How Males Can Have Their Best Sex After 40 with Sound Wave Technology Transcript

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Introduction and Guest Background

Welcome to the video to my summit, where we are exploring the next level of physical and mental health you can achieve through targeted and intentional optimization.

I am your host, Doctor Amy, and today I have with me Mark white, and he is just an optimist. He is a positive person and I'm loving that he is coming on our show today in order to talk about what he has been doing with Gaines Wave.

Now in his career, he has been working in telecommunications, commercial real estate investing and banking. He has been an entrepreneur, financial analyst, marketer and venture capitalist.

Now, he started health gains in 2003 to help people live better and accomplish more in life and health gains. Offers concierge age management programs.

It helps men and women optimize their vitality using breakthrough treatments such as hormone optimization, sexual wellness, platelet rich plasma, and esthetic programs.

In 2016, he started Gaines Wave to help optimize sexual wellness through a progressive network of medical providers, and then launched the Health Hacks podcast.

In 2019. And I had the opportunity to be on that a little bit ago, and that was very neat. Thank you Mark. He is passionate about running, traveling, reading, attending, sporting and cultural events, hanging out with close friends, and definitely staying active.

So Mark, very much welcome to the Bio Optimized Summit and I'm so excited for you to talk to us today about Gaines Wave. Thanks for having me, doctor. That.

That was a really nice intro and I'm excited to be here. Yes. So with Gaines wave, I from what I know of it, it is really, interesting science and I love the results that people are getting with it.

So I'm so excited that you're here to talk about this today. Why? What was the motivation for you to even create Gaines Wave? So first of all, Gaines wave is really all about brand awareness.

When you read the bio, one thing that you didn't mention is doctor and I'm not a doctor. Never thought I would be a doctor. I've always been in the health and wellness field as an entrepreneur, and we have a clinic in South Florida, and we always help people stay young and healthy through hormone optimization.

And we have people coming in and getting on testosterone. And they said, this is great. I have the energy, I have the sex drive, but my penis isn't working.

Can you can you help me with it? They would ask our doctor that, and we were prescribing a lot of Viagra and CFS. And in 2014 we started to add the P shot.

People come in and they were getting good results. It was about using your own blood to regenerate the vessels in your penis. However, being a marketer, what I learned is a lot of guys don't like the word needles and penis in the same sentence.

Not at all. That's pretty scary. It's pretty scary. And in 2016.

Why Gaines Wave Was Created

We had read, I think there was an article in, Men's Health about shockwave therapy being the next Viagra, and they were talking about this treatment being done in Europe.

And I thought to myself, you know, shock and penis is probably not going to be that good of a marketing tool to, to bring awareness. But we had our medical director at the time look, the procedure is like, you know, the science makes sense.

We started downloading all the, all the medical literature about it. And what we saw was that this had an 80% success rate. It worked better than Viagra and Cialis.

It was noninvasive without the side effects of those medications either. No side effects. I mean you're talking about sound waves just on the exterior of the penis.

No needles, no pain. And you know, I said to the doctor, I said, if this is real, this could be like the next Viagra. So it took us a few months to figure out how to integrate it into our practice.

And I remember we tried this on a patient and he was actually a swinger as a funny story. He's he's a swinger. You know him and his wife would go to swinging clubs.

That's not me I don't I don't do that. But we weren't asking you, Mark. But thank you. But apparently in the in the swinging community, if you can't perform, you're like, You know they come in and he had tried everything that we had, he had tried the p shots.

He was taking Viagra gave him really nasty headaches and we said you're going to be the first patient we're going to give this to. You know we're not going to charge you for it.

We want to see if it works. We were doing an experiment with some of our best patients, and he gets the treatment done. And the next morning I come to the office and I see my voicemail light going on, and I call and he's like, hey, this is wrong.

Call me back right away. It's important. I'm like, Holy shit, right? What happened? I just go to the hospital. I don't know what it is yet. Just go to the hospital. Yeah.

Oh my God. So I, I call him, I'm like, how did it go? He's like, I had erections all night long. I can't believe it. And he's like, I have I had erections.

It's this is amazing. And I said, look, you're the first patient. So we started trying it on other patients. We saw similar results. So I said you know what I'm going to have this done on myself.

And I remember all night long you just get good erections. Better sensitivity. And I realized that we had a marketable product. But we had an issue. And just being in the world of marketing, the issue is that when you can't build around a brand, it becomes a race to the bottom.

And you see that a lot in integrative health like so the thing with pharmaceuticals is they like to use intellectual property, like patents and trademarks to protect what they create.

And then they can charge 50 times or 100 times whatever it cost them. But they have that return on investment. Right. However, as you know, like in the integrative world, we don't have that.

You know, you want to do platelet rich plasma. You know, everybody's doing it. And then you're competing with the bad doctors who don't care about protecting their their thing.

And I knew if we were going to launch this and we were going to call it shockwave therapy, it's going to be hard to market. And we do a really good job of marketing.

Everybody's going to just like, rip it off. It's going to be a race to the bottom. And I realized that's why it never, ever got traction for ten years.

Yeah. So we, worked on a business model where we started to trademark it. We came up with protocols. There are no protocols out there. And you know six.

Yeah. It took us about 3 or 4 months. And our clinical we started offering it under a trademarked name Gaines Wave. And I thought Gainesville it sounded better than shockwave.

Definitely sounds much better. And we started getting phone calls from people all over the country. Like they started to hear about it and they said, this is very interesting.

Does it really work? And we were putting videos and testimonials of the procedure on our website, and people were calling and it's like, do you have a local provider?

Right. So so we came up with a business strategy where we would train providers in other cities, ensure that they have their quality, ensure that they were using the right FDA approved devices.

We would help them with their marketing materials. So everything stays on brand. Right. It's kind of like any other, like a, I, it's not a franchise, but you want to make sure you have that consistency if they look up, if you want to know that the provider's been properly trained, you want to know what the expectations are.

Yeah. This is something really important. You want to know that your provider is doing it the right way, the way that it's going to help you and not and not make things worse.

But I do know that a lot of people are coming to use the gains made now who have not had erectile dysfunction, but are more using it just to enhance, to make, to make their sexual optimization right.

Yeah, you're absolutely right. First of all, I don't have any and I had I tried it and what I noticed was my refraction time after orgasm was decreased significantly.

Your nerves, your your nerves on your penis are more sensitive, so sex is more enjoyable. But we got a call probably after about marketing for about 3 or 4 months.

We got a call from a guy named Ben Greenfield. I saw his testimonial on your website, and I didn't like. I had heard of him because I listened to Health and Wellness podcast.

I think this guy is interesting. He calls and he's in Washington state. He's like, you know, I want to try this out. I wanna I'm coming to Miami. I'd like to try this out.

And I said, fine. Come on in. We'll comp you against wave. And, if he likes it, he says, I'll talk about it on my podcast. So, yeah, he sees the doctor, does the treatment.

You know, I went out to lunch. He leaves anyway, I'm sitting at home that night. He was telling me he's going out with his grandma, that he was going to take his grandma out to dinner.

Branding, Provider Training, and Early Results

I'm sitting at home at night watching TV. I get a text from him saying, hey, I'm with granny and I'm getting a hard on right now. Not at dinner with granny.

I said, Ben, that's either good or bad. I don't want to ask, but he's like, man, this really works. And he starts talking about it on his podcast and he has a lot of influence.

A lot of people listened to Ben Greenfield and that helped us get more patients for health case. But then also

doctors started calling us saying, hey, how do I become a gateway provider? Right?

And so we focused on going out and training doctors and just building that network. Yeah. Ben came to my, nad clinic, this last year and we had met at mindshare.

So he was on he was a speaker on the summit on just a few days ago, interviewed him and he was home. He was actually taking a walk. Hike, near his home there in Spokane, Washington.

And yeah, he speaks very highly of of the procedure and the result and what of course, Ben likes about it as well as what I'm attracted to. It is really what it's doing is it's enhancing the body's own own process to build more blood vessels, to break down the plaque in the blood vessels so that you're getting more blood flow.

But then it's also building more neurons. And so that's why it's increasing the sensitivity. So it's not like we're introducing something foreign. We're not introducing, you know, a medication that's going to give them potential side effects.

It's helping the body do what it already does. Just better. Yeah. It's it's definitely it's a natural way to just regenerate your body's processes. And best of all, unlike other treatments out there like PRP or stem cells, it doesn't involve needles.

So guys like it right? And about how many treatments should a person expect to need? Mark. So generally what we've seen, depending on if a guy's in there for performance and doesn't really have he the versus a guy with severe like what you're seeing is guys who are diabetic and smokers, they need more.

And sometimes they don't get the best results. So it's like picking the selecting the right patient. So with the right patient, generally they need about 6 to 9.

A guy who's severely diabetic who hasn't had a good erection in years might need 12 or more. Sure. Absolutely. Like with process they have, if it's a disease process that's affecting blood flow in those small micro vessels, then it's going to require more treatment to break down that plaque, build more blood vessels that aren't immediately going to close back down with their disease process.

So they also should be, of course, managing their diabetes as well, right? Stopping smoking these other things for sure. But it's it's how how much disease process do we need to try to reverse and overcome in order to get the results that they want?

Well, I think like you said, it's, if their blood vessels are very degraded, it's going to take a longer time. And. Right. You know, when we see it working best, our guys in their late 40s, 50s and 60s who are just starting to get it, you know, like the guy who never had a problem getting an erection.

And their it is being caused just by simple aging, just like the rest of your body starts to develop plaque. The penis is like a guy's canary in the coal mine.

Sure. Yeah. It's a good, good way to to show that this is a disease process happening all in your body. But it's going to show up first in this area. And the funny thing is, a guy will do something about it.

Like he could have plaque in his heart. He's like, I'll see the cardiologist next year. But the moment his penis isn't working, he's he's out there searching on the internet.

Where can I get this fixed? So. Right, you know, like like we'll see a lot of guys coming in with gates wave is when they come in and you do some other, you look at what else is going on, you do start to see that plaque forming.

You see the calcium scores are starting to edge up. So I think it's important that if guys are noticing it, it could be the sign of something bigger. Right.

And so for someone who's coming in who has just started to notice a problem, they're going to be seeing results immediately. Or does it usually take several treatments in order for them to get results.

So what the doctors tell the patients is give it time. You know it didn't happen overnight. So give it a few weeks for me personally I experienced something that day.

For a lot of people they experienced something that day, that evening. The next few days. However I know that some other people they don't experience until their third treatment.

Everybody's a little bit different. And but what we're doing is like actually helping the body build more neurons, build more blood vessels. So even if you do experience an immediate effect, I would imagine that the effects would still continue as your body is in that process of building more.

And so you should continue to see changes in results, even long term, even if you already see something short term like that, that's not the only thing you're going to get right is that night.

It's it's even several weeks ahead of time. How long do these results generally last Mark. So typically it peaks after you get your six treatments done.

People are feeling great with month to month, and they've actually done studies that have gone as far as 24 months, and they show that people still are getting some results in 24 months, but it's temporary.

You know, it's not a permanent fix for Ed. All you're doing is creating, more blood flow, but your, blood vessels start to atrophy again. Is typically after about six months, people are calling to come back for another set of treatments.

Could be six months. And that's not bad. Like I'm thinking of people who are using other methods even the Viagra. And you know that's really just a Band-Aid that has a lot of other problems with it.

And to be able to have a treatment that gives them results for six months, that's natural, that's noninvasive, like that's a pretty that's a pretty neat service and product that you have for people.

Yeah. I think the other thing that's amazing, like so with pills, Viagra, you're kind of tethered to the pill. You take your pill and you don't have sex.

You just wasted, that if you're not having sex in that four hour window, it's gone. But with, Gainesville, if your erections are very spontaneous again, which is a really good thing.

Yeah. It's the really good healthy natural way that the body is. And now I know that they're coming in for these six treatments. How often are those six treatments done initially.

Okay. So it initially they're doing two a week for three weeks. Sometimes if a guy like we had guys flying in and then we would do like three in a week, then they would fly back four weeks later to three in a week.

We've seen some doctors do three a week, three a week and do 6 in 2 weeks. But typically it's going to be done over the next 2 to 3 weeks. And then the guy, if he's on a maintenance plan he has to come back like we have a lot of guys will come back once a month for maintenance because we feel that if you're just doing maintenance you're going to continue to get great results and then you don't have to come back in six months or a year.

And so a maintenance would look like coming in for one treatment once a month after those initial six visits. Correct. Correct. That is one of the things like people when we first started we were getting people flying in.

And one of the things people are asking us is, it'd be great if I can buy your medical device and take it home, do it myself, because I don't like coming in.

I don't like dropping my parents in front of other people now that I've learned how to do it.

How the Treatment Works and Who Benefits

But the clinical devices at the doctor's office, they're very expensive. They're $25,000 or more. They're not something that's portable. And so we've been working with, a provider who was a gateway provider for he, and a urologist got together with have been there, and they created a portable device, a portable sound wave device for erectile dysfunction.

It's the coolest thing. It looks like this is really cool. Looks like a little rocket. It looks like a I should have. I have it in my office. The device.

But they have this device. And they're started to sell it online for people not to go through doctors initially, but then they saw that they're missing out the bigger opportunity.

People want to go for doctors have it done. So they created another device that's like 25% stronger than the at home device. It's only intended to be used through providers, and we've just worked out a deal with them where it would be primarily through games wave doctors, and that's something that we're launching probably within the next few weeks.

We're doing some beta testing now, but are getting great results, and guys love the fact that they can take this device home. Well, yes, like I can already imagine just how many more people are going to be willing to do this and explore this if they can do it in the privacy of their home.

Right? Like this. This can be an embarrassing issue and embarrassing topic, and we can come back and swing around and talk about that for a second. But but yeah.

So when are you expecting this portable device to be done with the beta testing and actually ready for people to be able to use, I want to say within 2 to 4 weeks, I want oh my, think that's exciting over.

I mean, we've been working with these guys since April and it's been like we've had prototypes and we've actually been doing some pre-sales, and we are combining it as part of an integrative treatment with Games Wave.

So they're getting games way if they're getting this device, the device is called Fenix Pro. And the Fenix Pro is to be used between games. We've treatments and then they can use it as a maintenance program.

So this, this would be their maintenance program. This would be their maintenance program. And they get an accountability journal. The doctor can customize the treatment programs.

The patient then checks in every month and goes over like how they're doing on their accountability journal. The doctor then makes, different adjustments.

So it's still done under the guidance of the physician. And so. Absolutely. Yeah. So they're they're guiding the protocol with the patient. They're still working with the patient, just the actual procedure they're able to do in the privacy of their home.

Yeah. The only the only, negative we've seen as we've had guys say, you know, these home devices are great, but they're noisy. They're like, oh, you can't really change a sound wave.

A sound wave. Right, right. SEC. And one guy said I was using at my condo, my next door neighbor thought I was doing construction and started pounding on my door.

Yeah, it's that noisy. Okay. Well, it's a it's a sound wave, so. Interesting. Like muffle that. But it does create the same sound wave that you would get at your doctor's office. It's just done.

And a device probably about this size. And when you say sound wave like that does sound much better than a shock wave. It does. It's technically it's not.

You know when we say shock wave therapy for Ed it's really what we're talking about are acoustic waves right. You know there is nothing is being shocked.

And I think where they came up with Shock Wave is because the focus shock wave device is, electric shock and like a focused water. And that shock creates that sound wave.

Right. But you can create a sound wave by taking a bullet and striking it up against the plate, which is what, like a radio, sound. Acoustic wave devices.

This home device actually has a patented cam unit that creates the sound wave. So a lot of ways to create a sound wave, and the sound wave then creates a vibration in the tissues, and, and, and that's what partly helps break up the plaque.

And what is it about the sound wave that actually induces the tissues to build more blood vessels and more neurons? Great question. And this is where my lack of being a doctor is probably going to show.

So I'll kind of explain it in layman's terms. Perfect. If you ever seen like a war movie from like a World War Two submarine movie and they dropped like the depth charge or the depth charge goes out and it sends a sound like a big shock wave through the water.

And the submarine doesn't break, it doesn't make the submarine break, but the sound wave basically destroys all the people inside the submarine. You know, the sound wave is just a field of energy, of sound waves big enough.

It'll destroy anything in its path. Now, if you make that sound wave small enough, you can start to affect change. Inside the body. So like lithotripsy is using sound waves to break up kidney stones.

Right. And so you're sending in the sound wave. It goes in there breaks up the kidney stone dissipates. And then if you continue to create a low intensity shock wave or a low intensity acoustic wave, then you're just going under the dermis.

So you're affecting change right under the dermis. So what happens is the sound wave goes in and it creates micro inflammation. So when you create micro inflammation then what happens is that all the blood cells come in and they start fixing things.

So you're actually creating a micro trauma to rebuild. What's there and what gets rebuilt is like using stem cells or right fluid or platelet rich plasma, which is the same concept.

You're basically going in there and creating that trauma. And this is yeah I mean this is like a principle of our body where even with micro trauma and exercise say that's how we make more mitochondria, that's how we make more blood vessels to our, our tissues.

So this is like a principle of the body and how it repairs itself after micro traumas. And the micro traumas then can be very healthy, very helpful. And in this case, you know, building more of the blood vessels and even the neurons in that area.

Yeah. You actually see the, acoustic wave therapy. It used a lot, the chiropractor starting with muscle, muscle, skeletal, joints and. Yeah, local pain.

You're seeing it now used, podiatrists use it for plantar fasciitis. It's really good for repairing the tendons. And we've actually talked to some cardiologists who believe it'll be good for breaking up the plaque around the heart.

And I've seen cases where they are starting to use that. If therapy or shockwave therapy to create more blood flow in the heart for people who are starting to have like clogs there, wouldn't that be amazing.

Because right now, like our only options for that are a very invasive procedure. And if and if we can kind of harness

this science to be able to do a lot of these different things without being as invasive, like this is really going to change the medical field.

Yeah, it's funny though, because like also I mean, like being knowing about how economies work and what drives what like sometimes you see like big pharma, what they call big medical hospitals where they make all their money off of like, surgeries.

This is true. So I think a lot of doctors are very scared of any new advances in regenerative medicine. That's why you don't see it moving as fast as some of the other things out there.

Treatment Schedule, Maintenance, and Home Device Plans

It does it it can, threaten their means of survival and their, you know, their income, if that's what they rely on for their source of income as those types of procedures.

Yeah. Absolutely. Right. My wife, had a problem with her hip, and she went to four doctors and all four had different opinions. But the first one just wanted to operate right away.

That's what he does. They operate right. That's what he does. Yeah. You know every every time you're a hammer everything you see a nail. Exactly. But then as she started to go to different doctors and started to integrative types of doctors, she decided to go the regenerative route and she used, amnion fluid, and she used, like, she used exosomes, and they injected her.

And a few weeks go by and the pain's completely gone, right. And, I think doctors are not open to, like, new paradigms of treatments if it changes the business model, unfortunately.

Well, we were talking a little bit about this before we hit the record button today. Right, Mark. Like, just in general, our society does not do well with change.

We are not we are not, trained and taught well how to manage change. It seems very scary to us. Yeah. No, I think medical is probably the most conservative with change.

I mean, it took them years to to figure out that. Like washing your hands. Basically eliminated germs and, probably think tens of thousands of people must have died while surgeons said, well, if I wash my hands, I'm doing something different.

This was in the 19th century, right? And it took a long time to figure that one out. Yep. So I'm curious, are there other ideas that you have percolating in your brain in terms of how you would like to take this gains wave and be able to apply it in different situations or be able to make other different things in addition to the portable one that you've that that you've got in beta testing right now.

What's the future look like for you? So one thing we want to do is kind of make gains wave as like a flagship around the whole sexual wellness concept.

I mean awesome. Yeah. You don't want to build other like you can build go out and build other brands and all that. But we also want to make sure that the doctors that the gains wave patients are going to are offering, you know, the portable device, but they're also getting the latest training.

So we've been working on the business, training with doctors and teaching them how to market and present, more things. So like what I love doing is on the teaching side of business, like, well, I'm a business junkie.

I'm not a necessarily a medical junkie. I like marketing, I like, business operations. I think it's really cool for me to tinker with that. Right. And it's funny because a lot of doctors like, I don't like marketing or, you know, they get this like push off of marketing.

So I meet the greatest doctors. They're like, I just want to help people. But I'm, I don't I don't want to ask for money. And I don't really like marketing's not really my thing.

I don't think it's cool. Like doctors shouldn't market. And so I say, you know, doctor, the way you're going to help the most people is to let them know what you're doing.

Exactly. Let them know what you're doing, let them know how great you are. Let them know how you're different from everybody else, and you're going to help as many people as possible.

And if you happen to make, a profit doing so, that's okay. There's nothing wrong with that. But like if your goal is to help more people, the best way to do is market.

Which leads me to the next question that I did want to ask you. And you've developed this great product right. You've got it out there. It works. You know it works.

This has like one of the best success rates in over 75% of people get results no matter you know what their underlying condition. Obviously that does predict you know which ones are going to get the results or not, but you've got this amazing product and you're in this the middle of a topic that can be very uncomfortable.

So what do you like? What are you seeing in terms of how do you even get men to be willing to talk about and open up about, hey, I'm having these issues because that that can be something where there's a lot of embarrassment.

They don't want to have to admit that they they would rather hide that. And so, yeah. What what are you doing to break down those walls so that men can feel safe and be like, yep, that's me.

And let me get some help with that. That's a great question. And I think what happens with and I think our men are different from women is women. Like there's a lot of, word of mouth.

Yeah. A woman has her breast done. She's telling her friends, telling her friends, she has a problem with her hormones. She's asking her friends where she can get help.

Men, we don't work that way. We don't go to our buddy and say, hey, you know, last night, I couldn't get. I couldn't get an erection. It just doesn't happen.

And the guy's world, it's like something you live with. And then you go online and you start searching online. I'm looking for answers online. Or you go to YouTube and you'll start asking, are you going to Quora?

And you'll start asking questions online. So the beauty about the internet is you can develop a content strategy, to meet those people's needs. So like when guys start asking questions on the internet, you're providing, content to answer those questions.

And what are you seeing that that they're asking? Like, what? What are they actually what's what are the words. What's the language that for them, they're looking for?

Well, one of the goals with gains weight was to create term gains. We've been to a brand similar to Viagra. You're like, well where can I get gains with other side effects.

What gains weight. How much those gains way of cost. And we're seeing that very high, which means that what the goal of creating the brand is as caught on like that branding strategy.

But people are initially finding out about gains wave because they'll hear us on a podcast or they'll, they'll type in something to the effect of, are there Viagra alternatives?

Because everybody that's, not everybody, I should say. But most men that are getting gains we've done have gone

the Viagra or Cialis route. Either had side effects or didn't quite work for them or just wasn't really the best deal for them.

That seems like the first easy step. It's the first, you know like everybody wants the magic pill the magic right.

Future Growth, Marketing, and Finding Providers

You know so the first steps, the Viagra. So right. Viagra alternatives have always been a good one. Natural alternatives for Eddie. You know it's challenging sometimes to advertise about erectile dysfunction on the internet because a lot of websites will they don't like anything to do with sex.

Right. Like in terms of like, you know, like PPC or Facebook, like, you know, we'll open up a Facebook account, it'll get shut down. Why? Because we have a picture of the penis with the blood flowing through.

It gets it down right away. So it's like very challenging. And I think that's one of the things that we have to overcome as a society is where guys can talk about these things and not feel shame.

Right. Normalize the aging process and what can happen. Yeah. I also think that the other thing is looking at gains way, not just as a treatment for Ed, but also optimizing erection quality.

So yes, I'll talk to friends. I'll say, you know, like what? What else gains way of doing? If I say, well, gains weight helps with Ed eat well when I'm 80 years old, I'll come to you right.

And I'll talk to the same people and I'll say, you know what? What is gains way of doing it? So it makes you have great erections in bed and you perform like a rock star.

They're like, sign me up. And your orgasms are more intense and it's more pleasurable. Who doesn't want that? Right. So it's it's how you position. Right?

I think one of the things is positioning gains way more, something to optimize erection quality and avoid eating in the future. Exactly. As a boy, as a, opposed to, like, this is an easy treatment.

Right? And this is really what sets it apart from something like Viagra, where because you're actually just optimizing the biology, the natural biology, then you can do these treatments before you ever have the aging process set in.

And it's not going to be something unhealthy, right? If someone starts taking Viagra before they are seeing problems, then they've got all these, you know, negative side effects and how it's affecting their biology in other ways.

And you just don't get that with the gains way because you're you're simply optimizing the body's own natural process in biology. And so whether you're already having problems or not or if you're wanting, you know, if you're in a good place and want to just go to great, it's the same exact process because you're just optimizing the body's natural, natural process here.

Correct. And I going back to like, how we wanted to combine it with other things. What we're seeing also with Gans wave is it's very synergistic with shot.

It's extremely like we're seeing great results with exosome therapy. I know that that's kind of on the cusp of what the FDA wants and is looking for, but we're seeing guys that are have been doing gains where some of our providers have been combining it with the exosomes, and it's just from the results their stem cells.

And how are how are you introducing the exosomes in this case? Is this to IV. Is this local? What how are you using the exosomes. So it's local that they're using amnio fluid.

Are getting amniotic fluid from donated. Umbilical cords. These are women who have donated their their fluid from

their umbilical cords. They test it, they make sure that there's no issues with the fluid, and then they just inject that into the penis the same way you would with PRP.

And it just goes there, just attacks inflammation and starts just rebuilding stuff. Yeah. And those cells are so regenerative. Right. They've got so much regenerative potential and power.

And so I can only imagine that mixed with that gains wave and the acoustic wave the synergistic effect that that has. Yeah that's been lately that's been our biggest thing.

And I think that's going to continue. So now are your is your clinic and then the, the other providers that work with you, do they usually only do sexual health.

Or is this something that they've just incorporated into a larger scope of clinic that they have that. That's a great question. So the practitioners that we work with are practitioners that have a sexual wellness component to their practice, or they're looking to add a sexual violence component.

I would say probably about half of our providers are in testosterone replacement therapy, age management, functional wellness. We have a lot probably about 20% of our providers are actually urologists.

And it's interesting because urologists see a lot of, of guy patients. Obviously they see a lot of men. They'll see 60, 70, 80 men a day. But these guys are coming to the urologist and saying, hey, have you heard about Gainesville ever.

And then we see a lot of like more progressive urologists that have added it to their practice. And we see a few medi spas doing it. But generally it's general practitioners.

It's all types. I have cardiologists in our practice or in our group. Awesome. So if people want to come find you see what you're doing because you're doing some other really cool things with your podcast and everything to where can people find you.

And then if they're interested in Gaines Wave, where can they go to find a list of providers and directories that they could see? What would be the best option for them?

Sure. The easiest place is just on my LinkedIn page. I mean, we were working on, different website for that, but like just go to my LinkedIn page. Mark White, typing Gaines wave, you'll probably access a I'm sure there's thousands of Mark white, so I'm probably the only one that will be Gaines Wave.

And we can also make sure and have that link in the show notes. Yeah, absolutely. To find a Gaines wave provider, just go to Gaines wave.com. And this new product that we're coming out with is Home Devices.

Phoenix Pro and the website is Phoenix Pro. Our x.com all one word. And that should be it's it's active now but it should be available where patients can order it from doctors within four weeks within October.

Mark. Like this is going to change the whole field of sexual health and wellness. This is really exciting, exciting stuff. And, I appreciate really spending the time with you.

I love being on your I love being on your show. I love when you're on my show. Doctor. I think what you're doing is amazing, doctor. So thank you so much.

Well, thank you, and I really appreciate you taking the time today. Anything. And thank you for joining us today. I'm your host for this Bio Optimize Summit, Doctor Amy.

And make sure you get the discount price for all the recordings and the content. Because once that discount price is gone, it is gone forever. And I would just love to see you inside, be able to connect with you more, get to know you, and together let's find that next level of health and aliveness.