Podcast Introduction and Guest Welcome

And a lot of people will talk about infrared saunas as if they're all the same. They'll say, oh, I've done infrared. And I always go, what part of the spectrum have you done?

Now what that means for the body is what pulse is doing again is stimulating the cells. When you stimulate cells that are low energy and unable to detox the.

Body effectively. you're essentially setting the cell up from an energetic standpoint to just do a better job. And so now if you pair it with something like a sauna.

Today we have the pleasure of having Joe La Jolte and Nick Mitchell, gentlemen. Joe Lahote from Pulse PEMF and Nick Mitchell from Relax Saunas join us to explore recovery at the cellular level.

Joe shows how pulsed electromagnetic fields stimulate oxygen uptake, while Nick explains how far infrared penetrates tissue to drive detoxification. People are drawn to PEMF for a number of reasons.

So any type of pain or discomfort in the body are probably the top reasons to what we see is what are some of the biggest mistakes that beginners make when it comes to stacking?

People need to realize that in wellness, there are basic pillars and the number one pillar is you're not going to get anything in until you get all the junk.

out so i would say how do you respond when someone comes up to you and says well that pmf stuff you're doing that's all a placebo the first thing i Welcome to another episode of a healthy point of view podcast.

I'm your host Sam Tahara. And as usual, we're bringing experts from all over the world to talk about health, wellness, beauty, and mindset. Today we have two gentlemen that have come here into the podcast studio.

They're from two separate companies. You see these guys moving around at all the big biohacking functional medicine conferences all throughout the United States.

educating medical providers, consumers on how to truly take control of your health. Today's podcast is going to be specific about how you have the ultimate biohack by stacking these different services, modalities and different products.

We're gonna talk about going into data. We'll gonna to talk some recent studies that have been put into place on how to stack some of these things, right?

And what are the outcomes today? We have the pleasure of having Joe Lahote and Nick Mitchell. Gentlemen, all right. Welcome on a healthy point of view podcast, gentlemen.

Thank you. Awesome. What a welcome. Yeah, man. That's the way we do it here. We do. You got to have that nice warm welcome, yes. So, gentleman, you know, today's podcast.

I'm excited about it because every single time I bring somebody on the podcast it's always talking about their product and sometimes it People go a little bit off the deep end.

Oh, this cures everything that, you know, all you need is this one capsule. And ultimately what we all know that

people that are truly into the biohacking space is that it's not just one thing.

It's multiple things that you have to stack to get that ultimate benefit for your health. So what I want to do is I wanna start off with you guys introducing yourself to the viewers and listeners.

Joe, you've had the pleasure to be on the podcast before. Yeah, I've been here. But I, want people to kind of understand who you, guys were before getting into the wellness space and how the heck did you even get where you're at today?

Wow, who goes first? Joe, go ahead. Whoever talks first goes. That's it man, take it. Don't show me up so I have to follow up behind you. Oh man. So I've been in business for the past 30 years.

The first 20 of it has been health care IT, where I was in the business of consulting hospitals, insurance companies, and large group physician practices.

to automate their systems. So software for the automation of healthcare is really what it boils down to.

Joe and Nick Share Their Backgrounds

From electronic medical record to whole population health management and managing the cost of health care over specific populations, whether it be local, regional, or even national.

And in parallel to that, while I was kind of in that world, As my personal life and my family life, we were into natural and holistic care for ourselves, for our own family.

So while I was on sort of the medical side of things, I was more holistic and natural and even nutritional based at my own house. We had an acupuncturist, we had a chiropractor, We all of the functional medicine type doctors rather than going to conventional hospitals and doing pills and surgeries for everything.

So we weren't really doing, but I in that world selling the software. a battle and sort of internally living one way and being in business and my income being generated from something completely opposite in a lot of ways.

And so I had gone through four different companies over 20 years, which is pretty good. A lot years at each company. Each company got sold and As the fourth one was being sold, a friend of mine called me and asked me if I've ever heard of PEMF, just out of the blue sky.

And I had. So I told him, yeah, I have. What do you mean? What are you thinking? And he said that he had just gotten involved with a company around PemF based in Atlanta, Pulse P-E-M-F.

That's who I'm still with now. And he thought it was really interesting and exciting. And I said, Oh, that sounds pretty good. You know, call me in a couple of weeks.

Let me know how you're doing with it. and he called me a few days later and they had an opportunity for me and the Chicago territories where I lived at the time.

So I made the switch over right then and there and really never looked back. and it's really the funnest thing I've ever been involved with because now I can sort of run my business the same way me and my family have been thinking in terms of our own family's health and how we approach things from a health, and fitness, longevity perspective.

I love that. Nick, what about you, man? So mine is not as polished as Joe's. I started off as an athlete. So when I graduated high school, I wanted to play college ball.

so I went to Ohio State just to. Play football.. So I walked on, made the team. Of course, i'm about 160 pounds, so they put me on study table and, you know, had to eat, four or five meals a day.

And I was with guys that were 200, 230 pounds playing the same position I. was playing. Wow. But I ran a four three, so I kind of stood out. Um, but I found that after a couple of years of playing, like something was wrong and I felt deathly ill and, um, I didn't know what it was.

I went to every doctor, had every blood test you can imagine. He got cleared. in every area of blood work. And he just said that you're stressed out. You're holding down two jobs and you just stressed.

I knew it was something more than that. So a friend of mine stopped by and bought a book. Never forget, this book was the most amazing book because it started me on this holistic journey.

It was called Tissue Cleansing Through Bowel Management. And that opened up a whole Pandora's box for me. And I started to realize that at the center of all of my health problems was that I was constipated and I went on a deep dive.

I studied. When I, when I lock onto something, I try and go deep. Went on the deep dove, start studying. Then I met Phil. You know, Phil Wilson, a relaxed sonnets.

He put an ad in a paper after I had done about a year of cleansing my body, put it out in the paper for a wholesale. manager for his company Momentum 98. And I responded to that ad and I walked in and i was overdressed.

I had a three-piece suit on and a briefcase and walked and and saw this man with his wild hair and this sour apple cap on. He said follow me and went to the back and it was all these boxes and chaos and mess and he said you're going to be shipping out orders back here.

Took off my jacket, got on the phone taking orders. I did that for about three years and then I moved here to Florida and. started in personal training, went away to PTA school, got my PGA, start taking on private clients.

And within a year of that, I opened up a couple of gyms. Nice. The gyMS that I open up, they were interesting because I was into the holistic side of things.

So I sold supplements, gave oxygen therapy, And then I became a VO to Max specialist. That's actually where I met you. Right. Yeah. With Senegenics and Dr.

Willicks. And I started to get into the testing side of things because I knew that there was more to it. If doctors weren't telling me from blood work what was really happening with my body, there had to be some other things going on underneath it all.

So I start to uncover all of this after I healed myself. and understood, as you said earlier on, that there's more to it than just one thing. So I started with exercise and started cleansing, and then I got into sauna use.

And lo and behold, after I was in Florida for I would say eight years, Phil reached out to me. I don't know how he found me, but he reached to say, hey, I want you to come and help me represent this new product that I had.

So I went up to Orlando and we worked a show. I was used to him working a Show where he had like a thousand products out on the table because he sold like massage tools, vitamins.

So he'd have like 1000 products on a table. But I showed up and he just had, you know, these this little silver sauna. And I just like, no, this is whatever, Phil.

so I stayed there with him for three days and He sent me home with a couple of them. I took them home, I put them in my gyms and just let my people use them.

I also had the big wooden sauna in there and all of my People preferred the little small sauna. And I didn't know why. So I Took one of them Home and I started using it.

and i began to find out why so he reached back out to me after I was kind of like, you know, brushing him off and he said, hey, i want you to do this again.

The second time around I went started to actually help him rep the product, and here I am today. Amazing, amazing. And Nick, to stay on the topic of saunas, right?

Yeah. What is a sauna, specifically the one that you represent? What's interesting, because all saunas are not created. They're not. No, you have your traditional sawnas.

I'm sure you've seen the kind where you can pour water on the hot rocks and it creates, the heat and the steam that way. And then you. Have the near infrared sauna's and you, have the carbon panel saundas, and then, There's just all manner of saunas.

I've even seen now that they're promoting full spectrum saunders. Yeah, I heard of that, too. Yes. So I found through my studies and, you know, my own just using the sawnas that far infrared is the sauna that actually helped me the most with recovery through being.

Oh, and I didn't mention I'm a black belt in jujitsu. Part of the reason why I needed to actually get more involved was because I need that recovery. Yeah.

I think the cauliflower kind of gives it away, right? I thought about just doing it. So people think I'm a fighter. But now the recovery is definitely a huge part.

And I and I. Think that's something with with what Joe's doing as well goes hand in hand together now with the saunas. Can you explain to the audience, like, the difference between these saunas?

You know, you talk about the ones with all the rocks that people, which I hate that one, and I'll tell you why. It's because the people don't understand.

You just have to put a little bit of water. Yeah. And you get into some of these songs and people just water, they walk out more water another gallon of Yeah, we got mold and stuff going exactly 100 percent.

Yeah. But what are the difference between the saunas and the health benefits that they provide between this standard modern sauna that you would see with the rocks versus the ones with actual red lights, the infrared, all of that stuff.

If you could break that down for us. That's a lot to unpack, but I'll do my best. You have what's known as the traditional sauna, right? That is heating the ambient space around the person or people who are sitting inside the sauna.

So that's actually making the body do what I like to call resistance training, so if you're in there, you in at 170 to sometimes 200 degrees Fahrenheit, The body is under a great amount of stress.

This has been known to do some really amazing things for the body, but at the same time, there's science out there that shows that it's actually not good to have the head exposed to that level of heat.

And then there's the near and the far infrared. Let's just clear up the infrared spectrum of light. You have near, mid, and far. And a lot of people will talk about infrared saunas as if they're all the same.

Like they'll say, oh, I've done infrared, And I always go, well, what part of the spectrum have you done? Right. Because near is really good for warming the body.

You know, it's almost like when you walk out in the sun and you feel that nice warmth penetrating your clothes on your muscles. But far actually goes through the body.

Some say one and a half to two inches. And I've even seen science that shows like it goes all the way down to five inches now. What that means for the.

Body is you are doing detoxification at the cellular level. So you're able to actually resonate with the human body, the Human Body emits far infrared light at 9.4 microns, that's 9,400 nanometers, and water emmits eight microns of far-infrared light.

So if you get a far infrared sauna, nine times out of 10, they have to be inside that same spectrum. So they. Have to. Be on that. Same wavelength. And the the analogy that I use is when you use your key fob to open up your car lock, it's because they're on the same frequency.

Right. that far infrared wave spectrum, that frequency is actually going down and working on the water inside the cell. So those water clusters cluster inside that cell and they make it hard for the body to get nutrition in and hard to out those heavy metals, poisonous gases and microplastics.

In fact, we have a study that has been published in America recently that shows that 75% of all Americans have about the size of a plastic spoon in their brain.

So that shows the need to actually get out this junk out of the cell. You know, Joe's wearing a pretty cool shirt here today. Make mitochondria great again.

And I think what you're explaining here with the far infrared, right? Am I saying it correctly? Yeah, far-infrared. Far-infra-red, where it penetrates Deep into the body.

Yeah. that there makes mitochondria great again. Absolutely. That's amazing. 100%. So that's good, because I think a lot of people have always had those questions about, well, which sauna to do?

My condominium has this type of sauna. Is that good enough?

Sauna Types and Far Infrared Benefits

Well, you're sweating with a traditional one, so it's probably better than nothing. But is it the best? You sweat from exercise. You start from my exercise, too.

Some people don't want to exercise it. They need to, though. You got to move your body. So, Joe, let's talk about Pulse PEMF, what it is, how does a person actually benefit from it?

You know, Nick was talking about recovery, you know. Especially for him selfishly as a black book in martial arts. You how this PULSE P-E-M-F help for someone like himself in regards to recovery?

Yeah, and PEMF, well, to start from the beginning, stands for pulsed electromagnetic fields. And just like sauna, there is all manner of P-E-M-F. Your point earlier about sauna Nick, not all PMF is created equal either.

You can start out with a small mat for maybe a couple hundred bucks or a thousand dollars, that provides a resonant frequency for the body. It's not tactile in any way you don't feel anything occurring on the or you can go all the way to the other end of the spectrum where a company like pulse puts out what we call impulse PMF where you literally feel a sensation of your body responding to that magnetic field energy.

And so there's a really broad spectrum, no pun intended on the light case of PMF products as well as sauna like a lot of other wellness modalities as Well, so, there is some education that takes place.

Because also, like you said, Nick, you know, when someone says they're familiar with PM or they've tried it, It doesn't necessarily mean they've tried the kind that I focus on.

And so there is a lot of education that has to take place. But people are drawn to PEMF for a number of reasons,

not the least of which is pain. So any type of pain or discomfort in the body, whether it's chronic or It's just happened to be an injury or what have you.

Range of motion issues, pain and discomfort are probably the top reasons why people would flock to PEMF. Some PemF systems are set up where you can have a systemic session where it impacts the entire body's energy levels.

And some of them are setup where can localize the therapy to a specific area of, like I said, range of motion type thing where you just want to energize that healing process.

And what it ends up doing is it infuses the body using this safe pulsed magnetic field like we said, it applies it right through it does penetrate all the way through the And it's meant to raise the potential energy in the cells.

So very similar to what the sauna does in terms of charging the water in cell and getting mitochondria to produce more energy and the body in form of ATP.

Very similar what sauna is able to do. PEMF does the very similar thing. It's that you with a high intensity impulse PMF, you're able to feel that energy going and your body's response to it.

There are other uses for PM F just overall energy levels, better sleep. it essentially helps the body to assimilate oxygen and nutrition and hydration more efficiently, and eliminate waste and toxins more regeneration, resolution of pain, anything that the body is trying to do on its own and is frankly designed to on it's own just doesn't always have enough energy at the base cellular level to maybe pull it off as thoroughly as we might want.

And so you jump on a PEMF device and you replace some of that energy or you infuse additional exogenous energy that's safe into the environment. Right, right.

So I wanna actually, full disclosure to all the listeners and viewers of the podcast, I have my relax sauna at the house. I only bring people on the podcasts of things that I actually believe in.

We have the pulse at Liquivita, we have The Big Bed that you lie on, and we the chair. We have those localized pads as well, which we use on our patients quite frequently.

You know, especially a lot of our region patients, we we used that. Now, Joe, when it comes to the actual pulse, I'm sitting in the chair, right? Yeah, i'm getting energized.

I usually turn mine up all the way to like about 80. OK. Yeah. Which a. Lot of people can't handle it. That's nice. My body starts shaking like a salt shaker.

What's happening and why does my body do that? Yeah. So great question. It's just, it's a stimulation of every cell in the body with this magnetic field.

Some of those cells are part of muscle. You get that sensation. The reason why people like that and are engaged by it is they can feel where, quote unquote, the energy is helping their body.

And so they know if it's in the right spot or not, if they're trying to do a spot session, let's say. or if they're on the full bed and one shoulder is responding more than the other shoulder, for example, we can usually ascertain that this is just a lower energy shoulder.

And usually if you ask the patient or the client, you know, why do you think that shoulder's responding than more the the one, they might remember an old surgery or an injury or just something that they've overused, that should for, example.

So it is a very engaging tool, or it can be a engaging a tool that way. Right, right. Awesome. So gentlemen. stacking these modalities together. You know, obviously we want to talk about the ultimate biohack and how stacking a lot of these type of services, these different modality, different products.

And first I want talk to about this, the sauna and PMF and that works. But then for us to really get into like others type stacks that go quite well with both of those as well too.

So who wants to shoot? Yeah. Nick, you want to start? I can go. Yeah, yeah. So from what I understand about sauna therapy and getting the detoxing at the cellular level is you're actually able to get more ATP out of the cell by repairing mitochondria, by opening up the sell and by restructuring the water.

So if you're able to do that, then the uptake of nutrition, the take of your supplements and the of all that you are doing is going to be 10x. So that would be probably number one for me is to actually detoxify at the cellular level and move the inflammation.

Once you flood the body with oxygen and you get better circulation to the system, you can do it. miracles with the body. Absolutely. Yeah, absolutely.

And Joe, on your end, based off of what you've seen in a lot of the clinics that you represent with their pulse devices, them stacking it with something like the sauna, what have you seen from that?

Yeah, I think pulse really lends itself to being the foundation for really a lot of stack a a different stack sauna being one of my favorites, because it's just so intuitively effective.

And we see results. So What Pulse is doing again is stimulating the cells. When you stimulate cells that are low energy and unable to assimilate oxygen and nutrients effectively and able to detox the body effectively, you're essentially setting the cell up from an energetic standpoint to just do a better job of those things.

And so now if you pair it with something like a sauna that is well-known and well documented for helping the bodies detoxify, in relax's case through long wavelength far infrared light deep through the body helps the cells expel toxins.

Well, if pulse helps that process begin by taking low energy cells that are depleted to begin with, wakes them up, essentially. Now, the extraction of waste through the tissue by something like a sauna is going to be enhanced.

Right. So I always tell people if you like using saunas for the detox benefits, you'll love using a Sauna if You have a steady diet of pulse. you know, in your routine, and it's very similar when it comes to other stacks as well.

And so I don't know if you want to go into any of those. Yes. So a few other sex, which I I. Don't have it just yet, but maybe you can kind of chime in, Nick, is, you have the sauna or but what about cold therapy, like cryotherapy or cold plunge?

How does that stack with the Sauna and then also the PMF? Well, real simple way of looking at the contrast therapy from like fire and ice. That's how I like to call it.

Right. Like associated with the elements is that you're, you know, basically oxygenating the blood, right? When you were in the sauna, your detoxifying the body and oxygenate the.

Once you've got all this nice thin blood and all of this visceral priming happening in your body, everything soft, the tissue soft. You would do, you would go into a cryo machine or you will go to a cold plunge.

And what happens to all that blood is it races to the internal organs. So you're giving all of those internal Oregon's a bath, right? So everything is leaving the periphery of the body, to protect the eternal organs from that cold.

Right. Now all the tissue on the Oregon side of body is replenished. by the oxygenated blood flow. So that's how I would stack it that way. Would you do sauna first and then cryo or the reverse?

I'd do Sauna first. Saunah first then Cryo. And then you'd go the cold? Unless we're dealing with an injury. When we're dealing with an injury, we always say within the first one to three days of the injury we want cold.

How PEMF Works and Recovery Benefits

We want to apply cold, decrease the inflammation. Yes, exactly. Right. OK. And then what about the PMF in that stack? So I would have the PMF actually first in that stack.

So from what I understand, Joe and I have talked many times. I've tried PMS before you're energizing the cells. If you've got an energized cell, that cell is going to behave better.

Under any type of there, right? Right. So I'm going to then administer the sauna and then I would go into the cold plunge last because you're kind of freezing everything into place.

Absolutely. Yeah. And Joe, you know, one of the things that Do at liquid Vita is we have our pulse chair in our IV lounge, right? And what we're starting to see in the IV industry is a lot of IV companies replacing their fluffy big lazy boy chairs with pulse chairs You know the nice zero gravity ones that you guys recently brought out beautiful and I want to talk a bit about the science behind that because one of the things that we saw is is a huge increase in the amount of absorption that's happening of the nutrients that are going into the patients that doing the pulse chair during the IV treatment.

So so kind of touch touch a bit more on that, what you've seen with the clinics and how they're stacking EMF with their IV therapy patients. Yeah, I mean, people can just sit in a pulse chair upright, or they can be a little bit more at a 45 degree angle on the lounger, whatever is comfortable, and just get their IV simultaneously.

Typically, you'll start when the nurse is starting to prep the IV. They turn on the pulse, they get the person relaxed, nice relaxed pace of PMF. They feel it, it gets the blood pumping a little bit, but it makes the nervous system modulate as well.

And so you're relaxing the client and you are also energizing the clients. So now when you do the intravenous drip, now the channels are more open, the body's more relaxed.

The mind is more relax. And so the person has a better experience. So what we see is usually faster running IVs, because those channels are more open.

Plus, with the higher intensity PEMF, it is creating some small muscle contractions. And, so, that helps to pump the fluids through the body for more efficient delivery.

It opens up, and vasodilates the the, person. You know, fluids and circulation can be delivered throughout the microvasculature if if needed for to affect repair.

Right. And I just like the way it relaxes people, too. So it does kind of three things, opens up the channels, helps the blood flow with muscle contractions and muscles pumping, help the fluids flow and the and bloodflow and also relax as the patient at the same time.

That's a nice stack. Nick, Nick the with the sauna. One of the things that I've seen people do when we're talking about stacking other modalities is, you know, the sauna is really known to detoxify the body and remove toxins that were exposed through environment, food, et cetera.

What are some other things you would recommend to stack with your sauna session? So, as I said to you earlier in my introduction, I was extremely dehydrated.

So I find that my electrolyte uptake is increased a lot better. We know that electrolytes are the way that cells communicate. So there's been this correlation between cancer and dehydration.

Right? So what I found in my therapy through recovery with jujitsu, I'll roll like six rolls, five minute rolls with guys. They're like 180 to 220 pounds.

I told you I'm 160 pounds, you got to keep them off. So I am tearing muscle, beating my body into a pulp. So when I do my recovery session, I'm in the sauna for 15 to 25 minutes.

And then right after that, i'm doing my hydration there. Okay. So I have a hydration station that I stack with the Sauna. I like that. Yeah. That goes good with IV too.

Absolutely. A hundred percent. See, that's where everything's coming together here. You know, and, you know what, one of the things that i've seen, um, Dr.

Christopher Davis, who's one my business partners in liquid Vita, interventional cardiologists by trade. Yeah, when he does desana with his patients, he likes to get them to do glutathione beforehand, you know?

And it doesn't have to be the intravenous glutothione. He'll even do the liposomal glutithione, and that just enhances the detox pathways, right? So when you're enhancing those detox pathway, then you put them in the sauna.

You actually, this is based off data, which that's gonna be, the next thing I'm gonna get into is about the data. Especially the study that you guys had with Pulse.

through the data, when you actually collect a urine after utilizing that sauna and taking the glutathione, the amount of toxins that come out day and night versus just doing it without it, you know?

And when I say doing without, it is doing the urine test without the sauna, and glutATHION. When you put both the Glutathion and sauna versus them just going in and doing a urinalysis without doing those two, You it helps really mobilize that that those toxins were now they discrete it through the urine.

And you actually truly can see how much of a toxic load they have, because what you're doing with the infrared sauna, all right, for infrared, sauna and also the glutathione, you are enhancing those detox pathways.

Yeah. So those those are, in my opinion, is a great stack as well, too, a lot of these longevity clinics, functional medicine clinics. that they need to do.

So let's go into the data part. You guys had something. Can I say one more thing about the IV stack with PEMF? The one other thing that we've seen that's notable and from the business point of view and the patient's point-of-view, it's a win-win for everybody, is with a drip like an NAD Plus drip.

And so I know you do a lot of those at Liquivita. We do, oh yeah. Your patients, you know, they probably have a love-hate relationship with them to a certain degree because from what I understand, their very, very effective and they really get great results.

But the actual drip session itself isn't very pleasant for most people because they get a lot of pressure and they got some symptomology associated with it and just don't enjoy it.

And so a lot of times the nurse will have to turn the drip very, very slow. And those drips end up taking sometimes a few hours. Oh yeah. So what we're seeing on the pulse side, when someone sits in a pulse chair on a lounger to get that same drip, a lotta those are running in 90 minutes or less.

Because the symptoms are just that much minimized. You don't have run them super slow, you can run at a moderate speed. And I think that's noticeable for the patient they have less symptoms so they enjoy the session they've a better experience.

And i think it's better for business because you know now, if you can just educate your patients that it is not as unpleasant as maybe they were used to before, because now you have this solution to that problem.

you'll sell more of them. And it is an effective drip from what I hear. For the most part, people really love getting that

drip. But let's remove the barrier to entry for some people trying it or maybe some.

People not doing it as consistently as maybe they should because they just don't enjoy it. Absolutely.

Stacking PEMF, Sauna, and Cold Therapy

So Joe, let's talk about the recent study that you guys did with Pinoy. Yeah, you know, Pinot, the dear partners in the liquid Vita business. We have them.

has always been very close to my heart because Dr. Willix, you know, same thing with you, Nick. I was I mean, I. Was administrating every time. Yeah. So, yeah.

You know like how important that was. And Dr Willis being my my mentor in the functional medicine space. He put a lot of emphasis on, you know, for for the longest, that was the golden standard to really evaluate mitochondrial health.

You know for Dr. Willis, he would specifically say that's like that. That's how he evaluates. But now, now you get certain things that you can look at mitochondria function, function mitochondrian potential and mitochondrion clumping through blood work before we didn't have access to those tools.

So I want to talk about the study that you guys did. I had the opportunity to put my eyes on it, but let's get into some of those details if you get. Yeah, it's so new that I don't have a lot of details at the tip of my tongue.

But the thing that impressed me where there were eight or nine markers that were improved upon. To some degree, through only a 10 minute session on pulse.

So before and after test with Pinoy, they as you know test 23 metabolic markers VO two max and a whole host of others. And the one that was, I guess, most The one that sort of stood out to me was the resting metabolic rate was improved by 4%. And the crossover point, which I didn't really even know what that was.

But I guess it's the point at which when you're exercising, your body stops burning fat and switches to burning carbs. And you want it to burn fat longer before it switches to carbs.

And it was able to increase that time of the fat burning before switching to Carbs as well in just a short 10 minute pulse session. So they did a very small study.

I think it. Was less than 20 people. We had our equipment at the at. The Athens headquarters of Pinoy for a while. and they conducted the study and we just published it probably about a week ago.

So it's on social, if anybody wants a copy of it, be happy to share that. No, I love that, man. You know, always tell everyone, trust in God, everybody else has to produce data.

That's right. And you know Nick, you're a big data guy. Obviously you come from that background. I want you to kind of explain in your professional opinion how important it is to have data from having it at the foundation point of getting baseline data and then also the trackable data to follow your progress, regardless if it's good or bad.

What's interesting, because I live by this one particular saying when it comes down to data is a man who makes a claim. Is always going to be able to make clay, right?

You have people who make claims and there's no backup to that claim. But me, if I have an experience like I read your your, your study that you guys did.

Yeah. So if i'm able to take those numbers and I'm actually utilize them with my experience, no claim that anyone else is making is going to hold up. Right.

So with Dr. I wanted to just kind of segue to Dr Jari Lakanen. He did a test study over, I think, the course of two decades. They followed men and women in Finland.

About 2300 men and women in Finland, and they found that these men, women who were using the sauna two to three times a week had an all cause mortality decrease of 24%. Wow.

And those that use the sauna four to seven times a week had a decrease in all-cause mortality by 40 percent. Those are those are the numbers that like I'll live by when it comes to using a sauna.

So, you know, like when you you talk about data, that's number those or numbers you can rely on, because that is not like a small group of people. Yeah, yeah.

You know, I am I'm such a strong believer in data because you know what one thing that I've noticed in the biohacking and the wellness space is like people are just doing things from on the fly.

You there's kind of shooting from the hip. People just supplement to supplement. They don't know really what their deficiencies are. So for me, data is extremely important.

Actually, my third book that I'm working on is called Your Wellness Data. And it's really to help people empower, sorry, correction. It's to really empower people to be able to take control of their health.

through understanding their own personal health data, meaning everything from blood testing, epigenetic testing and VO2 max or more, you know, people looking at their wearables.

So that kind of leads me to kind wanting to understand with you guys, and this is more on a not just professional level, but personal level. What are some of the data points that you are using on day to day basis, it being a Fitbit or Ring or any other type of data point are you using?

I use a Fitbit. Yeah. Okay. So I'll go into sauna and I notice, you know, heart rate variability increasing over time. You can watch your blood pressure go up.

you can. Watch your, uh, blood. Pressure get better over. Time. so those are things that you. Can just kind of. Track over a period of time and you know how you feel so right matching numbers with the way that you perform with The way, that i perform on the mat really is important for me so joe what about yourself, what kind of data points are you i don't know If you're, gonna, like, this answer sam boy, oh, boy jo i i put my, aura ring, away Really, yeah Yeah, I used an oar ring for about three years.

And frankly, i got tired of looking at it. I got. Tired of letting it sort of control me. i felt and maybe that's just me, so that. s not a bad thing, man.

I'm going to touch up on that because there's a study overseas that just came out with a lot of young athletes that are going crazy taking care of their health.

Hmm.. I've got to take this pill at this time., I'm gonna be in the infrared sauna this. Time I gotta be training at. This time I. Got to go to sleep by this up, So I have to stop eating.

That study actually showed that them taking care of their health at that level. It was freaking them out. It created a whole nother level of stress. Yeah.

And they're having strokes or heart attacks in the late 20s or early 30s. Right. These guys. But there's no column for that on the readout. There is it.

but but see, and this is the thing that I try to explain to people, it's like everything has to be a moderation, even something like that, like taking care of your health, because your body doesn't know the difference between good stress and bad stress. And this was something Dr.

Willis would talk about all the time. He says, You can be planning a wedding, which is stressful, and it's a happy moment, or you can plan a funeral, a very sad, heartbroken type of moment.

But stress is stress. Your body doesn't know the difference. They both will kill you. So some of these people, with something like what you're talking about, is it might be good to put it away, put away for a few months, you know, and kind of just relax.

Reset. Yeah. I mean, once your mind's off of it. For me, I just didn't want to continue to look at it a couple of times a day and definitely every morning and just check REM sleep, check deep sleep.

Check HRV. All this stuff. You know, I know that it's useful information, but for me, it was just getting to be a little bit too much. And I could feel it affecting me and just feel like sort of taking some of the just intuitive drive that I would have to do different things and sort trying to put me into a lane.

It's just not what I prefer for myself. You know, Joe, I tried… I felt the same way back in high school. And I told my parents, you know this report card, this data, let's put this away.

I just need to go ahead and live life without these data points. Yes. Mom, dad, haven't you heard of flow? It didn't work too well back then, but I get where you're coming from.

But yeah, you know, data, I still don't want to downplay data. Data is still important. Right. Listen, You had the aura ring for a reason, But sometimes you get it to a certain place where You kind of start understanding your body.

It's even like when I used to do bodybuilding. You know I use to measure all my food. how much should the chickens get away? How much is it? But eventually you get to a point where you kind of just understand it.

You can just look at it and I'm not using the scale because then it becomes too, you go out to restaurant and eat and all of a sudden you gotta bring a little scale with you and stuff but that's the borderline crazy in my opinion.

It's like an obsession. It does. What have you seen, Nick, on data? Like some people, how they get? I mean, I like data. I think it's kind of like religion, spirituality, right?

You know what you feel when you're in those spiritual moments, but religion you are going to read the books, you know? And so living by the book as opposed to how you'd feel, both of them have a necessary place.

I just feel like when you're in that flow state like you talked about where you get intuitive and you can eye things up, I think that is probably where we're all headed to become little mini masters of ourselves.

The numbers, going by the numbers in the beginning, and once you get a good baseline, I think you can kind of, like what Joe was saying, kind-of put it away and reset.

But I thinks it's necessary in a beginning. Especially the beginnings. Because when you jump in your car and you want to go somewhere, your GPS always asks you, where do you wanna go?

And they base it on where you're at. Do we want to use your current location? So think about it like that, like where you are and where do you want? To go that distance in between has to be measured to know what to do.

That's where the data comes into really good play, right? It's really especially that starting point, you know, it's when I see patients strike their health along this journey specifically weight loss that continuous glucose monitor and that thing just really turns on the light bulb on a lot of different things where they start noticing, oh, I didn't know that that coffee I was drinking was spiking my blood sugar that high.

OK, now I got to stay away from it. But then eventually they understand, OK. Well, this I'm only going to have a little bit of this during this time of the day.

IV Therapy, NAD+, and PEMF Integration

I might go ahead and not have these things towards the end of day, have them earlier in the days so I can burn it off. So what are some of these metrics that users of your technologies, the pulse, and also for the infrared sauna.

What are some of the metrics that this should be following when it comes to any data points? Joe, do you want to? Yeah, well, certainly the Pinoy study is putting us in certain directions to look at different metrics, that maybe we hadn't done before or had a way to do before.

But traditionally, people look better circulation. So I know people have studied blood microscopy before, just to watch how the blood cells are flowing better, circulating better.

That kind of thing. O2 sat on a finger, the finger tool, finger pinch tool. You know, you can do that. I think HRV is a good one, too. Typically, PMF will will impact, won't impact HRV for a couple of number of days.

So it's not one of those things where you jump off a PMF or a pulse chair and then you check your HRB immediately and expect it to be improved. But over time, we see the HR V's improving as well.

Those are some of the kind of key ones that we've seen. What about for the infrared sauna? I think HRV is probably number one for far infrared Sauna. I mean, it obviously depends on where that person is at in their health journey, right?

You know, you're dealing with cancer, cardiac, disease or whatever. But I think H. R. V. for the common man is probably very, very important because we see a change in H-R-V from one sauna session.

So you can actually measure that with an aura ring or a Fitbit from a one-sauna session you're able to get in the sauna and you are able get into a deeper, relaxed state.

So that's going to actually help the HRV, right? It's gonna increase HRRV. You're gonna be able mimic moderate exercise and we know all the health benefits of exercise.

And you gonna break a good sweat, so you going through all of the processes of exercises and Dr. Ron DePatrick and Huberman both talk about how sauna and exercise pretty much do the same types of molecular activities in the body.

But I would say HRV, because as I say, where you're at and where your trying to go to benefit your health, it's the distance in between. So you always want to watch those numbers.

Right. Yeah. The other thing we see to it's not necessarily a metric but just subjectively sleeping better. And you can. Yeah, obviously you could measure REM sleep and deep sleep with an aura ring or something like that so, but and I'm sure this applies to sauna as well.

But and also on the PMF side the the exercise benefits as well so physiologically similar to physical exercise is a pulse PMS session and so the really interesting thing there and and this would parallel to sauna too and This is why these tools are so good together so that they complement each other so well is injured people can get in a sauna, can on PMF and get similar physiological benefits to actually working out.

And so if you have an injury, you're an athlete, and you break your leg, And you can't work out, You can run, you can train, You can kick. Getting into a PMS situation where you are getting that muscle stimulation and getting better circulation and oxygenation, it's mimicking you training.

And you're also strengthening tissue, strengthening bone. And so it's great when you are down or when. You are just otherwise not ambulatory or unable to, you know, move around and get physical exercise.

So I think that's probably one of the under the cover things about PMF that people don't always think about. But,

but I Think it could be hugely impactful.

Now Joe, you know what thing you mentioned is what people are saying right a lot of that anecdotal data that that sound there that subjective data. How do you respond when someone comes up to you and says, well, that PMF stuff you're doing, Joe, That's all a placebo.

You're getting that type of criticism to your technology. How you do respond to that? The first thing I would say is, have you tried it? Number one, because most people who still think that impulse PMMF is placebo has a placebo effect have not ever tried.

The second thing, once they've tried it, it's usually gets over that hump once, they have tried, because everyone is dealing with something. And so they see how they feel after that.

They see, how, after the session, the next day or the day afterwards sometimes. But also then we have a conversation about the use on animals. 30% of business at Pulse in particular, and a lot of PMF companies deal with animals, is on horses and domestic pets and even some farm animals.

And all I know is one thing, if a horse comes into their session limping and they leave their pulse session not limpping, it's not because there's a placebo effect, because no placebo with an animal.

So the mechanism is actually occurring. For the most part, that will help alleviate some of those comments. Absolutely. That's good to know. Nick, you know, the wellness industry, man, it's going in so many directions.

There's a lot of stuff happening, good actors, bad actors. The industry is growing substantially, year after year. Where do you see the Wellness industry going?

Energy medicine. Oh, boy. Like, let's go. That is the future of 10, 15 years ago. You would go to these wellness conferences and all you would see would be pill bottles.

Right. Now you're seeing the shift and and devices. I don't think people are ready for that, though. Devices are on like all the bio quantum stuff. But they're not ready to hear what you say.

And I get it. Yeah, everything's ridiculed at first. Yeah. And then, you know, it gains traction. Absolutely. Then it's a fact. The crazy thing is I was hearing Dr.

Willis talk about because, obviously, he was a shaman big into energy medicine. He was talking about frequency medicine way back when no one was. Talking about he started teaching me about the coma.

right before he passed the coma. I didn't hear about it. It's a laser with like five different other one. He would use the people's needs. So, yeah, he started teaching me that right.

Before he pass. Right. Yes. You know, we've had the ability and the privilege of being in the presence of someone like that who so much like a giant. And these people, you know.

Imparted, to us. The fact that that's that the direction we're heading and we were able to see, you know, almost like prophecy there, words come to light.

Yeah. It's crazy. If he was still alive now, everything, if everything he's talking about is coming to fruition. Absolutely. You know it's amazing to actually see that and be part of it.

So energy medicine is energy. I see. What do you say the same, Joe?

Study Results and the Role of Data

I mean, I guess energy, medicine's a great term, but I think I look at it from a different perspective and It just occurs

to me that humanity, whether you think humans have been on this earth for billions of years or thousands of year or even the last 500 years only, let's say, it's really only been super recent.

The last 200 years, lets say that we've lived inside instead of outside. And so I want to say that people who start are starting more to pay attention to the energy that's provided by the environment outdoors rather than living inside in a more artificially created and manufactured environment where we have homogeneous climate temperatures.

It's, you know, we're not happy in the summer if we are hotter than 75 degrees inside. And we're not happy in the winter if we are colder than 65 degrees inside.

And so I think throughout humanity our body is obviously adapted to all kinds of different environmental conditions because we were outside more than inside and that has to do with temperature, not only temperature but also light.

I don't think enough people are paying attention to the signals that the sun provides that, the light and dark cycle provide for the physiology. And so I'm just, I've started to dig in more and more to that.

Which when you come right down to it, that is energy. as well. That's exactly what it is. It's just a denatured energy. Yeah. And I think, and we talked about this in our last podcast is that the similarities between PMF and grounding and PMEF, outdoor energy, things like that.

we've created some awesome tools like PMF, like sauna, red light, myriad different legitimate wellness and performance and recovery and health tools out there.

And I would just encourage people to think about naturally incurring habits that they could do. They could spend some more time outside, they can minimize blue light, artificial blue-light exposure, you know, minimize artificial light at night.

There are habits you can put into place that sort of fall into the light dark circadian biology realm that I think would pick up a lot of low-hanging fruit where the technologies and the therapies and things can now supplement, fill in those gaps and create and treat more acute, more serious, and more chronic conditions.

But we'd have a better baseline from which to start if people would start developing some new habits. I agree. Habits is everything, man, especially, you know, habits that impact your lifestyle than impact.

Your health. Right. That's sure. One of the main reasons why people are getting so sick. So, Nick, one of. The things that you see in the wellness space and you've probably seen it in years that.

You've been training and working with clients is that people that want to take control of their health that are just starting, they end up maybe going too crazy on the stacking.

What are some of the biggest mistakes that beginners make when it comes to stacking? Man, that's a great question. I think that people need to realize that in wellness, there are pillars.

There are just basic pillars, and the number one pillar is You're not going to get anything in until you get all the junk out. Right. So you can take all of the supplements you want.

But if your bowel is obstructed, you're going be able to absorb it. My cells are bogged down, toxic, heavy metals, poisonous gases, microplastics. You won't get a thing in there.

So without, you know, spending a whole lot of time breaking it down, I would say, start with detoxification because you can overdo it in anything that you do.

Like you said, everything in good measure earlier. I go to jujitsu class and sometimes I get so enthusiastic about it that, You know I'll over do it and then I will be out for two weeks.

So, you know, can you measure it out by understanding the pillars of, of health? And the first pillar would be, get the garbage out. Yeah. You know it's interesting you say that.

So I'm not sure if you guys know Sandy Martin. She. I've heard. Oh, yeah. so she has the biohacker expo and she just wrote a book and her book is called Biohacking starts with no.

And when she came out with this book, it says, man, Sandy, You're absolutely right. Forget all these different pills and all this different modalities that people are doing.

The first step is learn how to say no to things, right? Don't put the toxins inside of your body. To me, that's almost 90% of the job. Too much of a good thing.

I mean, you can overdo a supplement. You can overdue sunlight. Or you could over do water. It just kind of stands to reason that we have to use common sense when we're doing.

These are powerful tools. You know, if you stay in the sauna too long, you can dehydrate yourself. Right. End up with a headache. Absolutely. It's a great question, though, because I think that the thing that concerns me about the industry that we're in itself is that a lot of times the experience that.

The patient gets is patient driven. And I know at Liquivita, you know, You guys do things where you're assessing the patient and then you are monitoring the patients and your counseling and guiding.

I just think that we need to remember as wellness clinic providers, let's say, and owners that. We are guiding the patience through their experience based on our expertise as their clinic, as they're provider and not letting them drive it all the time.

There are some places that you walk in and it's basically like picking off a menu. What are we going to do with you today, Sam? You want to some red light, do you want do some hyperbaric, you wanna do PMF, some sauna, but they're not driving that experience for you based on what they've learned about you that shared or through the assessments that done.

And so I just get concerned that with all the competition out there in the industry, if you're running a clinic and you are competing for your local or regional audience with umpteen other places that they can go for their wellness, that you need to be creating this sort of guidance model that creates this, what I call stickiness, client intimacy with your client.

And so it builds loyalty. If they know that an expert enough to be able to guide them in their experience versus just, Hey, do you want to hop in the cryo today?

Do you wanna hop into red light? You know, it's a hot day. Do want it to go and cry out to cold day? And you wanted to redlight or sauna, you know that type of guidance only will get you so far because when someone else comes in with a little more knowledge, a Little more counseling perspective on that client.

You know, I think that's going to create the loyalty. And I agree, Joe. It's you know this is where like the data points come into play. Right. So it becomes more of like that personalized approach to your patient's health and wellness where you're actually doing something based off of getting them better on those data point.

And data points are not just blood work and VO2 max. You talk about lifestyle questionnaire and assessment, understanding how they're living their day-to-day life.

So when we talk the ultimate biohacking stack, we're talking about stacking things and what's happening. I think it's important for the consumers that are listening to the podcast and also the medical providers that listening the podcasts.

It's creating the right stack for your patients, especially when they're starting off in these health and wellness

programs. Because, you know, one of the things that I see is people are stacking the wrong things.

A new patient will come in through the door and they are stack in five, six different peptides. Well, if you have a reaction to one these peptide, how the heck do you even know which one is causing that reaction?

Right. So when we're stacking other things like that, that are not so focused intracellular work can really cause a metabolic disturbance like peptides, IV nutrition, things that going directly into the veins, but doing something like the PMF, right?

Hyperbaric chamber, doing the far infrared sauna. These are things, modalities that do-fit-well stacking them together versus, you know, stacking somebody up in six different peptides on one visit.

To me, that's ridiculous. Start them off with one or two. Yeah, the whole kitchen sink. It's crazy. People are going to be walking around glowing, so are you guys familiar with CBD at all?

I am. So, you know, new product out there that we utilize in liquid Vita, and I'm not sure if you guys know too much about it, which is Pico CBD IDs. They're the first in the world that have CBD intravenously.

You know you said you'd know about CBD.

Wearables, Stress, and Health Metrics

What are some of the benefits on CBD that you're familiar with? relaxation, pain, relief. You know, this more and it's helped you a lot. Yeah. And just imagine, you know when you're going intravenous, like, there's is that the Pico molecule, which is 1000 of a nano molecule.

So just a measure how small that is. We're not the bio availability when it goes intra venous. What it can do versus a load of the other products that are out there.

Right. We got a big movement that's happening right now, the MAHA movement. Make America healthy again. What do you guys think about it? I think anytime there's a movement towards people taking their health into their own hands and thinking about just how to be accountable themselves and not always sourcing it out to an establishment is a good thing.

And so to the degree that the Maha movement can get people to think about how to take ownership of their own health and their family's health, and not necessarily put it in the hands of some institution or establishment or centralized model, I think it's great.

So we'll see if that's actually what ends up happening with it. But if the road it's on, then I'm all for that. I think we're seeing a paradigm shift, right?

Anytime you have a new paradigm that emerges like that and people start paying attention and there starts to be new information brought to the forefront, I thing it can only be a good thing.

But when you actually have a single model that people are, you know, kind of led like cattle through, that's never good. So when the paradigm shift happens, You still have A little bit of the old that you have.

A lot of The Old. And then you still Have this new thing coming on the horizon. You have options now. So anytime you have that, you'll have the ability to be able to pick and choose.

And I think that's always good because, when there's the contrast, then there is a third thing that is created because people start measuring these two and they say, well, what about this?

So I just think the new information that on the horizon is going to a good thing. You see a lot of people questioning things. And one thing that people have to understand, science should always be questioned.

That's what science is all about. So people question it like people get worried asking others. Oh, what if this causes this? Good. But that's when the conversation started now.

Right. So you guys both know that, you know, we're a minority owned company at Liquivita. And one of the goals that we have is really bringing health and wellness to the minority communities that haven't really had access to a lot of these type of services and modalities.

What are some of things that you, guys, are doing or see in the near future on bringing some other tools that your guys have with your companies to these communities?

Well, I think just thinking about saunas in general, sawnas generally speaking are five to $7,000 price point, right? Not to say that minority communities can't afford it, but generally, speaking, that's normally the issue behind why someone doesn't have access.

Right? So we at Relax Saunas have the great price point with this $20,000 technology, and we use a semiconductor chip, by the way, semiconductor-chip technology that they've made extremely affordable.

I mean, we have, am I allowed to say the price? Yeah, of course. Comparable to a five to seven thousand dollar wooden sauna that's going to take up a ton of space is going take about a half hour to heat up.

So it's gonna waste a lot of electricity. We have these three by three tents with far infrared semiconductor chips. in them at a price point of eighteen hundred dollars.

And then we have one that's a little bit more expensive at twenty. So we got seventeen fifty and twenty three fifty. Still significantly cheaper than still significantly.

Cheaper. and so we're we are about making it affordable for everyone. One thing that Phil says is that he'd like to see a sauna in everyone's house like toilet paper.

Yeah. Right. You know, amazing. Yes. Joe? Yeah, I think, boy, to Nick's point, the product we're creating is gonna be expensive. Traditionally, high-intensity PEMF has been more expensive, it's just the componentry, switching, copper.

There's a lot of money in these boxes and these machines. And so, for the most part, historically, and maybe even moving forward until something changes, we're going to have to partner with customers to be able to bring, you know, bring this type of technology at this scale to certain populations and certain, and Liquivita is doing some of that and we are partnering with Liquavita, so maybe that's a start.

Yeah, and that's one of the things. Obviously, the thing with the Pulse technology, it doesn't have any consumables that we have to use in a single session.

So for us, its pretty easy to even utilize that as the loss leader in bringing people in and say, hey, try this session that typically costs us a couple hundred bucks or whatever.

Come sit in it for free. You know, and then you could do one of these other IV trips that are kind of the game, you know. And it gets people in the door and starts doing something to take care of their health.

So, obviously, we have certain packages that we've created where we financially benefit from the Pulse technology. By having that also allows us to tap into other communities without people necessarily going so deep into their pocket.

You know, because sometimes it takes that little taste of what we can do with them for them to understand it. And then us create something that is affordable for.

Or they can use the Pulse technology, they. Can do the far infrared sauna at the location. They can view some of

the other stuff, a B12 shot or whatever it is.

So you would basket it? Yeah, you could basket it, yeah. You know, so so. But yeah, I think both of your technologies have the capability of really reaching the broader communities that have had a great gateway because pain resides in every community.

Really, it's very agnostic that way, unfortunately. And, you know, You can you can get someone in to just try and make them feel a lot better. and like you say, now they're exposed and they can share that with their family and friends and community.

But it is a great gateway that. Absolutely. Guys, as we start wrapping up, so we're going to have a little fun here real quick. So my favorite podcast here that's out there besides myself is Steven Barlet with the diary of a CEO.

Oh, yeah. Yeah. He came out with these conversation cards.

Placebo Claims, Energy Medicine, and Wellness Trends

I'm going go ahead and make a bunch of that. All right. You'll open it and then just pick your card anywhere in there and give the deck over to Joe. Joe will pick a random card.

Don't pick mine. And what you guys are going to do is you're going read your cards and answer the question that you read. Oh, don't look at it now. Read it.

Whoever wants to go for it, you can read it out. Who wants to go first? I'll go. First. Go ahead. Read the question. Wow. This one's a deep one. Glad you got that one!

You put this one back, didn't you? It says, what is the one belief or behavior that has positively impacted your life in the past 12 months? Belief or behavior?

Oh boy, come on, Joe. You know, there's a few of them, but I mean, the overarching belief in my life is just the belief and the one who created us. And to make sure that I stay focused on the one who created us and not something that's been created.

And so I think that sort of the overarching belief, not only in the past 12 months, but that is sort how I live my whole life. There have been others too, and I that that probably the most positive.

I like that. Faith. Very important. You got to have that spiritual belief. And you got fulfill the soul. I truly believe in that and I'm a Christian myself, but I respect all religions that are out there.

Got the Holy Bible right behind you. But for me, that's important, understanding that there is a higher power, regardless what your belief is. Nick, what do you get?

Oh my goodness. Are we going deep or what? If thou could thou would know if you could be part of any brand or company past or present, which would it be and why?

Um, I don't know. I think organizations are cool. A lot of organizations live within silos. So a silo of information is like only my information. If I could actually be part of a brand, it would be the type of brand that includes like other brands, right?

And we actually unify across making, you know, what we're doing kind of build to, the greatest minds coming to the forefront. You know, the greatest of all of what we have to the forefront.

And we don't have all these gatekeepers keeping information back for the sake of not being able to help their brand grow. Right. So I think competition is good.

I. Think it's great. But I, think when it. Tainted. by, like I say, these gatekeepers and, you know, money and capital when you can't have the greatest ideas make their way to the front.

I think that it's tainted and you leave a lot to be desired. So I guess the brand product that I would be representing would my own and that would to unify all these, which kind of lends to this podcast where you're talking about stacking.

Right. Right, right. So we would just stack all of the information into this place and find the best of it to help us to make our way forward. Yes. Because, you know, as we wrap up here, what is the one conference you guys are always at shows, the conference, What is like the One that you look forward to going to every single year?

It's got to be biohacking. The Dave Asprey conference, it's a big one. It's got the most energy, the biggest real estate as far as, you know, our display, speaking, selfishly about our own stuff.

And it is just a reunion in a community. I like all of them, frankly, because I love getting out on the road and seeing everybody. You interact with people on social, but there's just something about seeing people in person.

You know, when you could give a hug and hang out and catch up for a few minutes and the energy just, you know keeps you going because those conferences can be hellacious in terms of, you know, exhaustion and energy levels and sore backs and soar feet and everything else.

I get it. But it's great when you can see people that, You know, everybody's a big community. And this is a very small, close knit community, even though it's $1 trillion industry or part of a trillions of dollars industry.

The wellness business is pretty small relative. Everybody knows each other speaking and a lot of people know each. Other. So, you know. You you want to keep those sort of ties tight.

So you left out the other ones. What about you? I like them all. I think A4M is like the mother lode. Right. So I'm always interested to see how those big conferences are set up by the directors.

They do a really good job. In fact, I was so surprised that your conference was as incredible as it was. That's my favorite conference. I love the vibe.

You know what? Sam was like with me at Dr. Willix's and now you're doing your own conferences. So I enjoyed that conference Ours is a very particular niche of IV therapy.

It's not as big as these other ones.

Beginners, Detox, and Practical Health Advice

You know, I love the vibe conference because it's the IV therapy man, and I appreciate that My favorite one is that a forum like yours because the a form is very clinical you get thousands of doctors It's like they were the guys that started functional medicine, you know that dr.

Goldman and dr Klatz which you I'm very close with with dr Goldman so but um, I like the Dave Asprey one, too. The Dave Vasper was a little bit. You get a lot of more consumers there also get.

A lot. Of tree huggers, you know. Yeah, I think it's changing, You know, as we go. We've done it for like 11 years straight or something like that. And and it started out super consumer.

But I. Think it. It's. Definitely changing the A4M. I that you get more medical providers because they do all the CMEs. For sure. Fellowship. So it is a different flavor.

Absolutely. Guys, as we're wrapping up here, if there is one person that's listening to this podcast who really resonates with today's message, what is that one thing you guys can leave them off with?

You go first. You first? I can't stress enough how we have to get the junk out of our bodies. We got to the get junk, junk our of lives, out our mind, our our body.

our environment. And, you know, if you can sauna one to two times a week at your gym, it doesn't matter. Like I don't need to sell you our sauna. There's enough saunas out there and all of the sauna's work.

The technologies are different, of course. But if can detoxify your body on a weekly basis, You can add a quality to your life that I think you'll appreciate.

Awesome. Yeah. Yeah, I would just say that if there's a way to get some additional energy into your environment, into Your physiology, you have no idea what benefits might come from that, whether it be better sleep, better healing, Better recovery, just more overall wellness and mood and energy levels, clearer thinking, all stemming from the fact that you more energy on board.

And I think these days as society continues to evolve with more technologies in terms of the bad frequencies, the artificial light, lifestyle stressors like work and debt and relationships, these things sap our cellular voltage, if you will, and take our energy.

And I think it's more important. It's in more. Important every day to plug into some safe, natural forms of energy, whether it be outside, weather, it'd be inside using some of these modalities, wether it using PMF to just bolster your onboard energy and you.

Will you always be surprised on what you get out of that? Absolutely. What can people find you? I'm easy to find on Instagram. I am at PEMF Joe, where else would I be?

And then on LinkedIn, I have a podcast of my own. It's called Resilient Business with Joe Lahote. So you can find that on audio podcasts and also on YouTube.

And I've also started recently over the last year or two, started putting out a sub stack newsletter where I post different wellness topics with a big emphasis on P EMF, but also other things.

and I posted my schedule and things like that for conferences. And so I'm trying to get the word out in a bunch of different ways. Nick, where can people find you?

So you can find me at nick at relax saunas dot com. And on Instagram, we are our relax underscore sawness. Amazing. Yeah, amazing. Gentlemen, it was a pleasure having you on a healthy point of view podcast.

Thank you. Thanks for having me. Awesome. I appreciate that. Guys, you guys heard it from these guys. It's not just one thing. There's multiple things that you have to do to take control of your health.

You gotta take the junk out of you. you gotta energize the body. there's so many things we have do, but you just have it. Like one of our iconic two companies out there, Nike, they say, just do it!

You got to get started. Guys, if this podcast resonates with you or you think it might resonate with someone else, make sure you share it. Share it with your friends, your family.

You might change someone's trajectory when it comes to their health. Make sure like subscribe, do all that fun stuff and we'll see you for the next one.