have a special, you know, face mask. And this because this will do exactly the same thing, if not more, and penetrate deeper, am I right?

Definitely. Yeah. This is probably 100 times more powerful than a face, face mask style. And like I said, there's a systemic effect. So even though it might not seem like would make sense if you sat on your stomach and it's helping all your organs, that's going to actually help your face look better.

As well as shiny directly on your face. So, yeah, this will, easily replace all those, face devices as well as. Yeah, the skin on the rest of your body matters to, you know.

Yeah, it does, it does. Well, this is incredible. Let's talk about anything else you want to share before we tell our audience how they can get Ahold of these.

And we have a special coupon code for them, too. So, any any last words? I think we covered a lot. So I guess if people have questions, they can certainly reach out to us.

Team at Red Therapy Echo and, you know, happy to answer any questions that you might have. But I think we covered, like, the basics of it. And, yeah, it's a pretty incredible technology.

I think the final thing I would say is that, you know, there's a lot of competitors out there, and your mission was to get these in, in everyone's home to make it more affordable and not only that, you made it double the power.

So the big competitors out there, whose names? I won't say because we don't want to upset anyone, but there are some competitors out there and your, your device is double the strength and about half the price.

That's right. Yeah. And it's so incredible. I'm so glad I found you. And it was just icing on the cake that you happen to also be in San Diego. I mean, this is amazing that I can, help support, like, I would I would call a small mom and pop company.

Right? You are a local guy doing, you know, running a small company and helping a lot of people around the country. Yeah. Well thank you. Yeah, it the serendipity was was wonderful with this and, with the devices.

One more thing I'll mention, is we just came out with our pulsing series, and so this had the continuous wave, of the red in-ear thread, but also the pulsed wave of the near-infrared, which no other device has.

The changeable, pulsed wave near infrared light. And so that is the current cutting edge of research. So has this research gets even better and better.

Buying one of these is a safe bet because we've already built in the the future, you know, features that are going to be the next hot thing. So amazing.

And like you said, it's twice the power and half the price. So I know make it a no brainer. So yeah no brainer. So how do we get it. And what's our special what's our special coupon code for our mitochondria audience.

Yeah. So for just this summit, there's, you can enter the coupon code Mido 22. Now we get you $25 off, any amount of devices that you buy. So if you buy two, you know, you get $50 off.

So $25, per device. That coupon, will expire. So it's just a special for this, for this summit. And do you want to go to red therapy, echo.com eco red therapy eco.

And then there we have our full line of devices. The coupon code applies to all the devices, this device that you have. And then I, have here too, that we've been experimenting with is the new red rush pulse 400.

And this would be my recommendation, as this is our newest, you know, great latest, newest technology device. So far, so good. So that's Moto. Moto and the number 22 Moto is a mitochondria.

Moto 22 red therapy.co. Yep that's right.com okay. Got it. Thank you so much. It's been a pleasure having you here I thank you for your generosity. To our audience.

And also just thank you for what you're doing in the world. We need more people like you who are committed to bringing affordable devices, to people. I mean, not everyone can afford thousands of dollars for for red light.

And you just make it so possible. I mean, really, the cost of your smallest one is like, if you went out to a fancy dinner a couple times a year, I mean, you're you're covered right?

Yeah, yeah. Your daily cost of red light. So these last 20,000 hours. So I've used it every single day. That's, you know, ten years or more than that.

So it's, you know, per day cost is, you know, just nothing. It's pennies. Yeah. And you can use it on your pets too. I will say that's also another thing.

They are naturally attracted to it, which is that, you know, people send pictures all the time of cats and dogs going up to homes, laying right in front of it, like, like I feel so good.

Yeah. What it does. Well thank you Eric. You enjoy the rest of your day. You take good care. Now. Thank you Laura. Bye now.