



**Beeben Russel**

## Neuropathy Secrets for At Home Results

### SUMMARY KEYWORDS

people, doctors, therapy, light, neuropathy, peripheral neuropathy, patients, clinic, happening, started, boots, patrick, working, home, little bit, buy, product, world, put, results

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Welcome back to the Optimal Performance Summit. I'm your host, Dr. Patrick Porter. I have with me today, someone that I've been working with him and his father for Jesus going on almost 12 years, I guess since 2006. And when we started working together, they introduced me to a technology that blew me away because of the way that it worked. Now everyone in Brain Tap probably thinks I know everything there is to know about LEDs and how our LEDs work in the system and all of that. But the reality is that there are people out there that know a lot more than I do. And I would put my guests even Russell in one of those categories, because he's been up there on the ground working. So Beeben Welcome to the summit and tell us a little bit about how you got into light therapy.

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Thanks, Patrick. Thanks for having me. And yeah, it's been a long time we've been hanging out together and playing with lights, right. So really, I got started in I was actually a very young age working with a finance company that would finance medical equipment, and I used to actually buy some repossess medical equipment and flip it for 25 cents on the dollar. And when I started having to realize how to sell this equipment to learn how it was used, who would buy it, and why would they buy it for their patients. So when I started stumbling across some of the first light therapy devices, which were actually laser at the time, very interestingly enough, I saw the signs of light therapy and how it works on the cellular level and how it makes any other type of



modality therapy or even supplemental dietary application you're using, it works synergistically with

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it, and it puts it through the roof because it puts the body in the

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optimal state to receive crazy amounts of blood flows bring nutrient oxygen, so that's that's kind of the base of how I got started with the idea of light therapy as a whole.

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I know you've been using this for many, many different applications. And you're probably one of the first people out there to really educate the world about this because I've seen you at conferences and you and your father and your your boots you had usually Brain Tap's the last booth standing but but your booth was always really busy because People love those experiences and they love the results. It's getting it now you've you've kind of, although you do do all light therapy, but you really focused on peripheral neuropathy. So tell me about how you got into working with that. And what is your findings brought to you?

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Yeah, absolutely. So this started kind of early on, of course, like therapy has so many different applications. And that was part of the issue with light therapy too, is it's kind of like, okay, where do you cut off? Where this quits working? That was a better question for us. But as we started building a little bit of a business with this, everything else, anytime anyone builds a business, they want to kind of get a focus. They want to get a passion and our passion was to really help people and it seemed like our passion kind of gravitated to the people who need to help the most. And some of the people that were in the most debilitating of, I call it, you know, the fastest decline of quality of life, really kind of seem to be the people dealing with peripheral neuropathy. The drugs they prescribe or off label use. You can't use your feet which means you can't walk around, spend time with your grandkids. And the rate that it can really begin to kind of take away from someone who's very rapid. And what was so beautiful is that the light therapy was so effective. So I think just naturally in progression of the business, this is something that we gravitate to because one we really wanted to help people that felt they had no other option two is that the light therapy was highly effective with it, because anytime they're dealing with any type of Neurology issue, you should say neurology, although some people go Whoa, that's complicated, which that's not untrue. But the beauty of neuropathy is that peripheral nerves can regenerate.



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has been proven over and over through many different thousands of medical publications. When light therapy brings in enough circulation execute angiogenesis, which is a fancy word to regrow blood vessels on a micro level. Well, those micro blood vessels now feed the dying nerve. If you can feed and heal the dying nerve, well then you can symptomatically reverse neuropathy. So it was a beautiful combination. For some people out there that really needed the help is how we got There.

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I know that For those wondering, in my clinic in California, because I met you when I still had my clinic there, and we used the light boots, for our, for our clients in at that time we had a program is about \$3,500. And we had great results. We had a doctor working for us that would do the diagnosis, and then we would have the treatment. And the treatment was so simple, but we didn't have what you have today. Now, at that time they were it was very expensive. These the light boots and everything probably were, gosh, I can't remember the exact price, but it was it was more than what we were charging for our services. And so it wasn't affordable for people to take home. Just recently, you've had a breakthrough in pricing and the way you've designed it and now you have the ability to put this right into home. So what have you been finding with people using this in home?

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Yeah, so that's awesome. It's a great notation because light therapy. It's really If you don't want to overcomplicate it, it can't be over complicated. I called her there's a lot of science jargon. But if you really bring it down to the amount of power over surface area, you're going to kind of get your formula for angiogenesis. So its power over surface area. And the amount of times you can apply because there is a cumulative. Okay, so through accumulation, what we began to realize is that these units that we were getting when we went from laser, no one could afford a \$40,000 laser in home, these lasers start getting more affordable. What happened is led started getting more powerful than laser because you'd have more of them. And they're starting to put up as much power as a laser diode. As the pricing technology is much like your TV, right? your TV, you can spend two grand next year it's worth like, what 500 bucks. So, you know, LEDs not taking that quite drastic effect, you know, pricing, but it's come down significantly. So now we actually have units that we can get neuropathy boots and sub \$1,000, just under \$1,000. What this has enabled us to do is actually put it in the patient's hands so they can treat it Every day, we really like to see during the critical period of 90 days, we call that our critical treatment



period to do twice a day at home. Patrick, I can't tell you and I know you know this to dealing with light and being in a home application. If you can apply light therapy every day and accumulate that circulation on elastin level through angiogenesis growing at new blood vessel, listen, I can put up our process and doesn't matter so much about the product, our process of twice a day application versus getting treated three times a week in a clinic. It's gonna win every time. It's just simple numbers. It's it's awesome that we've been able to do that. So the dramatic effect that we're able to have is we have over 90% success rate with peripheral neuropathy in the home. People are just ecstatic. That's great.

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Now I know a lot of our doctors at Brain Tap we look at our menu of applications we have when they're called neuropathy. We did that because we were using the boots in our office. So people can actually do that. Now. We talk about other things in there as well. Well, because relaxation plays a role in it, but also nutrition and some other things. So I know you're going to give a free gift to our VIP members. And tell us a little bit about what they're going to learn in the free gift right now.

07:11

Yeah, so absolutely so I like to call some results based company even though we are a distribution distribution live off of selling products. But one thing that I love about what we love to offer a lot of our patients out there and even some of our doctor relationships that we have as well is that nothing's really a singular miracle out there. When it comes to your health. There are many components in any doctor is going to know he uses as many tools as he can synergistically to get the most the best effect. So we like to tailor our products to that and tie them with other things that are highly synergistic with light therapy. The beauty is like there is super synergistic with everything else but we want things that are massively effective. So while we think our product is absolutely amazing and get great results, we do know that if you are eating some foods that you You think are good for you. But you have peripheral neuropathy, they could be as you know, devastating to what is actually happening to your body and causing inflammation and a bunch of other havoc on your system. So what we've done is we've actually put a non inflammatory diet together also with a shopping list of things you should incorporate to your diet supplements you can incorporate your diet, what types why, what the individual greens do, even some people in neuropathy A lot of people will look at the quality of sleep. Patrick, I think that you'd appreciate this is a lot of the doctors and even patients that we deal with, they don't look at sleep, is that important? And they're like, Well, I have trouble sleeping or like we have neuropathy, no doubt, and it kind of stops there. And it's like, Well, wait, if you're not sleeping, that's the fastest way to deteriorate your health I I you know, I'll put it up against any you know, disease out there that it is definitely one of the most prominent things that will



steal the quality of your life and push everything downhill faster. So for instance, in our guide, you'll notice that Gavin five HDP actually help calm the peripheral nerves down and get you a far better quality of sleep. If you're sleeping better, you'll actually get more out of the treatments and other things you're using. So we put together this beautiful supplement dietary package that are relative to other things you can do in your own home, no money out of pocket to really improve and start getting a good foundational based on starting to make that difference and quality of life change for yourself.

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What we noticed too is at the clinic level was people would start feeling the results, some right away, but others, most of them within three days. They were actually starting to feel their feet. They were starting to, you know, there was some symptomology that saying, hey, there's something happening here. What have you found over the years as far as what are people reporting back to you that's happening?

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Yeah, so that's a great question. So it really spans because really, in today's world, we have three prominent forms of peripheral neuropathy that are diabetic chemo induced and neuropathic, I would say with our chemo induced neuropathy suffers is that we get a very depending on how far along they are with chemo we get usually get a very rapid because chemo is something that's not going to be around forever. No one's going to stay on chemo treatments forever, right? So that's something that does dissipate. And if you catch someone on the tail end of that, and you get some good nutrition and start using the lights on, gosh, work yeah, we're talking a couple days I noticed reduction of pain, inflammation, better sleep. And some of them what they would report as we can't report as curing neuropathy. We don't do that. But we do have people that report that they are symptomatically reversed, that they do not experience any symptoms and if they have neuropathy, well, they would really notice if they did, so that's when we go for someone that's diabetic. We've had some people even have those types of results too. But we usually notice a little bit more of a needed maintenance to that. So everyone is different. But I really think that goes back to like what you said Patrick is to is, you know, what are the other variables that are going on and how many tools are they using, you know, if someone that I'm sure you know, they encouraged us a lot extra amount of stress that isn't using a Brain Tap is probably not as advantageous as a position as someone is using a Brain Tap, reducing their stress while also, you know, trying to apply therapies for neuropathy, too. So there's a lot of room in there. But one thing is, yeah, usually after a week or two, Patrick, we cannot pry this thing out of people's hands.

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And I know that over the years, we've noticed that your group actually has brought us a lot of





doctors because of course, you're producing the light boots and they'll start using them and they'll say, Hey, what about this headset or you sell it with the package, you know, something like that, and then we're working with it. So you have a doctor's program. So So if somebody is a you can buy this, if you're an individual, we'll have a link available to them in the in the VIP section, or we'll mail it out if you need information about that. But you also have a program for doctors that they tell it's a turnkey program. So what I know is that when we followed the steps of how to implement this into our practice, we were helping people number one, that has to be the first priority for most doctors, and we were getting results if something. And the nice thing was that our doctor didn't do the work. The we had staff people that did the work, they put it on and off. So they can do it at the office. But they can also this can be something, especially with what's just happened through all this at home programs and the people that are doing at home programs, they didn't get hit as hard when this past COVID event happened. So we can help them implement a home based strategy. And you tell us a little bit about that. Because you have marketing for it. You have basically you have it's a turnkey business in a box, you hand it over to them, and they they run with it. So tell us a little bit about that.

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Yeah, absolutely. So we've actually expanded our offerings around a lot with the for a multitude of different things. So we've been in the light therapy industry a long time. And one of the biggest things was we always want to get the price down to be able to get it to the home so patients could afford it directly. Absolutely. And then with the doctors, we always want to be competitive with them too. But Teach them how that once again, this is not a single miracle offering that a lot of times patients will need more. So we created these packages, hey, this is kind of what they need. And we have things that we can supply. We also have things that we suggest that a lot of doctors are very happy with maybe the nutrition they're using. And they say, Oh, I can fill that in. That's great. That's we've been we've really wanted to become a partner and not a Hey, you need to do it this way. Hey, you need to, you know, spend this year what we've really done is partnered with clinics because what the biggest Fallout I've found is we work with a lot of different groups out there to have doctors and that someone tries to have a certain control on the market instead of focusing on instead of the protocol process, which is very important, but really the relationship and experience the patient has. And if that's not translated through the marketing or even translate to your patient, then they're not getting the full exposure or experience or positive experience from your whole process. That really is the end goal is to help them make them feel good about it too. So we take that in with Dr. Sumo we really realize is a lot of doctors in this new technological Especially going to the home and stuff like that we need to attract people in the home. So Patrick, the biggest question I get is, and when I see a doctor is they go listen, when patients explain what this is to my patients, they want it. I said, Well, how do you tell that and then in when they're in their home, they kind of look at me like, Well, what do you mean, they're not here? I can't do that. Yeah, no, that's



exactly the question. So we teach people how to have that sales conversation and deliver educational models for one to many. And when I say one to many, it's on demand webinars. That's how to track it, how to send email sequences, how to have beautiful sales funnels that are concise, your patients can get the relative easy information. Most people will say, hey, check out my website. Well, you've got like five different links. You can click on a website, you get lost kid cries and you're gone, right? We teach them how to have a central focus, video everything formatted and only one link for the next step to take the next step right need to control the whole environment process. This helps the patient understand more what they're getting be more satisfied. With their purchase and also the doctor, it helped weeds out what people were considered bad quality leads. There's no such thing as a bad quality lead, Patrick, I think you know that it is have you educated well enough for them to be at the point that they're understanding enough to take advantage of so feel good about their purchase with you. So yeah, we do have all of those solutions from the whole front end to the product, the programs and the front end is what we're really happy about. So I think a lot of people are missing that.

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And I know your group, you don't only focus on the product, you have world class product. I mean, we brought it all over the world, people love it. There's been no issues with it. I mean, some of the products I've had for years, we're still using them at our clinic here in New Bern, they're they're still operating there's really not much to go wrong with them. If they do go wrong. It's it's a very low fee and no they have like a one year warranty on them and all of that. But one thing that blew me away is your also your weird combination because you have a good product and you know how to market you spent a lot of money, learning how to do this, and I know that you do a lot with social media, which allows Doctors are going, I know I need to do social media, but I don't get it. You know? So tell us a little bit about your social media presence, because you're actually finding the people are buying these right from the doctor social media pages.

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Yeah, yeah, absolutely. That's something new. Really, it forced COVID was really cool, because we got to see a lot of doctors actually try to go virtual. And we got to help kind of diagnose the holes in what they're doing. And we have to fill in those gaps. So not only you know, do we have fears, and can we do it ourselves. Yeah, that's good. But that's where a lot of people kind of, I say, become coaches, and they shouldn't be coaches, because they weren't actually in that trench that they're trying to talk about. They were maybe in their own trench and no one trenches the same. So the more experience you can have on multiples, the better, right? So that's one thing I really pride ourselves on is Yeah, we actually happened doing social media for a bunch of our doctors, and actually, one of my partners in the business. He has a full consulting business, but he's not a marketer. It's actually an in house marketing team, these



developers own clinics, he has for eight figure clinics, and he's done \$25 million through a single online page. How's he done all that? Well, he got fed up with traditional online marketing, he decided to spend a lot of money doing it himself for his own clinic so he could make sure his own best interest was being served and not another company is trying to acquire a bunch to make more money. At the end of the day. That's what marketers are trying to do. They try to grow their business to be more profitable. And guess what you become, you become a little less important every time they get a new client, right? That's just the metrics of the game. So really, what we've been able to create online presences where we can actually do more of a farm based marketing is where you plant and water a seed and you allow it to grow and you can harvest it really becomes right. And this also are all of our direct consumer and paid direct patients love this too, because they get active content every day on Facebook. That's the secret. You don't go to the bar and expect a beautiful at the end of the bar to marry you after you buy one drink. You know, she's crazy or a freak. Well, that's what a lot of people are traditionally doing on Facebook, they throw up an advertising expected conversion, whether that's to show up at a concert or whatever, he's people don't know who you are. They don't know what makes you different while you're special. And you need to once again, take control that sales conversation. Let them know who you are. Let that character flow through in many different avenues of your social platform, let it attract the people who want to give you their money because they actually appreciate value what you're trying to do. This is not just a way to sell more stuff. This is a way to actually help people that are looking for the type of help you're offering. So it works both ways, which makes it so powerful and beautiful at the same moment.

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I know that you put together an online training that they can follow and easy to implement protocols for getting these boots out to the public, in sharing them with them. What kind of feedback have you had from from doctors and then tell us what the what their clients are Sarah patient

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Yeah, substantial. So a lot of the doctors we've been working with we have kind of like two little programs we're doing right now. So we have a private Facebook group online that we invite you to. If you sign up for ordering form our ordering form if you order products from us, we have a free training program. Now the free training program that we have consists of a team, an all star team, one of the largest owners of a former consultant, chiropractor consulting company, Frank Kern, for those of you don't know Frank Kern huge name out there is we have his chief marketing officer teaching you how to run killer ads and how we had an automation or set the whole process. And all this is being done weekly, multiple days a week we are training daily on this stuff, it's all free. Now we also had done for you service to where if you want it all done for you, then there's a service being it can all be done for you. But the thing, Patrick, that we really





want to teach though, is that even if you have someone else doing it for you, you need to understand the metrics because a lot of people they don't understand. If I was to ask people, hey, on your social platform, you're trying Facebook ads, like yeah, it's not working like Hey, what's your KPI? You know, what are your KPIs? What's your ROI? What's your cost per click lead cost per acquisition? Have you done a? a free way or giving away something for free to attract the lead? Okay, well, where's your capturing that where you send him, you start asking all these little questions and all of a sudden, it's just glaze over, you know? And it's like, okay, so you don't understand this stuff. So if you're giving someone else money out there for your business, how do you know to check what they're doing for you? So we're, we're teaching our simple principles so that way they can even make sure they're checking us to make sure that we're doing our job to when we're taking care of the accounts. So that you know, we have two methods that we want everyone to get to a certain point of learning. And if you're not there, we will not even go that next level of Hey, we'll do it for you if you'd like to pay the service or we'll take you that next level of training to which the training is all free if you're buying products from us just not that Dunphy service

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in the in the world of life. therapy. I know that some people think they have to be an MD or a DC or DO we have a lot of energy medicine practitioners in our universe and they'll be some on this call? Does somebody have to be a medical doctor or chiropractor to promote themselves the boots?

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No, no. That's one of the beautiful things about light therapy too is that it's become so well accepted that we actually have what's called an OTC where our class to medical device and we're cleared by the FDA. So we have an OTC which means over the counter. That means really, anyone can promote it. Now we're very strict on who promotes our things for us. And we like to keep that because we really like keeping a very high level of professionalism. So but realistically, yeah, anyone can promote it because it's so widely known. There's thousands of publications on it, and also we're an ISO manufacturing. facility two is the highest quality of manufacturing you can get. So even Though Yes, it is a true medical device. It has FDA clearance and everything else. Don't think that this is something you can offer. And also, if this is something that you're like, wow, this kind of seems like it's too much to offer or something else. We actually have all the supporting documents, we have even training courses on our products. Why? How reason why, and we like to keep things simple. I think that's another thing too, that sometimes I think we do too much is when you become an expert on things you kind of are not able to connect to just your general audience, right? Because you're up here and you think that sometimes that makes you an authority. Yes, it does for people but for some people,



you know, they just missed that middle part. Right? So we like keeping a super simple message. And this is easy stuff to grasp and it's not hard or you shouldn't be intimidated being able to offer this kind of stuff or neuropathy to your clientele base, because I guarantee you there's a large population in most clinics, they just don't realize it.

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I know there's going to be a lot of people that want it for themselves. They want it for their clinics. Is it possible for us before we go in our VIP center, and we have it there? Can we have links to those virtual webinars? So we can have them join in if they want to learn more today?

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Yeah, absolutely. So I can provide those right after the call to Patrick. And yeah, we'd love to get everyone in. And even if we have enough people that are interested, we don't mind doing, you know, even Q and A's and setting up different things, or there's a great response to this. We're really here to answer your question, be educational. Like I said, again, we're results based, you know, company, and yes, we do sales, but we do that through education, making sure everyone's really happy and feels good about what's going on and, and they know what's going on. So that's what we're really trying to do.

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Right? Well, even your your guiding light in the in the world of light therapy. You've been there, you've done it. You're an example of that. I mean, when you guys are at the shows you're there, first thing in the morning, you're there when it's over and now we're virtual because of what's happening. I'm sure we'll all get back. On the road here soon, but in doing these shows, but one thing I want to stress enough is these are people for those out there wondering who the Russells are and, and who their organization is. They are there, they've been on the front line, they probably promoted and brought more people than light therapy than anyone else I've ever met. And I've met some of the bigger names in this industry, because they're out there. They're doing it every day. So when Beeben says they've tested things, they've tested them in real world times, not in not an Excel spreadsheets and in or in meeting rooms. They've been this has been real people real time. In fact, in the past, we've brought some of your staff with us to different events, because we wanted to have an expert in the booth with us. When we were doing it in we've had some we've got some great learning experiences, because we've done other modalities like the head harness, that was your creation and we started reselling that. Now we're doing a little differently now because that one is no longer available. But we'll get back to that again. I'm sure so but light therapy can work anywhere in the body right now we're, we're at a real critical point. And if you're out there taking different drugs and medications, what we found is some of those medications when you get into the doctor, you might be finding that might be causing it. But this is a way you can combat that and work with it. Because like, like



statens, I know that our doctor would work with their medical doctor and say, Hey, can we change their diet, a lot of times you can change your diet and get those numbers down, in because statens will strip away that myelin sheath and get rid of the cholesterol that you need to protect the nerves. And they they think that the medicine is actually helping them It might be helping them in one way Get the numbers down, but it's not helping the overall health. So I know that most of the doctors know that. So if you're out there and you're wondering, Is this a you've heard that it works with people who have peripheral neuropathy for many different things from chemotherapy to just aging. It could be also medically induced that you don't even know About, but I do know when you bring like, to an area in the right dosage in your your life pads use what what light? Because I know somebody's going to ask, what's the frequencies of light between what range and what range are you using?

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Yeah, absolutely. So it uses the 870, near infrared. So near infrared, it's, there's a band of it, that's actually acceptable for, you know, therapeutic outcomes really, anywhere from 820. To right about, you know, just over 900 is going to be your therapeutic dosage of vessel use 870. And then we use a combination of red two, we use far more near infrared, because that one is going to get a lot more therapeutic effects. And it's studied and published a little more frequently, red is still beneficial, but it's a side benefit. So we use 660. Red on that. So that would be the nanometers. And then of course, we have photons, we have our joules per centimeter squared and all the other metrics and I can supply some charts for those too for some of the more analytical as well and one of the beauties is, like you said, Patrick is we do real world things, too is we actually did some third party independent lab studies as well. We took all the top light therapy products on the, on the market that we could and we actually random third party pulled all of the numbers off of them, how much light they're emitting how far away it was emitting, how condensed it was many different things. So like you said, yeah, we really like to be kind of see it, believe it, so to say, then pull real world events and actually make them happen and have comparable things and people understand what's what, not just a bunch of saying stuff because it sounds good to so.

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Right. And it's great. It's also something if you already own the Brain Tap out there and you're on the summit. You can use this in conjunction with the brain tap, like it's saying stack your hacks. So we want to make sure that we're getting enough light into the body. It's one of the things that our body is light to five. So you've heard from Beebun Russell, he's an expert in the field of peripheral neuropathy and not only in education, but in Training and motivating doctors to get it out there. And just recently they made a shift. So now they can go direct to consumer. So if you're out there watching the summit right now, and you're a consumer and you want this and you don't have a doctor you're seeing right now, it's over the counter. So you don't need a



diagnosis anymore. To use light therapy, you can just get it yourself. I use light therapy everyday myself, and of course with the Brain Tap. But I also use light therapy pads, I do have two have the light boots that are still in my home in our office, we have them in every room where we do therapy because it's an option for people. If they're doing the Brain Tap, they can use light, they can use it on we have lights for the gut, we have lights for the head, we have lights for the feet, and they get a choice if they want to put them on or not. And that meet our offerings in our clinic that much better. Because back then of course when it was so expensive, nobody was going to buy it for home use. And now you brought the price down where people can actually have this in their home, they can actually buy two and actually do a full treatment or they can just buy the one and and then switch the fee. And do it. I know my dad before this was a number of years ago, he's passed away now, but he couldn't walk after a surgery. They had done something. And regarding the light boots, and it was in two weeks, he started feeling feet back up walking again. So to me, it was a miracle. That was one of the things that we said, we've got to get this to more people because we're all headed in the same direction. And there's a big group of baby boomers out there that think there's no solution. First thing I hear when somebody came into our clinic was, well, the doctor said, there's nothing I can do, I've got to learn to live with it. And they gave the medications for pain, which is probably good to mask it but it's like taking your emergency lighting your currency You know, I'm going to fix that take out some black take tape and put it across the light. You know, we want to get we want to get it fixed at the root. So Beeben has information is going to be sharing in the VIP section. We'll have a booklet where you can learn about the diet. It'd be nice we could put in there the research packet because I know you have a really nice research packet they could download Let's get you out. We'll get you the links to watch more about the videos and things. So as we get all that to them even and we help them to learn that light is a essential part. One of the things I always tell people is light is the most under prescribed nutrient on the planet. Dr. cousins said that and so it's it's a reality out there. So how what do you want to leave with our listeners? Either reinforce something or tell us something new that you think we need to learn about peripheral neuropathy and how to treat it?

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You know, I guess the biggest thing that I've really found with it is just, there's more than hope out there. I think a lot of people get down and feel hopeless. This and I think a lot of it has to do with the drugs. I think that they mentally really beat people down, either. Honestly, Patrick, I've gotten a new I've gotten a new kind of look with this whole purple rock thing because we've been dealing more with the patients and I think more than ever, it's time to connect to people on a human level. And what I mean by that is it's kind of it's kind of hypocritical because what I mean by that You need to be able to communicate on a human level through the virtual platforms. And that's where a lot of people lose a lot of value is being able to have a really personable conversation with someone or to recreate how good they are with someone there to



display that value, they care, they can really help and they can really be motivating to get the results. And I think that this just opened a new window to me that it's so important now more than ever to not be over commercialized, it's okay to be human. It's understand that people there are some really people need some good hope out there. And more than thinking that you know, more than the next guy, sometimes it's just like really displaying a bit more of yourself, your character and your passion and laying that show through in the ways of your marketing and even to your patients. And you're going to have a much more substantial outcome I get sometimes where people like hey, you know, for instance, you're lymphedema with neuropathy. Sometimes it can cause a little bit of a healing crisis because you know, you get the lymphatic system. Dump toxins. And some of these people are just so upset thinking, hey, this isn't working, it's making you know it a little tender. I said, Listen, reduce the amount of time and everything else going through and they say, wow, you know what my doctor gave me the meds would he spend this much time on the phone. And it's really, you know, it's almost sad, but it feels so good. At the same time. There's ways you can do this with automated systems to but I can't tell you what it's like to be able to connect with people on a different level, and just have that human interaction. But using this new technology that we have, it's something special and the people who take advantage of it and learn it are really going to reap the bigger benefits than just profits and its results and it's making people really feel good and taking the different places

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in their life. That's great even and thanks for sharing that. Now. I want to reach out to everyone watching this video. We all know somebody who's suffering from peripheral neuropathy. This right now while you're watching this summit, it's absolutely free for anybody send them a link, get them to watch this video, share with them that there is a solution for that. This is a natural solution. The worst thing that can happen is nothing. It's not like a drug commercial, where we have to tell you 15 minutes worth of net negative side effects. I can tell you right now I saw, I saw and I know that a group of doctors I brought this to, they've seen thousands of patients, and they've never had a negative side effect. Now, some people, of course, it might be too far gone or something's happening. I'm not going to say it's going to work for everyone. But I do know that everyone I've seen it with it worked on they just like you said they might have to do lower dosages because the the brain and body might not be ready for it. But light is going to go all over the body through photobiomodulation. So even though we're going to put those lights on the feet, you're going to get benefits in other areas, you know, and so there's going to be some real positive influences that happen from this. But right now, knowledge is only power if it's applied. So if you don't have neuropathy, then you probably know somebody that does or if you know somebody who is probably over the age of 50 What's happening to younger and younger people, we saw people that had chemotherapy that were in their 20s at the clinic,





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but

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they probably could learn a lot about this. Or remember, they can go if you're one of the VIPs, you can go over there and get all the documentation, research and then we'll get the we'll get the links to the seminars for you as well. So this is something I think is a real breakthrough in health right now, of course, anything to do with light I'm, I'm lit up about and intended because I've seen it work for almost everything you can think of. I mean, we've seen some incredible stories with light. And I want you listeners right now, the viewers, you should have your own miracle stories, because the technology is out there right now. It's not Star Trek anymore. It's happening right here in America right now. And it's actually available all over the world. When we brought this technology to India, you would think India would already know about it. There's 1.6 billion people there. They were like, what is this like therapy then when we showed them we actually test him and showed how it works. They're all excited about it because they They don't have this. They don't have access to technology like we do here in the United States. So, but it's available. We've seen it all over the world now. So if you're watching this from any other country, we might be able to do our thing there. So, again, thank you Beeben for being on the call. And we look forward to working more with you and brain tap and bringing this out to the world.

35:21

Yeah, no, thank you. Thank you very much. I really appreciate you having me on.

