# The Truth About Infrared Therapy, Detox, and Healing with Robby Besner | Ep. 133 Transcript

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## Introduction to Light Therapy and Robbie Bester

I actually developed a diode, an LED. It's right over here, it's called a tri-light. And it has three wavelengths that I've curated, and I put that in every LED, so when I power that light up, I'm delivering three times the amount of light energy through your skin, into your body, to your cells.

We've all heard about food is medicine. Is it fair to say light is a medicine? Oh, most definitely. Why is light medicine, because we have Robbie Bester.

Hey, Robbie. Today we have Robby Bester, a global leader in infrared wellness and co-founder of Thorisage. What started as a search to help his daughter became a mission to change how the world heals.

As your daughter was going through these treatments and then you started implementing some of the technology, what were these doctors saying? they didn't quite look outside the box.

When these frequencies come into your body, they harmonize with the frequency of your own body. It creates a vibration, it's called a bio-resonance. Vibration actually decouples the covalent bond with all the toxins that are being stored in your bodies.

But it also elevates your core body temperature. So some cancers are heat-sensitive. And when they get to 101, They start to die off. What is the different light therapies?

We've got infrared, near-infrared, far-infra-red. We have full spectrum. Welcome to another episode of a healthy point of view podcast. I'm your host, Sam Tahata.

And as usual, we're here to talk with experts from all over the world about health, wellness, beauty, and mindset. Today, this topic is going to be a little extra interesting.

We've been hearing all this stuff about the toxic foods and the toxins in our environment. How do we take control of our health? Well, there's certain technologies that are gonna help accelerate the detoxification process.

Help with healing, help with the immune system. We're gonna talk about light therapy. we're going to talk photobiomigilation. What's the difference between near infrared and far infrared?

We are going talk the sauna. Today, we have an expert here. He is the chief science officer and also co-founder of Theracize. We have Robbie Bester. Hey, Robbie.

Welcome to a healthy point of view podcast. Amazing. I love that. All the noise and the energy there. It's fantastic. That's what we're all about, man.

Listen, health and wellness should not be boring, right? It should be hip and cool. This should You've done exactly that with a lot of these cool, trendy devices, but they're just more than just cool and trendy device.

These things have true healing mechanisms behind them. Before we get into that, I want the viewers and listeners to really understand who you are, your story, and I wanna go way back to your upbringing.

We don't wanna hear about who are today, we wanna here about how did you even get to where you're at. So let's go way back from when you were a kid. Mom, dad, how was life?

How was health back then? Well, I'm a few generations ahead of you in that way. I grew up in New York on Long Island and middle class. Parents live in a track home.

My my family business, my dad's family, business was retail and wholesale liquor store downtown Manhattan. And because of that, I suppose, and I'll get a little personal here.

My dad wasn't around a lot. You know, he worked a retail business with traffic. They didn't have cell phones and so forth in those days, right? So the commute was three and a half to four hours, eat both ways.

So he'd be up at six and home at 11, six days a week. So at a very young age, my dad would say this to me, now you're the man of the house, mostly because I was there.

But think about that, like a four-year-old or a five- year- old, the MAN of house. It's just a different way. And that meant that I was doing the chores and managing all the household things.

And as a young guy growing up, I very active in many sports. I always managed, even though I a starter, local games. So I'm not talking about organized sports, but I'd always missed the first and second inning because there was always some chore that needed to be done.

I say that as much as it may have robbed a little bit of my childhood, it got me to learn at a very early age my own abilities. I had no challenge with exercising innovative ways of just understanding that anything I put my mind to I could do.

And I think that carried forward all the way through even to today for me. So, all right, fast forward, man. You got this company that you're co-founder of, The Erasage, you guys got quite a few different technologies.

But, I had the opportunity to understand and also read your story of what really made you get involved. And you had something very personal that got you involved, so I want the viewers and listeners to really hear this part as well.

Let me see, so I'm a health provider and through undergraduate school, I kind of really wasn't sure what I wanted to do.

## Early Life and Personal Background

So I took a lot of different tracks in college, business, a little bit of engineering, psychology, biology was the dual major for me. And I thought med school which is what went for ultimately, So I had those skills behind me, and I didn't finish my allopathic track to be an MD, but through the basically through It didn't resonate for me.

I didn' use those terms then. But there was things going on that wasn't right, and the timing wasn' right. And I also saw that the allopathic track created some kinds of boundaries that wouldn't allow a practitioner to really practice healthcare the way I saw it.

Which meant, you know, now it's called integrated functional medicine, but back then they didn"t have that. And why I say that is because different cultures, in which I've embodied in a lot of my work, they have different approaches to healthcare.

And what we know here in the US is the Western approach, but it's not the only approach. And it wasn't until I spent a lot of time overseas in creating different devices and materials that we use in our devices that I really got an opportunity to understand the US perspective the way the rest of the world looks at the U. S.

What part overseas? I'm sorry? What parts overseas. I spend a long time in the Asian countries, the Asia blocks, China and that whole area. Okay, so dialing it forward.

My oldest child, my daughter at age 15 contracted Lyme disease. And again, this was close to 27 years ago. And

when she got sick, we had means. And at that point, were able to get in with the top-line literate doctor in the industry, still considered Dr.

Joe Biroscano. He was located in Long Island, out in The Hamptons, and we lived here in South Florida. So basically every six weeks, my wife and I would take turns traveling with my daughter up to New York to have her protocol tweaked.

It was an allopathic track which took a toll on her ultimately, but using different caustic, different combinations of antibiotics. I, and the way we practice in our life was more of a holistic homeopath approach to living.

And so there's a contrast there, right, inherently. And so while Dr. Joe was working on the allopathic track, which was the most widely accepted approach to managing Lyme disease, I kind of took a more natural approach and I looked at the way my daughter was expressing herself and she had high levels of toxicity, inflammation, cognitive challenges, pain challenges.

And I focused on toxicity. Did a deep dive on basically the best, and understood the relationship between toxicity, inflammation, and symptoms. And so I thought while Dr.

Jo was searching for root cause and managing her Lyme track, I would just work on getting her more functional so that she could live kind of a modified life, but at least a whole life while she was going through her adolescence.

And that's when I discovered that there are frequencies of sunlight that will mobilize all the toxins in your body. And, that is the infrared spectrum.

Now, when i looked at that mechanism in nature, And in our body physiology, I then looked at what devices were available to the mainstream that embodied infrared.

And it was really only being used in medicine by sports medicine doctors to get players to lower their pain thresholds and to actually accelerate the healing process to getting them back on the field faster.

So both of those things intrigued me. But it still was a challenge because back then, I'm talking now 27 years ago, there weren't the available red light and infrared devices as we see today.

So I organized a trip. I went to China for about 90 days, three months, and interviewed 65 factories and actually met with the presidents and got into the thick of things.

found two that I wanted to work with and I just started developing devices that really was just for self-use, for our own personal use. But my daughter responded so well to them and the doctors, it was different then because now we have virtual medicine but then we didn't have it.

So we had a Lyme literate doctor in New York and then a corresponding doctor of Florida and we a pain management doctor. With Lyme disease, because it mimics many other diseases, they actually tell you at some point that it's all in your head.

It's not on your body because there's nothing on you blood test. So she has psychologists or psychiatrists and a whole bunch of an entourage of practitioners, all of which were prescribing medications.

They weren't coordinated and they were communicating with each other. Oh, God. So my daughter actually, I don't know if you know, a PDR, the physicians, yeah, so she was like a walking P. D. R.

She knew more about the medications that she being prescribed than some of the practitioners that were involved in sort of that dynamic. Was she functional, like was she bounded to a wheelchair or was able to sit down?

No, no, there were moments or times kind of episodes where her health was compromised greatly. And how old was she at that point? 15. How did that feel as a father?

I think that was probably the one one of the most challenging parts but As much as, and maybe you can relate to this, it really gave me an opportunity as a father to bond with her in a way that many parents never get a chance to with their kids.

I was her home nurse. So I at some point, with the regimens then were different kind of combinations of caustic antibiotics. And at some point, you take the Marley, but then you can't anymore because it upsets your GI tract.

And then when you cant do that, then do IV therapy. But at one point her veins collapse because you cannot do it for too long. So I was actually administering what's called a PICC line, which actually is a tube that goes directly into a main artery or to a heart.

Right. And it gave us four or five hours together going through the IV therapy and I know you're very familiar with that whole process. Absolutely. So I was her nurse and it really gave an opportunity that I would never, you know, Yeah, I mean, it seems like it also allowed you to really expand on your scientific, with your Scientific Hat, right?

Going over there to China and different countries and being able to develop some of these devices, that's not something easy to do. That takes a lot of research and trying to figure things out.

Especially back then, this technology wasn't around back them like that, you didn't have Google either to start typing things in. You had to actually go sit down and go into the literature, You have to probably go to different libraries and just sit down and read, you know, what is out there.

So that process, I'm just putting it back in my mind around it. It wasn't an easy process was it? You know, I guess it depends on how you look at it. To me it was organic, so it WAS easy.

Mostly it's kind of like the challenge of trying to understand the way that technology works with your biology and your physiology. Right. And we took some pretty core philosophical approaches.

I study nature and the way that plant and animal kingdom interacts with nature. And I studied foreign cultures and what worked for those cultures from a health and let's say optimal health point of view.

And then I'd like to say it's multicultural or eclectic. And so because my wife and I are the founders of our company, we didn't have venture capital, or we don't a business plan per se, it was really organic.

I didn' have a lot of the constraints and was able to go whichever way intuitively I felt was where we should be spending our money and time. And so the evolution of our company is really cathartic and we've had some major breakthroughs in our technology along the way.

And I think that is just a matter of serendipity and I feel in a lot of ways I'm kind of connected to source and so I get a lotta downloads when I sleep at night and it just manifests in my subconscious and then I bring it to life in the real world.

I love hearing that because You know, when you're really tapped in, you get those downloads, and sometimes they're visual downloads. You're driving and you sit in bed.

But the viewers and listeners that don't understand what downloads are, break it down for them so they can really understand how connected to the universe you are when they get these downloads Okay, so again, I'm gonna get personal.

From a very early age, had voices, a dialogue in my head. And I think like when you're a kid, it might have been a phantom friend. Maybe that's something you keep close to yourself or not.

when you get a little older in your earlier teens, you know, if you articulate that to your friends per se, then they may think you're a crazy or, back then, but certainly maybe a bit more acceptable now, I don't know.

But I started to play a game with myself, Sam, and it was kind of like, in my adolescent age, mostly ignored the voices and the dialogue. And then I started to notice that there were real, it was real information that was coming to me, but I was kind of ignoring it.

And I then started just to have really a dialogue in a way that, like what do you think, should I go left or should go right here? Should I sign up for that course in college or not?

You think that's gonna be good for me or no? I was asking those kinds of questions. Now, in today's world, there is like muscle testing where you can ask questions and actually tap into your autonomic nervous system.

## Daughter's Lyme Disease and the Start of Infrared Research

And if you're dialed into source, then basically that's coming straight through, right? So mid-20s, I just started playing the game. Should I go left?

Should go right? Go black? White? And whatever Source said in the beginning, did the complete opposite. Because I knew better. I know better than the voices.

But then I started to notice the voice was always right. So late 20s, early 30s I just followed the pattern, I asked the questions. Even now while I'm talking to you, still I am dialoguing.

So it's a constant interaction, is I guess the best way to describe it. And ever since that point, there was sort of a tipping point where I realized that basically my internal voice, my intuition was right most of the time.

I'd like to say 99% of time, and then my life became a lot simpler because I just asked the questions and followed along. Wow. Those are downloads. Does that make sense to you?

Oh, 100%. I get it. I'm dialed in. And for the viewers and listeners, if they don't understand it, what do you recommend for them to be able to really tap in to their inner self to connect to that intuition, that outer voice, the universe?

You know, there's a great book that I recommend by an author named Lane Glass and it's called Quiet or Getting Quiet, something like that. And I think that's what it is, creating a still point within yourself that you can sort of block out the noise of the world around you and that allows you to have a clearer place in your consciousness and subconscious to source.

I think there's some spirituality and some religion that can mix into that or bring you to a closer place. So I, I that there are ways through music and through affirmations and that, can tap into, that touch it.

And then when it starts to feel really good to you, you want to be in that happy place as much as you can be. For me, it's meditation, to get to that still point.

I do a lot of guided meditation with Brain Tap. Brain tap with the different binaural beats and frequencies really help quite a bit. And I started noticing it throughout the day.

Robbie, as your daughter was going through these treatments with the magnitude of doctors that she was seeing, and then you started implementing some of the technology that you've started to develop, what were these doctors saying throughout her healing process?

You know, there is a divide there. The alipasts are what I call the later adapters. So they're just kind of very myopic in their vision. They're pretty skilled in what they've been trained to do.

But they didn't quite look outside the box. And there's so much more fun and involvement in things that are going on outside of the box than what's going inside.

I think that's more of a Western approach too because everybody's a specialist and they want to stay in their lane. And oftentimes regulations, because of their credentialing, won't allow them to be outside the without getting in trouble or jeopardizing their careers or their credentials.

That's why I love the newer approach of this integration where you have even today the alipasts are now kind of being more accepting and being open to bringing other kinds of interventions into the discussion because I believe that it's not just one thing, I think it is a combination of things that make it happen.

When it comes to these technologies, the infrared and the different light therapy, why is it today, in today's world, so many people are not for it? We're seeing people go into the biohacking, it's becoming more awareness, but that's probably only within the last five years that you're saying that happened.

So what do you think is the true issue of why people have not really looked at this as a treatment? It's programming, Sam. You know, it takes a while before people like mainstream, right, kind of get hip to what I consider to be the subtle influences of nature.

Like they're all looking for big things, you know? And also ease of use, like I think everyone's programmed to take a pill something to Medicaid and make it feel better to get through the day.

It takes a little bit more work to organize your life with different kinds of natural approaches to maintain that that optimal health, even down to a cellular level.

I grew up, I mean, this is my second nature, but I don't think it's everybody's second-nature to think that way. And so I think, that's part of it. It's like, if you're growing up in a household where you put in the hard days work, and then, like if have an injury, or if get sick, you rely on the medical community to support you.

And you don't look beyond that. And so that can be kind of myopic or very, you know, very kind tunnel vision in a way. And it just takes a while for that stuff to move forward.

And that's actually, it's in a very exciting time because in terms of evolution of this kind of tech, the biotech and biohacking and all that. I know you're tapped into it, and I'm sure you probably get that a little bit from your patients and customers that visit with you.

There is that resistance, but then, well, I see this, because we treat infectious disease and people with chronic challenges, and when you can show them with a very subtle, like an infrared, which is an invisible light, that the impact that it has on your physiology in a short period of time, you get believers.

And the nice part about that is they're not quiet about it, Sam. They experience it, their families experience, it and they tell their friends and their neighbors.

And I think that's how real change happens. One person at a time. Yeah. Especially if you get someone with a large platform or that they've been suffering, one of the family members have been.

Suffering. Word will spread very quickly with someone like that. Now, Robbie, we've all heard about food is medicine. Is it fair to say light is. Medicine?

Oh, most definitely. Why is light medicine? Wow, it's so funny that you go there because I taught for 18 years at Hippocrates Health Center in West Palm Beach.

Oh yeah, I know Brian Clement and his wife very well. Yeah, and so I took a particular place which was the original building, the Haciendo, usually I had 40 to 50 guests that I would teach and there was a big mural of Hiippocrites in the back.

And it actually inspired me, that picture inspired to actually make a breakthrough technology for at-thera-sage. And so, food is your medicine. Well, the food of 200 years ago is not the today.

Right. And so it occurred to me because one of the formulas that we use for one our devices that would make a portable infrared sauna and what I did was I looked at NASA actually publishes the statistics of how the infrared frequencies, the different wavelengths, and how it hits the Earth on a daily basis.

So I took the one full year of data, went two standard deviations, and then I created a cocktail in our portable infrared sauna that mimics the same formula that nature delivers these frequencies to the planet.

Because I kind of feel that the challenge in today's world is that even though technically we've advanced so much, we got wireless everything and electric everything these days, cars and boats and trains and planes and vehicles, right?

That we have greatly departed away the way nature actually intended us to be. Communing with nature, touching the earth, things like that. So I kind of get your maybe you're a tree hugger or you kick your shoes off when you get home and walk on the grass or the sand that gives your body ability to get the earth energies into your.

And for that, that'll give you somewhat of a balance. Right. But most people out there, there may be even people that are listening today, they don't quite get that part.

They haven't transitioned to that yet. You know, we walk on the earth. We wear rubber sole shoes. So even though we're touching the Earth, were insulated from getting those energies, which are pretty much vital for us to be able to reset our circadian rhythm and our bio clocks for ourselves to have the proper body voltage that they need in order for them to the optimally functioning.

And over time, when you're not connected, it starts to break down your physiology. And I think that robs people of their true calmings, like they're blessed.

You can't find your purpose if you are fighting off your health challenges, right? You're focusing on that. It takes all of your money, takes of all your time.

and your consciousness. So it's hard to really give back to the world, which I think is unfortunate. Part of our mission is to kind of reverse that trend a little bit and develop devices that bring nature back into your home and you're busy lifestyle.

Then you can have your cake and eat it too. You can do what you need to do to enjoy your life, but also live a healthy and long life. and get the benefits of that.

Yeah, you know, that's something that I always bring up to people. It's like, look at all the high rises we have, right? People are living on the 40th floor.

You're fully clothed. you're getting no sunlight. You know, we're not getting any vitamin D. So what is happening with us, right? We're, not the true nature, what nature has for us whatsoever at all.

I mean, just living in these buildings and the shoes, how you mentioned, fully clothed. We go outside, and we put on a pair of sunglasses. So it's great that we're thinking this way to at least bring the technologies indoors so people can get the benefit of what Earth provides us.

So with that said, I want to start talking a bit about light therapy. And I know there's additional things like PEMF that's connected to it, which we'll get to that.

But what is the different light therapies? Because you mentioned earlier the difference spectrums, and I want to break it down so people really understand the type of light therapy.

You got infrared, near-infrared, far-infra-red. We got full spectrum. What are all these things? Okay, well, the sun delivers energy to the earth. which is really because, I mean, some of like Albert Einstein came out with, he studied the effects of sun thermals on the planet.

And he came up with broad statements like, without like everything in life is a frequency and without infrared and certain frequencies of Sun energy, there'd be no life on planet as we see it today.

Most of the holistic integrated functional practitioners will agree that the infrared spectrum is probably the most beneficial in terms of giving your biology and physiology what it needs in order to survive.

All these things kind of intrigued me in a peripheral way. So the sun delivers frequencies in certain order. The angle of the Sun to the Earth is called the azimuth.

And as the earth is turning, the son is delivering different wavelengths of frequencies to planet at different times of day.

## Intuition, Downloads, and Listening to the Body

So the most graphic is sunrise and sunset. Everybody knows that. But that's the visible light spectrum. What about the invisible spectrum of frequencies that come from sun?

And that the infrared spectrum, also UV light. People know UV because of overexposure to UV. You get sunburned or suntanned. UV comes in three wavelengths, A, B, and C.

UV A and B are the ones that mostly people feel here. UV C is used in hospitals to disinfect. If we were exposed to UVC frequencies, it would decimate most living things on the planet.

So UVA and A are important ones. Then we shift to the visible spectrum right after UV and then after that, which is really small. But that's the rainbow as we know it.

That's what we see in each other. Then you have infrared. And the infrared spectrum comes in three wavelengths. The near frequencies, the mid and the far.

And they're measured in nanometers as the actual calibration. So it could be anything from 600 nanometer to 14,000 nanimeters. And each of these different wavelengths, similar to a radio station, like 105 could rock, 107 could R&B.

Each increment on the radio stations is a different type of music. Well, that's the way I see the light spectrum. Every nanometre makes a difference in your biology.

What are the different benefits of those, like the three that you mentioned, infrared, mid, and then four? Well, the near, which is close to red light, so everybody's raging on red.

So red and near are right next to one another on the spectrum. And so many things that people know about and the benefits a redlight actually come from the NIR frequencies more than from a the redlights spectrum per se.

But near frequencies will increase blood flow on microcirculation, like the little vessels they call capillaries that are under your skin. It creates what's called vasodilation, which means they expand those vessels, better blood flow.

It produces one of the three transient gases called nitric oxide that also expands your vessels. But what's interesting about nitro oxide is that it supports the linings, they're called endothelial cells of your vessel, but it also triggers your blood to grab more oxygen when you make it available.

So that's really interesting to me because mostly we age because of what's called oxidative stress. Our body and our blood's ability to hold onto oxygen starts to diminish as we get older.

Now a great stack would be near or red light frequencies and nitric oxide along with a little bit of extra oxygen, which could be ozone or hyperbaric.

So to reverse aging, we just have to improve our blood oxygenation level. And we saw, through the whole COVID experience, a lot of that because people were having challenges holding on to oxygen.

So they were checking in because their levels were going below 90%. And when you check into a hospital and your blood oxygenation is below 90, they almost put you on a ventilator right away, which was probably the worst thing they could have done at that point.

Because there were reasons why your oxygen was lower. It was kind of like drinking through a fire hose. Try to do that when your turn the water on. Not a good idea.

All right, well, anyway, the NIR frequencies produce nitric oxide. They're really good for producing collagen. So there's an anti-aging aspect of that.

The mid is kind of a little bit of the near and a bit a the far. Most of science on infrared is about far infrared frequencies. It's close to 100 years of Science on it.

that is a deeper penetration could go as much as two to three inches into the body. Where the near is skin to around three centimeters. And again, pain relief, improved blood flow of the major organs and so forth.

Then that's an important one because if I could move more blood around your body, I'm bringing more oxygen, DNA and RNA, which is basically your repair.

and nutrition. And so that's what keeps your body thriving. These different lights that we're talking about, the near, mid, far, and if there's any other ones, how could a cancer patient benefit from it?

Well, some cancers, when these frequencies come into your body, they harmonize with the frequency of your bodies. So it creates a vibration, it's called a bio-resonance, and that vibration actually decouples the covalent bond with all the toxins that are being stored in your So that's a big one on the detox part of you.

But for cancer, some cancers, it also elevates your core body temperature. So some cancer are heat sensitive. And so if I can raise your a core above 101 and one and a half degrees, two things happen.

Your T57 killer cells, your natural immune system is 800 times more active above a 101.5 degrees body core temperature, So that's called hypothermia. If I could raise your core temperature up, then I'm kicking in your immune system into overdrive.

And most of the invaders, and that would be the microbes, so it would like parasites, mold, bacteria, viruses, when they get to 101, core temperatures of 101 they start to die off.

So we're punching these invaders and protagonists in the gut and at the same time, we are accelerating our natural immune system to fight them off and that's kind of how it works.

So I think for cancer, where increasing blood flow, some cancers are anaerobic and so we bring in more oxygen to an area that is generally oxygen deprived And we're the infrared spectrum and we've had a lot of great results with cancer patients using infrared.

And even cancer patient undergoing chemotherapy and radiation? Yeah, I have a little philosophical problem with that. If you come outside the US, they do hypothermia like in Germany and they'll do blood oxygenation.

Some of those kinds of therapies are now being adapted. The standard protocol is chemo and on radiation. What I do with patients that take that more traditional approach, and I'm not coming from a place of judgment, Sam, so whatever the audience decides is right for them, I go along with.

But if you do choose to do that traditional Pre, we can detox you beforehand and then post the treatment plans, We can actually use infrared frequencies to pull out of that radiation some of those chemicals that are stored in your

tissues out.

So that the surviving tissues and cells can thrive and be strong and hopefully it does its job on the cancer cells. Based on your professional expertise, would it make sense for a cancer patient who's undergoing, let's say, radiation or chemotherapy to do it as they're getting those therapies?

Let's the therapy is four weeks long. Would it benefit them utilizing the technology throughout that process? Yeah, for sure. My sister actually got diagnosed with cancer on Christmas Eve a few months ago.

And, you know, obviously I'm on more of the naturopathic holistic side of medicine, but you can't control what other people do, right? They end up listening to their doctors and go a certain route.

But I could try to support it, so I am actually asking a lot of these questions because she's undergoing chemotherapy. Um, unique situation, but she had renal failure for, uh, since she was 21, multiple kidney transplants.

And now she has, a uterus cancer, which has a very high survival rate, you know, fortunately. So, um, yeah, she's undergoing chemotherapy and I'm thinking about, maybe taking one of these mats over there to her.

Oh, most definitely. Awesome. So Robbie, all right, so we're talking about the different wavelengths and the infrared, near infrared. So what is full spectrum?

It's really the combination of all three wavelengths. All three. The way I define full-spectrum is basically harnessing the way that nature delivers these frequencies to the planet.

Now, I've seen at some of the conferences, Some of these beds, they have more than just red type of lights coming out of it. You see a little green, a yellow, what is that?

Well, you know, there's all spectrums of each of these frequencies, like I mentioned earlier, they all do different things. So blue light, people know about bluelight mostly because of maybe the iOS devices.

It's a different light spectrum than the blue-light that you're talking about, which would be green, red, purple. Okay. And those wavelengths, all of them actually have a beneficial challenge or beneficial aspect to them.

So it depends on what you're going for really. And like when we analyze a customer or a patient, we'll kind of take a look at how their bodies are expressing themselves today.

then get a little history as to maybe how they got there, to the way whatever symptoms are.

## Why Light Therapy Faces Resistance

Because I think that a symptom really is a way your body is talking to you about what might be going on. And where people have somehow, kind of like as I mentioned earlier about my own upbringing, I kind ignored the voices.

People in today's world have a tendency to ignore the simple signs that this is a language that your body is telling you about things that might be going on.

And I think that there's as good as a doctor that you might be or I might the best doctor is the doctor inside of us. And so back to listening to the voice or getting quiet is understanding the different signals that your body is telling you and paying attention to them.

Yeah, I agree with that. Robbie, so you know, one of the things here when we're looking at the different technologies that I'm sitting on one right now, there's another one next to you.

What is it that we have here? Well, you're on the TheraPro, which is the second generation of healing pads that And it's a device that has five different interventions in one place.

I developed it because we have a category or a demographic at Therisage that works with Optimal Health. They're the professional athletes and even high-end professional entertainers are many of our clients.

We don't kiss and tell sound so we don' really talk about who they are. We honor their celebrity unless they go vocal and talk abut the things that they've experienced with our technology.

I think that pad, in particular, I developed because a sports player, when he's on the road, and many of the baseball players that have their season, they're playing on their on-the-road.

And they do have their trainers with them. But we wanted to create a device where once they understand what the few different technologies that are in it do, then it becomes a toolbox for them so that before their competition, they can get their nervous system organized and ready for that competition.

They can warm their bodies up so their physical structural and muscular systems are tuned in and then probably more importantly is the recovery after the competition Because many of them play multiple games over a weekend And so how do they stay on top of their game throughout that?

And that device really speaks to that because we've got a unique approach to PEMF, pulsed electromagnetic fields. Most of the technology out there does a full spectrum where they throw a whole lot of electromagnetic fields at you.

Some of them are not good for you and they've been defined as not being good, but the idea is that the body accepts what's good and rejects what it's not.

But still you're getting exposed to things that aren't necessarily good. The approach that I took was why not define and curate the exact frequency that you want and just pulse that.

And so what I've done is created a menu of eight frequencies. Two of them adjust your autonomic nervous system to parasympathetic or a calm state. So there we have customers that their babies are a little fussy, so their children or whatever, they're not settled down.

They set them on the mat and give them 15 or 20 minutes and their systems are calm. They go to bed and there's no challenge. And same thing for adults, of course.

You know, you have a full day and you're anxious or you know concerned about a problem at work. So you can't seem to get your sleeping patterns synchronized.

That's a great way to be on it for 15 or 20 minutes and it puts you into a calm state. There are two wavelengths that we pulse that actually do the opposite.

They get you zero focused. So you're getting ready for your competition or you writing a report or doing something at work that needs your concentration.

Those are designed for that. And then we have four frequencies that will pulse and take you from out of acute to chronic pain. And a third of the US, that's more than 100 million people, report that they've got chronic pain.

And so think about that. That's the kind of pain that you can't really have a great quality of life, because I don't know if you've ever thrown your back out, or I guess at one point you were a weightlifter.

So I'm sure you have taken your lumps. So you know what that's like when you have to put a smile on, you still have form at your job or even in your role as you're in you family but yet you are in pain.

You can't be in the moment, right? So we designed that pad basically, the PMF is a really great way and I love pulsing because pulsating is another stimulant.

Yeah, I was gonna ask you about the pulsing, because I've read stuff about that, about how just having that wavelength, just going straight without pulsin', you get a bigger benefit off the pulsin'?

Well, it's not a big benefit, its a different benefit. Because the body responds to basic stimulus. or any kind of stimulant. A bright light in a room, your eyes will adjust, maybe you'll squint a little bit, loud sounds.

These are all stimulants that the brain either filters out or accepts as part of your reality for the moment, right? Right. thousands of stimulants that the brain is triaging throughout the day.

If you had to focus on each of those, you couldn't think because it's just too many stimulents. I look at it a little differently. Look at from the physiological point of view.

When it comes to light, The sun delivers light to the planet, basically it's streaming.

## Light as Medicine and the Science of Infrared

Unless there's a solar flare which is like an explosion on the sun and then that sends a burst of energy which could express itself as like the aurora borealis, the northern lights.

That's what that is, that energy. That would be a pulse. So now, what I also am a big fan of is what's called contrast therapy. If most of the time we're receiving light, and our skin is a photoreceptor, so basically the largest organ of body, it's designed to receive light and process light.

For instance, we make natural vitamin D3 from light frequencies, right? and vitamin D3, which is called a vitamin, but it really acts like a hormone, is responsible for a third of our body functions, more than 2,000 functions just from having proper vitamin-D3 levels, right?

Now, when you pulse something, it's a higher stimulant. And so I like the contrast of pulsing to start, jumpstart the body, but then followed by streaming because streaming is a slower and more adaptive way that for your body to hold on to something for a more sustainable point of view.

Wow. That makes sense. I love digging into the science behind it because you sit here or you even look at this, you really don't see it pulsing, but it's happening.

And there's so many technologies out there. a lot of technologies where people are just trying to capitalize off of people and you don't know really what the heck you're getting.

It's some kind of product people buying off Alibaba. And it's scary because people aren't going to listen to this podcast and say, well, I want to get the light therapy to regrow my hair or get rid of this pain or detoxify my body.

Then they buy a technology and it has absolutely no benefit. So these are the things that people have to really pay attention to. I'm glad you brought that up because particularly with red light, there's a misconception that all red lights are the same and they're not.

Just as I said a little earlier about each of the nanometers doing different things, I actually developed a diode, an LED, light emitting diode that we use in our system.

It's right over here. And it has three wavelengths that I've curated and I put that in every LED. So rather than it being what's called monochromatic, one LED per light.

And so the guy who developed LEDs wanted to sell a lot of light bulbs. and so he just created a single frequency per light. And so many of the people buy these canned red lights, and they have different frequencies, but it's an

array.

It's like one row of 600 nanometer, one of 800, and then they create a cocktail by merging those frequencies together. What I did was I developed one light bulb that's polychromatic.

It has three wavelengths in it, in the LED. And so when I power that light up, I'm delivering three times the amount of light energy through your skin, into your body, and to your cells.

So it's way more effective. Amazing. Robbie, now besides the technologies we have here, you also have the sauna. Now the sauna that you have, let's talk about it.

This is not like your typical wooden sauna you see at the gym. It's a different type of sauna. What is it? Well, we do make the traditional wooden ones also.

You guys have that for the full body? Yeah. I mean, yes, We do. Make the cabins, the tradition ones. Um, and we have a unique formula for what we feel is important to know about those, which we can touch on if you want to.

But the portable one, were actually ranked number one in the world in that particular device. Your head is out. It's kind of looks a little funky, you know, like that.

Why is the head out? Well, that's interesting. Great question because basically your brain cells are a lot more sensitive to heat than your body. Okay.

And so remember my orientation is from infectious disease and from challenges like Lyme or cancer or chronic fatigue, any of those guys, right? And when you have a challenge like that and I want to raise your body core temperature, how do I raise you body temperature and not raise brain temperature at the same time?

So I bring your head out, now your is at room temperature where our sauna goes up to 170 degrees Fahrenheit so I can raise body your core and your brain is kept intact.

Also, some people are a little claustrophobic, so the cabins bother them. You know, when you've got your head out, you enjoy the landscape of your room.

It's kind of nice like that. There's a possibility for people that have malgums, the mercury in their mouths. When you warm up metal, it will expand, and when it cools down it contracts.

and that process will release what's called mercury toxicity or mercury gas, which is way more toxic than even if you ingested the mercury by itself. And so there's a little bit of that, like when you're in the regular cabin.

You're working really hard to get the poisons out, right? So as I mentioned earlier, the infrared spectrum creates a vibration that breaks loose the bond between the toxins and where they're stored in your bodies and cells.

So now it comes out in your sweat. The visible sweat that you see, the big droplets come off your body. That's easy to see. But what about the mist and the micro droplets?

When you're in an enclosed cabin, you are actually breathing those toxins back in. And one of the fastest ways to get things into your bloodstream is through your nose and your mouth, through the breathing.

So what percentage of poison do you actually breathe back in? I'm not comfortable actually giving a percentage. I've never really measured it. But the possibility when you're working hard to get those toxins out, to me, I like the idea of having my head out.

Yeah. So that sauna that you have, What's different versus like the sauna that when you go to the gym that has the rocks, the racks that heat up? Yeah, that's good.

There are two different kinds of saunas in in terms of the the mechanics or the physics. This is what's called convection heat versus radiant heat. Convection would be a hot rock Swedish sauna or a steam room.

Right. Do you ever go the steamroom? I used to, my dad was big in the steam room. He'd go there with his little eucalyptus oil and breathing it in. So let me ask you, is it easy for you to breathe in a steamroom?

No, it's not easy to breath in steam rooms. But I can handle it. Yeah, but that's the right answer because anatomically, we're not designed to be breathing 200 degree Fahrenheit temperature.

We're, when we wither, that not natural. But infrared sauna, you can get all the benefits of detoxification and improved circulation and better nutritional upload, potentiating they call it, by being in 130 degrees, which is 28 degrees warmer than, or 32 degrees warm than your body core.

I can stay in my, if my schedule permit, I could be in sauna all day. So it's, you don't get that heat frustration. So now convection heat, You have an element, it heats the ambient air that touches your skin.

That's why it has to be so hot because it to penetrate through an insulating layer of fat under your in order for it get into your internal body. Infrared is radiant heat, that's sun energy.

So it doesn't heat the ambient air. It actually comes right through your insulating layer of fat because the frequencies resonate or harmonize at the same wavelength as the water inside your body.

That's very key. Because one of the other attributes of infrared is that it actually restructures the And for people that are a fan of Dr. Gerald Pollock, who's probably the world's authority on water right now, he didn't invent the concept of structured water.

That was Imoto that did that. Japanese guy who did amazing studies. You may have seen like the crystalline pictures of snowflakes where they show you like putrid water and people at water that has bad intentions.

and what that looks like. I have. Have you seen those photographs? It's pretty interesting stuff. Well, Dr. Pollock actually took it one step further and he was able to understand.

He wrote a book called The Fourth Phase of Water that he he released around 10 years ago at the WHO in London. And there he talked about the water we know, which is either liquid, a gas or solid.

But the one inside your body is different. Okay. And when sunlight, certain frequencies, of course it's the infrared spectrum. When it comes into the body, it actually separates the water out and creates what he calls an EZ zone.

It's across that E Z zone that actually is the electric transport system that energizes cells and gets our bodies in optimal health. And so, absent infrared frequencies, you don't have structured water in your body.

That's how important these wavelengths are. So there's many, many aspects of it. You get a greater benefit from mitochondrial health. Oh yeah, absolutely.

And I think that's the key because most people know that the mitochondria drives the engine or is the powerhouse of what is our body energy, our cellular energy.

Absolutely. Now you're talking about structured water, and I know that one of the things that you brought up were two different things of some new, you know, technology and science out there where you could structure the infrared into oxygen and then also structuring it into water.

And, obviously, I'm in the IV business as the chairman of that American IV Association. So I find that very interesting. Can you talk a little bit about that?

Well, yeah, again, back to Gerald Pollock's work, I have to give him the trophy for this because it's amazing. Water

is a fluid that basically connects all the dots of our body chemistry, our biology.

So the transport system to get nutrition into a cell and for a sell to rid of its waste products, it needs water as the transportation system. And the only way that those cells can communicate optimally is when the water is actually structured in the body.

Again, it takes that infrared spectrum to do that. It's like dominoes. And so when water molecules are lined up and they're all identical and all structured into a certain format, then the connection from cell to cell is optimal.

And that's really what we're going for is optimal cell function because my philosophy is that we get sick on a cell level and we heal on cell-level. And there's such a turnover of cells in our body on a daily basis that basically if we started tomorrow and we just did a few little things, we could start a new path that is strong and thriving for healthy cells.

And the older cells that aren't functioning quite as well will eventually die off. And then you regenerate yourself into a new person that is healthier and got a greater potential lifespan.

## PEMF, Pulsing, and the TheraPro Pad

Nice. Love that. So, Robbie, right now, man, we're talking about all this health and wellness and getting people better. Right now there's a big movement that's happening.

Make America healthy again. Yeah. What are your thoughts about this? Well, I don't buy into the politics side of it, quite frankly. It's very inspirational to me just to raise the consciousness as to making America healthy.

But it really is an individual process. I mean, it starts on the individual level and hopefully expands within a family and then within the community and within culture.

And so it's through a podcast like today. It's things that we're talking about. Hopefully, some of it will inspire people to say, hey, man, I could take charge.

Like, it doesn't cost a lot to do this. And I just need to employ one or two little things that might change my sleeping habits, that gives me more focus at work, and then I have more energy to enjoy my life.

So I mean, these are real things, aren't expensive, everybody out there listening can take advantage of. And certainly you do it every day in your clinics and your consciousness that way.

IV therapy is amazing. Really a more modern, I mean, it's been in medicine for quite a while, but the adaptation of people actually going, seeking it out to get certain drips to support the deficiencies that they may have through the lack of nutrition and things like, you know, we buy expensive food at Whole Foods, organic, reaped from are depleted so that the nutrition in that food isn't quite as much as it should be, I think.

For the money we're paying, right? I call it hospitality foods and vegetables. They look beautiful, but they have no nutritional value. The food density is just not there.

Yeah, and so without supplementation, it's very hard for your body to function on an optimal level. I agree with that, man. So what else can you tell us about the different technologies you have?

There's another one here that I'm looking at. What is it that we have here? Which one? This guy or this guy? Oh, there's something else back there. Yeah, this one.

This is new. I brought that along. But I actually have one here that I just brought with so that you can unbox that at some later point. We call this the TheraSculpt.

And basically, it's kind of interesting. Looks like a razor, right? Yeah. That's what I thought it was. You can change

the articulation on it. So it can get to a point where you We originally designed this for basically for health and beauty because there's three different light frequencies.

There's also EMS, which is you'll feel it. It's got a vibration to it and a little bit of warmth, but it will improve blood flow and it'll improve collagen support.

So, I mean, for guys like us, we want to look like, you know, like that character like Sean Connery, the James Bond thing, right? But most of our counterparts, like our women out there, they like to be smooth.

Rather than using a filler or using like a Botox, you can use this to naturally produce that. But even though that was their original design, many of the customers we learn as much from them as I think we give to them.

And so now we have doctors that have been using it to improve vagal tone. or for improve their thyroid function and relieve many of the medications for Hashimoto's and different kinds of thyroid conditions, you can alleviate by just using simple devices like this.

So it's kind of cool. You can check it out. Oh, it is vibrating. We could use it anywhere, right? You bet. So you know, like you get the, you have the face masks and the larger mats and here's the tri-light system.

How long do you use this for? I'm sorry? How, how long did you used it for like? You really, it's kind of organic in a way. Like I'll use that for 15 minutes.

My wife will use it between 15 to 30 minutes And it gets in the areas where it's maybe hard to get to, but it is also very focused. So if you have a scar challenge that you want to repair, we had a doctor in Upper Peninsula, Michigan that had herpes complex challenge.

And so she had lesions and she's tried for 10 years to fix it and used this for a week and on that spot and it was gone. Nice. As much as I do and as much I know and all the science we put into this, I discover everyday applications of this kind of technology and how it will help you.

So what's the difference between the mat you have in your hand versus the one I'm sitting on? Well, this is the tri-light I mentioned earlier. So there are three different wavelengths in each of these lights.

Right. You have those behind you as well, but this just the Tri-Light system, and it's in a system that we call the Curve, so you can actually bend it like this to have it fit over the curvature of your body so that it actually is right on your, which is very important, because the key to light therapy is bringing those frequencies, making them strong enough and bringing them as close to your bodies as you can so you get the absorption.

It's called emissivity. So we rank at 98.9%, almost 100% of the frequencies that we generate will come into your cells. Now the further you get away from the light source, so when you have one of these cans and some other devices out there and you're eight inches or 10 inches, or 15 inches away, the farther you go away unless it's powered properly, The less amount of those frequencies that will actually penetrate through your skin into your body.

Okay. So there you'd either have to be in front of that device longer, stand closer to it. But if you stand close to to, then you get exposed to electromagnetic fields, which aren't good for you.

So one of the keys that I discovered close 17 years ago is the way it's to remediate electromagnetic field. And that's really important. It's becoming much more prevalent now because of cell phones and the micro towers.

And everybody's become sort of acutely conscious of 5G. Sam, if you think that those microwave towers are just putting out 5g and 3, 4, and 5 G, the government is using 7 and 10 G.

So there are a lot of man-made frequencies swirling around us. They're cooking us? Yeah. Well, you can't see it, smell it here or taste it. So does it exist?

Right. And that's the challenge. Part of my work is to make the invisible and make these subtle energies become as important as the big broad breast strokes that most people are conscious of.

Yeah. This one here, this is a molecular hydrogen. Yes. I love that device. It's very unique. Its kind of cool because it's portable. If you notice on the back of it here, there's a chip, so about maybe eight years ago, we identified all the frequencies in nature, and then we developed a device that actually records those frequencies and can project them onto chips and different devices.

This chip actually holds around 75 different frequencies. And that goes into the water. Yeah. So as you fill the vessel with water, now we're having this, this water influenced by these frequencies, which are the frequencies of nature.

## Tri-Light LEDs, Sauna Therapy, and Structured Water

Um, and that will restructure this war so that as we are separating the hydrogen and intensifying the amount of hydrogen that's in this vessel, we'll also structure the war at the same time.

And so we have three different versions of this one. I think this is the one that you can also inhalate. So you put a little device so you breathe it if you want to, which is again, like we mentioned earlier, a very fast way to get this extra hydrogen into your body.

Or you can just take the top off and then just drink it. But what's nice about it, it's very portable. The players and people can take it on the road with them really easily.

It charges up, you just plug it in. Hopefully you use filtered water. And then you, rather than a Red Bull and a lot of these energy drinks, this is a natural way to get energy into your cells.

And I'm not saying that there's anything wrong with Red Bull. I am not coming from a place of judgment. If I had a choice, better, best, and I could afford it, then all these devices we make are affordable.

That's one of our keys. Coming from the experience where some months I spent 25 or 30 grand on my daughter between hospital bills, clinics, flying to New York, all that stuff, medications, When you come from that place and now I'm in sitting in this chair where I have the ability to Develop devices and make them affordable.

I don't take advantage of people's health challenges We have a saying at their size people over profit people for profit. Yeah Yeah, and so I'll get there a little slower.

Don't care, especially if we're really trying to get to the masses I mean, yeah, we really have to put people in Yeah, I think so. And then you know what, if we're doing our job right, and you probably feel this every day and what you do.

Yeah. Um, we doing a job, right? That it goes viral. People tell each other about the guys, the good guys out there. So you don't have to work really hard to show someone that you're authentic and that your, your true to your cause and, you, coming from heart.

I agree, man. Agree. Robbie, We're going to have a little fun here. Okay. You got these cool conversation cards from the Diary of a CEO podcast. All right.

Steven Barlett came out with these. I'm going to let you go ahead and grab that. OK, take that little sleeve off of it. And then you'll go in there and just pick a random card from them.

From the middle, you read it and answer the question. Okay. Okay, is it ever appropriate to hurt someone's feelings? No, I don't think purposely. You know, and I'm the first one to apologize when I do unknowingly.

No I think that it's appropriate. I know there's people out there that seem to feel like psychologically, by putting

someone else down, they elevate their own presence.

But I Pick it up. OK, well, this is fun. I may have to steal this from you. All right, let's go. Okay, you have one of the last piece. You have. One last.

Piece of work to do. What's that piece of. Work and why? Hmm. Gotcha. You do have me here because I, I'm a never ending story. I don't really know, like I understand retirement and what I do is so organic that my work, when I stop breathing, my workers done.

So I don't really know. I know I'm on a new, I have a New Opus right now. And that's this technology that I mentioned to you before about combining a light molecule with an oxygen molecule.

That is very revolutionary in terms of primal tech that can make a difference in people's lives. So I felt the same way about infrared when I discovered that 27 years ago.

That's how strongly I believe about what we call TheraAir, which is singlet oxygen energy. We've recreated what happens in the rainforest, and that's the purest air on the planet.

And of course, that is a commodity, just like water, like food. So we're running out of good air, running a space here. And so I think that that makes a difference.

So that right now would be the piece of work. It's not really my last one, but it is. But you would like to see that one completed. Yeah, I'm on the road there.

Absolutely, absolutely. Awesome. Robbie, as we start to wrap up here, if someone resonates with today's message and really feels that they should kind of take the next step and experience some of this technology.

What is that one thing you can leave them off with? I think, first off, there are a lot of misnomers out there. It doesn't have to be expensive for it to You know, that's been actually a challenge that we've had here because I've kept my prices extraordinarily low, affordable, so everybody can enjoy it.

But there's a psychology in America or in the Western world that if it doesn't cost more, it must not be worth more. We're all individual and we're special.

And we deserve a healthy life, a long healthy live. And I think people should know that technology like ours is out there. It's not just Therosage, there are other people in my space and in different aspects of integrated functional health that the biohacks, the things that are available, technology available today that's affordable, So I believe that you just have to first know that it is available.

I think part of what's great about your podcast and the show is meeting different people with different types of skill sets that can bring that forward to elevate people's awareness that is attainable.

True health is attainable, and a higher quality of life is attainable. And you don't have to buy it. You don' have get sucked into the hospital systems and the medications and all that.

There is a simple, natural approach to it, but it takes a little bit of work, mostly just listening to maybe a bit what I have say and other people. To know that it's out there, just plant the seed.

So I think that's important for people to know, that is attainable. That these hacks, these devices are available. There is a little bit of education in knowing.

I thinks it is important to that the order that you do things in makes a difference.

## Molecular Hydrogen, TheraAir, and Closing Advice

I think that the amount of, like the dosing of what you do is also important. So you probably see this in your clinics that you can give someone, if you give two people the same dose, someone's gonna react a little differently than the other.

And so I that part, just to identify and feed into your individuality, Knowing that it's important to look at a label, but that's a guideline and then focus on the voice inside of you to know exactly what dose you need and what's good for you and What's not good For you, and I think More people that get tuned into that Are it will make a difference in their quality of life amazing?

Robbie if people want to find you where how can they find it? I? Therosage.com. We have a presence on Instagram, which is Therasage Infrared and Facebook the same.

They can dial our 800 number, 888-416-4441. We do have a free coaching service on healthcare providers that I've trained. You can call up. It'd be great if you had one of our devices, but you don't need to have one.

But you can make an appointment and talk to one our coaches and there, if have device, it's designed to kind of dial in the way to manicure an approach based on your goals.

So, you know, if you have one of our devices, it's great. If you're thinking about getting one, which one's most appropriate? And then what are the stacks?

Like, what can you combine to create a synergy or greater effect than just one device by itself? Amazing. Robbie, this was a fantastic podcast. We've definitely delved deep into a lot of these different wavelengths, delight therapy, and I think this is gonna be very helpful for a lotta people that are out there.

I appreciate you. Yeah, me too, thank you for having me. And I hope it's the beginning of a budding relationship, because who you are makes a difference, Sam.

My goal is to save a life every day, even though I know we touch many lives. either directly or indirectly. And I think that's the impact. It takes a little bit of fortitude and some pioneering.

You've been at it for quite a while, and I'm sure each day you get the benefit. There's no money that can really pay for the feeling that you got inside when you save a life or you've got a smile.

I agree. Thank you, Robbie. Okay. Guys, you heard Robbie here. Taking care of your health should not be overwhelmingly expensive. It's not. There's technologies out here that have been developed for you to be able to take care your of health.

For you be to able detoxify the body. These are some great things to look at, guys. We're going to go ahead and put all the links down below. If you don't think you can benefit from it, which you definitely can, I'm more than sure you have someone who's struggling with their health, someone could take their help to the next level.

So make sure that you share this, do all that other stuff, like, comment, share, subscribe, and we'll see you for the