

SEXUAL ENERGY SERIES-2: How to Boost Blood Flow for Better Erections – Launch Medical – #788

Announcer:

Bulletproof Radio, a state of high performance.

Dave Asprey:

You're listening to Bulletproof Radio with Dave Asprey. You've read my books, you've heard me talk about fear, food and the other F word, fertility. What were you thinking about? These are the things that drive all human life, and tapping into your sexual energy is important. It's a little different for men and women, but this is one of those things that is a core part of bio-hacking,

It's a core part of being an adult human and if we don't talk about it because it's embarrassing, or because it's funny, or because it's impolite or something like that, we're missing one of the big three things that all forms of life do to stay on the earth. You have a drive in your cells, not even in your brain, although it's in there too, but it's in your cells themselves to make sure the species reproduces. And if you tap into the energy behind that drive, it can change everything about what you do.

Now, let's start with a stat. 40% of men notice problems, I'm going to say with their kickstand, with their erections even before their 40th birthday and those numbers go up as men age. And sometimes it's psychological, but quite often it's biological. So I've invited a guest on the show to talk about solutions for erectile dysfunction. We'll call it penile performance. We're going to talk about acoustic wave therapy, sometimes also known as shockwave therapy. That has been a game changer for men, and it's not something that's just for erectile dysfunction. It's about having more energy and having things that work better than they did before, or maybe even look different than they did before.

And if you're a follower for a while, I've done clinical grade stuff, you've seen videos that you can't unsee. However, you never had to look into the sun so we'll call them tasteful videos, but I'm just opened about it. I'm a bio-hacker and look, I would like my penis to do everything it's capable of doing. I have not yet learned how to pick up objects with it, however, but if it could do that, hey, that'd be funny. See, there's my seventh grader. Now, before I make any other dumb jokes, let me introduce you to Dustin Wolff, who's the co-founder of Launch Medical, a company that spent several years making an FDA-compliant, patent-pending acoustic wave therapy device that you can use at home, instead of going into a clinic.

The reason that I'm bringing this to you guys today is I want you to understand how important this kind of tech is, but also, it takes a lot of money to go into a clinic and do this. I am fortunate that I got to go do that as part of a show, which was fantastic, and I noticed a really big difference from it. See what I did there? I said big difference. I can't help it. Anyway, but it's quite expensive. And this is something that is a quantum level of affordability where, okay, great, you've got something that you could do at home. My job is to make all of the bio-hacks I talked about, so that you know that something is real, that it works, and you want it and when demand goes up, it changes supply, which lowers price.

The device we're going to talk about here is called The Phoenix, which costs ... I'm doing a rough back of the envelope math. Depending on where you live, somewhere around 25% of what you'd spend to go to a clinic, so I think this is worth your time and attention. But whether you decide to go to a clinic or do something at home, I want you to know what it is, how it works, and what's going on with acoustic wave therapy because most of us don't know anything about it. Dustin, welcome to the show.

Dustin Wolff:

Thank you so much, Dave. I'm so happy to be here, and got to say, I'm a fan. I've been following you for a long time, so it's very exciting. And yeah, this is something that I speak about a lot and go into the history of acoustic wave therapy. Most people like you said, they don't even know what it is or what it's about and how it works. It's the first time they're ever hearing about it, because it's relatively new to the US. It's a topic that is actually on my plate every single day because I own one of those clinics that you were talking about where men go in and they get these wave treatments done.

But one of the biggest prohibitive factors is the fact that it's very, very expensive, and it's only a finite amount of treatments. So about five years ago, I started a clinic in Southern California with my partner and it quickly caught on here in Los Angeles. It's still one of those things that is cost-prohibitive or there's the shame and embarrassment factor that guys might not want to come in to a clinic like this and get these treatments done, because they're just nervous. Even in today's day and age, they're too embarrassed or they're too ashamed to come in, even if they can afford it.

Dave:

I've been wanting to ask you this. How did you get into penises?

Dustin:

It's my favorite subject. Are you kidding me? Come on, it's interesting.

Dave:

It's interesting, all right. It's one of those things where if you're a doctor, at a certain point a doctor's like, "Oh, I'm going to become an OB-GYN. I'm going to look at male reproduction. I'm going to look at all these different things." And then I always ask, okay, you were in medical school and you could've done anything, but why did you decide to become a proctologist? But somehow, doctors, they're like, "This is just a fascinating system," and they get really into it. But just to be really clear though, you're not the doctor, though. You're an entrepreneur and you owned a clinic, or what's your deal there?

Dustin:

Yeah, that's correct. Full disclosure, I am not a doctor. I have no formal medical training whatsoever. But I've been doing shockwave therapy in our clinic here for a very long time and I'm really familiar with the subject, so yes.

Dave:

Okay. And your wife is a physician's assistant, so you're a medical family and you guys started a clinic and did this stuff.

Dustin:

Yes, that's correct.

Dave:

What's one of the most dramatic things you've heard from someone who went through the clinical side of acoustic therapy, some feedback you got from someone who did it?

Dustin:

I mean, I have tons of stories, but one of the most dramatic ones was ... I wouldn't say dramatic, it was more fulfilling, was an older gentleman who came in. He was getting ready to go on vacation with his younger girlfriend and he was taking her to, I think it was the Bahamas. They were going to be gone for a while and he was nervous that he wasn't going to be able to perform and he was like, "Things aren't working the way they used to. I really want to be ready for this trip and I really just want to knock it out of the park, if you know what I mean."

So he went through a series of treatments in the clinic, and it was weird. I didn't see him for about six months and I just wondered. I kept meaning to pick up the phone and call him, and one day he can walking into my clinic and he was like, "You changed my life." He was like, "My girlfriend was fascinated with the change that happened in just a few weeks." He just had this huge smile on his face and it was one of those things that was, yes I'm an entrepreneur and business owner, but I'm also human, and it was really cool to hear how that changed his life. And I get that stuff all the time.

Dave:

How many people show up and they're like, "You know, I don't have ED, but I'm looking for an upgrade." Is that common?

Dustin:

It's very common. I would say about half the guys. I'll go out on a limb here and say, some of those guys definitely are experiencing ED issues, but they've also heard and understand that acoustic wave therapy for sexual performance isn't only for guys that have erectile dysfunction. I say this for every guy. If you have a penis, there's no reason why you shouldn't try this, because as you know, there are no side effects and there's no downtime, and it can just make things that much better. So I let them ... Listen, you don't have any problems, that's okay. You just want to make things better? That's what this does. So, I let them lead me down the path to where they want to go.

Dave:

Make things better. What does that mean?

Dustin:

Specifically?

Dave:

Yep.

Dustin:

Firmer erections, sustainability, shortens of the refractory time between sexual intercourse sessions. I've heard just increasing the intensity of the orgasm happens all the time. We don't market this way or anything like that, but a lot of guys come back and they'll say, "My penis is bigger," and I'm like, "Hey, that's good news. That's great news. I didn't ask, but nice to hear."

Dave:

It's one of those things where talking about the size of your penis is just probably worse than talking about politics or religion, right?

Dustin:

Yeah, exactly. When they tell me these things, I'm like, "That's nice. I don't want to get into it, but that's awesome to hear. Good for you."

Dave:

But it's a clinical setting thing, right? And as a bio-hacker, I'm willing to talk about some stuff here. After I did, and granted this was the clinical side. It's the same waveforms that you're using in The Phoenix, but I did it clinically about a couple years ago. There were a few positions that became less comfortable for my wife because of physical changes, or it's a different size than it was. And so, I've also had a doctor or someone come on the show or someone [inaudible 00:10:45] where it's physically impossible to do that, and it's not physically impossible to do that.

If you put more blood vessels in a part of the body, it'll generally be bigger. It's not that hard to understand. I was pleasantly surprised, given that I really wasn't ... I don't know, I'm curious what's going to happen, but I didn't have a lot of expectations there. So I talked about it with a few of my really close guy friends. We'd gone to dinner like, "Dave, I heard you did this. Is it real?" And I would say, 90% of them have gone out and either got a device from you or got the treatment clinically, and all of them are just like, "Oh my God, this actually really made a big difference." And these are guys from 30 to 60. Is there any reason to do this if you're 25?

Dustin:

Absolutely. I mean, we have lots of younger guys either coming into the clinic if they can afford it, or buying The Phoenix and doing the treatments at home. They're the bio-hackers. They listen to you, and they listen to Joe Rogan, and they listen to all these podcasts, and they're into working out, and they are curious about the science behind it. And just to touch on something right here that you mentioned was, growing new blood vessels. This isn't some type of weird gimmick there or tons of clinical studies behind this, but angiogenesis as you know, is the term for growing new blood vessels and that's what this does.

It creates new blood flow, and actually rejuvenates weakened blood vessels, because that's what happens as we age. The blood vessels, they weaken all over the body, but they weaken in the penis as well. This will wake those up and help kickstart the blood flow happening down there again. So guys in their 20s all the way up to ... We have customers in their 70s, early 80s.

Dave:

Wow. I know that what happens is you can get some basically micro-clogging of those very fine blood vessels, which can be part of things, and so breaking that up is going to be why ED gets better. But then, it's the angiogenesis of growing fresh, new and more abundant blood vessels, and also new nerves. Those are different effects, so you're getting these two things like fixing what's there, and then growing new stuff. I'm really impressed with how this works, but I don't really understand how shockwave therapy is doing this. Can you go into a little bit more detail for people listening? Do we know why it does what it does?

Dustin:

Yeah. The two main things, and just to clarify this, one of the main reasons, well, the main physical reason why guys start to decline with their performance in the bedroom are the following. The micro-plaque builds up in the blood vessels like you just said. They get clogged up like a drain, and then the blood vessels will actually start to collapse and weaken. These two things happen as we age. It happens to every single guy. At some point, it's going to happen to all of us.

What acoustic wave therapy does is, it clears the micro-plaque out of the blood vessels, so it addresses that issue. Number two, it creates what's called microtrauma, which a lot of people in your audience are familiar with. It's like going to the gym. It creates microtrauma for the purposes of fostering angiogenesis, which is the growth of new blood vessels. That's the science behind it. It will restore the blood flow. The pharmaceutical things, they're band aids. They don't address the root issue, which is exactly what acoustic wave therapy does.

Dave:

How long has this therapy been around?

Dustin:

Well, there are lots of different uses for acoustic wave therapy, but specifically to treat erectile dysfunction or increase sexual performance, this started about 20 years ago in Europe, which I was fascinated about the subject when I first heard about it about five years ago. Acoustic wave therapy is used to treat soft tissue, let's say tears or issues all over the body, but a group of doctors in Europe about 20 years ago started experimenting with acoustic wave therapy on their patients. What they noticed was what we just talked about, is their sexual function started to restore over the course of days, weeks and months. They were fascinated by it, and even more so by the fact that the side effects were very, very minimal, if any at all. So it finally started to make its way over here about five years ago, and there are clinics all over the country that do this now.

Dave:

And the idea of being able to do it at home is really cool. When you guys first reached out a couple years ago when you were in your early beta, I was like, "Oh, this is a neat idea." It seems like it'd be really hard to get it to work but what you've got on the device is, it has a timer and it tells you exactly how much to use it, and then it won't work for three days because you don't want to do it too frequently. I was impressed you got through all the regulatory hurdles to make a device like this, but it's pretty cool. Walk people through ... I mean, how do you actually use it? I mean, do you have to [crosstalk 00:16:32]? What's going on?

Dustin:

We have videos for that. Yeah, we have videos for that stuff, so I'll explain how to use it. It is a topical device. It's non-invasive, so just to put that out there. It's not anything that goes in any weird orifices in your body. This is a very ... We've made it very, let's say user friendly, almost dummy proof. Because some guys are intimidated, right? They don't understand how it works even once they see the video. They're like, "Can you explain this to me?" So we've gone through great lengths to make it easy to use, make it safe to use and to make it efficacious, effective. It took us about three years and 27 prototypes, and clinical testing here in my clinic in Southern California.

Dave:

How long does it take it? How many minutes?

Dustin:

15 to 20 minutes. 15 to 20 minutes, that's it. It's a topical device that you literally run down. You run down five quadrants on the shaft over the course of about 15 to 20 minutes, applying these sound waves that penetrate the tissue.

Dave:

So it's pretty straightforward. You don't have to be erect. You put some numbing cream on, and it doesn't hurt that much. Some guys don't need the numbing cream. But it's a relatively intense ... It's relatively loud, but then you basically just go up the thing and it puts that acoustic wave signal and it creates micro-traumas, and then it grows back stronger. And there's no downtime at all, although it is going to be numb for a few hours afterwards from Lidocaine, and then you're good to go. I would suggest washing with soap to get that Lidocaine off of there, but it doesn't ever hurt and it doesn't ... There's no bruising, there's no anything, like, "Oh, okay, it was a non-issue." So you spend 15, 20 minutes. How many times do people have to use the device to see results typically?

Dustin:

We recommend six to 12 treatments, and you can space them out two to three times a week, or you actually have to. That's why we put the lockout period on the device so guys can't abuse it. And you know how a lot of guys are, if a little is good, more is better. So we specifically put a timeout feature in there so we keep everybody safe. Let's put it that way.

Dave:

What clinical studies are there?

Dustin:

In terms of acoustic wave therapy for sexual performance, there are tons of them. There are some on the website, but if you just go to pubmed.gov and Google acoustic wave therapy for erectile dysfunction, you'll see dozens if not hundreds of them pop up. Big urology groups all over the world have done these studies and really validated the science, and documented what they call a SHIM score. It's basically your sexual health, right? The health of your penis.

It's scientific, and they watched their subjects' SHIM score rise as the weeks and months went on. It was really fascinating to see this data out there, but there have been studies in Canada, in India, in Asia, in Europe. They're starting to do some studies here in the US. It's in universities, so the data is there. And I'm a big science guy too. I want to see, show me. So much of it is anecdotal because they're relying on feedback from the subject, the test subject, but once you have a statistically significant data, it's pretty hard to deny.

Dave:

Are there any studies that have really wow results or things that highlighted what's possible?

Dustin:

Yeah. Again, they're on pubmed.gov. But when I saw these guys that had such low SHIM scores, which a five just to clarify for everybody, is pretty low. I mean, you have severe erectile dysfunction.

Dave:

It goes from five until where?

Dustin:

Once you get past 20 to 23, 24, that's basically full restoration, no longer having ED symptoms. Watching their scores rise from five, to 10, to 15, to 20, to 23 with again, statistically significant data, was very

exciting. It's something that is going to become wildly popular here in the US. It's already starting to do that as you know, which like you said, as soon as market awareness happens, the supply goes up, what happens? The cost comes down.

Dave:

Well, I definitely believe that most guys are going to be interested in doing this at some point or another. How long does a Phoenix unit lasts? Do they wear out? If you need 12 sessions, [crosstalk 00:21:28]. What do you do with it after the 12 sessions? [crosstalk 00:21:32].

Dustin:

That's a great question. I'll address the wear issue or question in a second, but this is like I tell everybody, this is like going to the gym. This is not a magic bullet, this is not an end all, be all. This is something that we are trying to introduce into the conversation as adding to every guy's male health routine. It's like brushing your teeth or going to the gym. What I tell everybody is the same thing, six to 12 treatments, and then as needed thereafter. We have a lot of our customers that will use it once a week after they do 12 treatments, maybe a couple times a month. Maybe they'll stop using it for six months, and then do another 12 treatments. Everybody's a little different, so we try to let them know it's as needed after that.

Dave:

Touch ups are good.

Dustin:

Touch ups are good, and we call them touch ups. The as far as how long does the Phoenix last question, let's say the destructive testing that we're doing and have been doing for quite some time now in my opinion, is pretty impressive. We haven't been able to break them, so they're almost built too well. But we want to have a lot of value.

Dave:

I'm trying to imagine the lab. You have a little dildo there and the machine's just in a vice just going-

Dustin:

No, we do. I have an engineer at the office all day running these things on the force plates and on tables and hard surfaces, trying to break them and recording all the data because we save it and collect it. The ones that have been coming out of our factory in the last, let's say four to six months, have been pretty bulletproof.

Dave:

All right. But not magic bulletproof, that's a different kind of-

Dustin:

Not magic bulletproof, right.

Dave:

All right. Who would not be a good candidate for shockwave therapy?

Dustin:

Great question. We like to have these conversations, because we want people to be educated and we want them to be aware to know if they're not a good candidate and how guys can improve their results. Oftentimes, guys that have type two diabetes or are longtime diabetics have let's say, a hard time getting acoustic wave therapy to work for them because it weakens the blood vessels over time. So if they have been a longtime diabetic and they've tried a lot of things and they've tried medications and the vasodilators and those don't work, I would say you're not a good candidate for acoustic wave therapy and to try to get diabetes under control, and work on that area of your life. Guys that are on high blood pressure medications. One of the side effects of high blood pressure meds is ED, or ED symptoms. So if you are suffering from high blood pressure, work on that first, so you make sure you're around long enough to enjoy your penis, right?

Dave:

Let's put it this way, if you grow new blood vessels in the penis and you're on a medication that stops blood from flowing in them, they won't be of much use to you. You'll also probably have brain fog as well. So many people have cognitive issues from high blood pressure medication. There's a fix for that called intermittent fasting. It improves things dramatically for people. And of course there's exercise and all that, so you got to address basic lifestyle issues. You can't be a pizza beer couch-dweller with ED, and then do this and magically expect it to work, although it might. But if you've been that for a long time, it probably won't is what I'm hearing.

Dustin:

Correct. And I won't say that you're completely not a good candidate if you have high blood pressure and it's controlled, or a diabetic. We have patients that come into the clinic all the time and guys that use the Phoenix all the time that it does work for them. But just to address those questions, it's medications, it's lifestyle related. It's if you're on let's say, maybe some psychological medicine. That can have a bad effect on your bedroom performance, so those types of things need to be addressed, absolutely. But if you're in relatively good shape and you take care of yourself, our success rate's very, very high.

Dave:

Okay. What about Peyronie's where you have the pretzel shape instead of the hotdog shape?

Dustin:

I'm glad you asked. For the folks out there in your audience that don't know what Peyronie's is, Peyronie's is basically what they call the banana penis or the curve that can happen, sometimes very severe. Two things to address with that. One is, it's very embarrassing for guys. It's psychologically devastating for them. Two, it can also be very painful when they develop Peyronie's disease. And just to be clear, usually Peyronie's disease happens as a result of an accident, some type of trauma, and usually it's a sexual trauma. So, some type of sexual accident happens.

You've heard that term, "I broke my penis," or, "She broke my penis." Well, that's what happens, scar tissue develops and it pulls the shaft one way or another. Acoustic wave therapy has been demonstrated to help straighten that curve out and either lessen the effects, or just fixed Peyronie's disease. We have lots of customers that write in all the time saying how the Phoenix is really helping their Peyronie's.

Dave:

Now, I know that the Phoenix has a lockout so you can't overstimulate. What would happen to someone if they just did way too much shockwave therapy?

Dustin:

I'll make this simple, then you wouldn't see any benefit. Because if you keep using, let's say shockwave therapy every day and causing that microtrauma and the microtrauma not allowing the body to repair itself, just like when you exercise, then you're not doing yourself any good. You wouldn't go into the gym seven days a week and do bench press, heavy bench press, it doesn't make any sense. If you keep tearing that tissue down and not give it a chance to respond and rebuild, then you won't see any benefit. Our bodies are smart, they're really, really smart. Your brain and the blood flow knows what to do, and it'll be repair those cells and those tissue if you give it time. So, the 36-hour lockout period is in there for a reason. It's to keep everybody getting good results.

Dave:

There's two different kinds of shock waves that I'm familiar with, because I've looked at these effects. They also use a similar device for treating tendinitis and things like that, so shock waves have a long use. There's focused shock waves, and there's radio shock waves. What's the difference, and which ones are in the Phoenix?

Dustin:

We have a hybrid tip, but let me explain the answer to those two questions. Focused is a wave that starts, let's say at a wider base, and then slowly comes together with a focal point at the end of the wave and it penetrates the tissue deeper than a radio wave. A radio wave fans out like this, just like it sounds like, radio. So, imagine a wave fanning out. It looks like a little Wi-Fi signal. That's a radio wave and it covers a larger area, but it doesn't penetrate as deep, and there are benefits to both.

When you're talking about tendinitis or even plantar fasciitis, most of the time you have to penetrate that tissue very, very deep and have a very, very high setting on the device to have an impact, and it's focused. The radio is used for, let's say, not as deep penetration. Love that word. What we did was, we did a lot of testing with the Phoenix over the course of three years and we developed a hybrid tip that delivers both. The way it's shaped and the material that it's made out of does have a slight focus to it, but it also has a radio fan, it'll do both. We discovered that we were getting really, really good results with that so that's what we stuck with, and it's safe.

Dave:

Now, we've talked a lot about shockwave, but there's some follow up stuff that comes with it, and it's a large vacuum pump. Tell me about why you need to use ... Or not vacuum pump, it's a vacuum cylinder. But, why do you need to use a pump? What is it? Walk me through pumping.

Dustin:

It's a penis pump. The protocols that have been designed and proven and tested over the course of the last 20 years we've incorporated and fine-tuned with the Phoenix. A lot of the protocols out there that have been proven to produce results involve a penis pump, used one to two times a day while you're going through the treatments. Now just to clarify, there's a reason for that. When there's microtrauma

caused to the tissue, what helps repair the tissue? Actually, what repairs the tissue is blood flow. We want to feed that tissue rich, oxygenated blood so that it can repair itself.

You got all these new little blood vessels that are just these baby blood vessels and you want to feed them that rich oxygenated blood so that they can grow, and that's exactly what the vacuum pump does and what we've found is that the data is right. Guys that are disciplined enough to follow the protocol as described and do the work and do the pump one to two times a day for 10 minutes, which is not a big deal for a few weeks, they tend to get far better results than the guys that don't. Now, having said that, can you get results with just doing acoustic wave therapy? Yes. But, who doesn't want better results? Especially if you're going to make an investment in the device or go into a clinic and get it done, do the work.

Dave:

When I did the clinical stuff and they gave me a pump, I used it twice and I'm like, "Okay, I can't really figure it out. Do the balls go in the pump, do they not go in the pump?" Do they?

Dustin:

No, they don't but if you're not careful, they can get pulled in there, which is painful and that's happened to me.

Dave:

I've asked clinicians that and they were like, "Oh, sure. Put them in, don't put them in," and it doesn't seem like [crosstalk 00:31:51]. So you don't put them in?

Dustin:

No, no, no, no.

Dave:

They're like, "Why not? You get more blood flow there to, why not?" Maybe testosterone, who knows? But then it's like, okay, you're sitting there for 10 minutes and you're squeezing the little bulb or pulling the little trigger thing and I'm like, "This is a lot of investment of time." So I'm like, "I'll just see what happens." But I will say, the results that I had happened, despite the fact that I was very inconsistent in using a pump. I maybe used it three times, but it was like, "Okay, I just feel ridiculous doing this." Given that I wasn't really trying to make any major changes anyway, but I'm sure it would've been better.

Dustin:

Yeah, that's what I was just going to say. Yeah, I was just going to say if you're not experiencing symptoms of ED, you may not have to use the pump. We encourage it because we want you to get better results, but it's not an absolute must.

Dave:

Okay. It just creates a mild vacuum and then blood goes in and it gets fully in gorged, et cetera, et cetera. Not painful at all, but also another 10 minutes a day. I guess I could've probably tried meditating. I don't know what I would've meditated on though, so it was one of those things where, all right, enough's enough. But it does come with a pump and there's really good evidence that says you should use them from what I saw.

Dustin:

Mm-hmm (affirmative). Yeah, there's lots of data to back it up in clinics, and with the Phoenix. It's just an added benefit.

Dave:

It is an added benefit and all the studies are saying, "All right, let's get some extra blood in there." And there's probably something where if you're regular stretching the blood vessels after microtrauma, they're going to rebuild themselves to be able to handle more blood because you're showing them they need to more blood on a regular basis. That's bio-hacking. All right. How many times do you see women buy these for their partners?

Dustin:

That's a great question. Actually, I see it every day. Because we look at the numbers and we look at the data, and we analyze the customers coming in. We want to understand our customer base and what their wants and needs are, and there are quite a few women that buy this for their partners, or significant others buying this for their partners, and there ... Actually, sometimes I'll get on the phone and call some of our customers sometimes and just check in and talk about their experience. But I've called a few of our female buyers and, "Why'd you buy this for your partner? Do you mind sharing?" "No, no, no, no." They're really cool.

Sometimes it's, "He's not performing like he used to and I want to help him out, and I want to let them know it's okay. I heard about this and ..." They're giving them permission to take care of themselves because a lot of guys won't address this until it becomes a major, major problem. You know how it is, getting a guy to a doctor is usually the partner making the appointment because they want them to go to the doctor and take care of whatever issue it is, but lots of women. We get lots of women and lots of significant others buying this for their partners. They want to have good performance in the bedroom, so we get it all the time.

Dave:

It makes a lot of sense. How many people are solo users, versus have your partner give you the treatment? Is this a couples thing?

Dustin:

I've heard and talked to couples that will use it with a partner, uses it on her, him. It's not as common as you would think. A lot of guys are just like, "This is just something I just need to take care of on my own."

Dave:

Like brushing your teeth or something.

Dustin:

Yeah, exactly. You don't want your partner in there brushing your teeth.

Dave:

Yeah, it doesn't seem like it's a romantic thing to do. I mean, things are numb and there's a shockwave thing. I wouldn't look at it that way, but hey, maybe I'm not an average customer. This is something you basically ... It's a self-care thing like doing sit ups in the morning or something like that.

Dustin:

Exactly.

Dave:

Now, you've talked in some of your videos about the embarrassment and shame, and you've referenced it a few times. Where do you think that comes from? Why are guys, it's like if you're limping, are you ashamed that you're limping? If something's not working right, it seems like it's a hardware problem or maybe a software problem, but what's the source of that?

Dustin:

What I've learned over the years is that ... I used to do consultations here in the clinic, but what became extremely evident was, and it made sense to me over time, is why guys are ashamed or embarrassed to talk about their issues in the bedroom if they're experiencing that. It's because going back hundreds of 1000s of years, we are hardwired into our DNA as men to perform, specifically to procreate. It's in our DNA. You're born with it. So when you're not performing the way that you want to perform or your partner needs you to perform in the bedroom, it is very psychologically damaging. The first thing that goes out the window is your confidence, and that will trickle down into every area of a man's life. I can tell you, I've consulted with 1,000s of men who have ever had ED, and that was the one most common factor, was their confidence and their shame and embarrassment of not being able to perform. That's why. It's in our DNA.

Dave:

It's funny because we have all these thoughts that we're rational creatures. But you go and you look at ancient Chinese medicine, Ayurveda, Tantra, Daoism, all those things and there's something about, both for men and women, the sexual organs are the root chakra. They're the grounded area of the body and if they're not working right, it takes you off energetically in some way that's hard to rationalize, but it's a real thing. And there's lots of meditations. Some of the people who've been on the show have even talked about them, like John Gray, I believe has talked about it.

But there's meditations, like visualize energy in your reproductive organs and the idea is, "Well, they're not showing up the way I want them to." And women have similar issues like, "Okay, it doesn't feel the way it used to. It's not lubricating," et cetera, et cetera. Or, "I'm sneeze-peeing." I believe it's got to be similar, but I only know it from a guy's perspective, but I've talked a lot to women about that. So getting youthful energetic flow there, it seems to matter for more than it should matter if we're just meat robots, because I don't think we're meat robots. But this is a hardware problem that can be fixable. What about guys, though, where it's not really ... Where it's a confidence issue, like, "I can't get it up because I'm afraid of women," or whatever. Does it do anything there?

Dustin:

Well, let's talk about that. As you know and as most people know, sex isn't just about the blood flow. There's many different, let's say aspects to it, and things that can affect it. Guys that are experiencing what we often call performance anxiety, which can happen when you have ED. They're thinking about not losing their erection and performance anxiety takes over, or nerves and if you don't ... If you're not struggling with ED issues but you're struggling with, let's say, performance anxiety or some type of psychological issue that isn't allowing things to work right downstairs, it may not be a mechanical issue, it's a psychological issue, it's very difficult to overcome.

And it's interesting that you mentioned when you meditate, and there are different types of practices out there that can help guys get over performance anxiety. It's a real struggle for men. Sometimes guys will come into the clinic or they'll buy the Phoenix and they'll use it, and it's interesting to see what happens psychologically to them. Because when they see more blood flow things happening down there and maybe a little bit of a size increase, guess what happens? Their confidence starts to come back, and then the performance anxiety starts to go away. Psychologically they start feeling better, and then all these other wonderful things will start happening in their lives. But it is a very real issue and I've seen shockwave therapy actually just increase the guy's confidence too and get rid of the performance anxiety, but it's real.

Dave:

It makes a lot of sense to me. There's also something about the act of just taking control, like, "I'm going to do something about this, and I'm going to do something. I'm going to change how I feel about it." Changing how you feel is tough because you don't feel things for a reason, so it takes really advanced meditation techniques and mastery to be able to say, "I'm going to change my automated feeling systems to my will." It's not impossible, it's just really difficult.

But now you're saying, "Okay, I did something," and I think it serves as a mental proxy or something like that where, "Okay, I did something. Now I've given my feeling automated reproductive systems permission to do something different than they were before." Maybe it's curiosity, maybe it's something else, but that whole stuff, it's such a massive emotion and energetic flow and physical stuff, that maybe you're just literally shaking things up with shock waves. I could really see that making a difference for certain types of states where people can get stuck.

Dustin:

Yes.

Dave:

Now, one of the things that I asked you to do to come on the show was given a discount to listeners. I'm all about making all the stuff that I do, all the bio-hacks more affordable. What discount are you giving people? I know, getmyphoenix.com/Dave is where to go, but what's the discount they get?

Dustin:

Yeah, the discount that we're giving your audiences an \$85 coupon, and that ... We try to help lower that cost barrier for guys, even though this is like you said, about 25% of what it costs in a clinic or less. We still want to make it accessible for every guy that could possibly afford it, so we give your audience an \$85 coupon. They can go on to getmyphoenix.com/Dave and read more about the product and read more about the science behind it and why it works. They can see all the testimonials and stuff like that, but we give that to your audience, as well as there are payment plan options to break up the purchase and the payments as well, and that's really useful. It helps a lot of guys.

Dave:

This really costs less to be able to do as much as you want, than one typical treatment at a clinic. It's very sizeable savings, and then the extra \$85 off helps as well. With the payment plan, it's within reach for a lot of people. And if you're saying, "I have 10,000 bio-hacks I could do Dave. I don't know, should I take the supplement? Should I do this?" I'm going to tell you guys, intermittent fasting costs less than eating breakfast. So do that for a while and save the cost of breakfast, and then you can get a Phoenix.

Dustin:

Exactly.

Dave:

There's all kinds of things that don't cost anything that you can do, but you got to track what you hack and prioritize like, what are the things that matter most? I believe that tapping into sexual energy not just to have sex, although that's an important part relationships, but tapping into that in order to show up the way you want to show up in parts of your life that have nothing to do with sex, I think that's really terribly important to do. So if this isn't an area of concern for you, this might be the right investment for you and if it's not, then it's not. I feel like I'd be remiss though, what about women? I mean, could you use this on vaginal, on vulva or anywhere like that? Are there any studies of using shockwave [inaudible 00:43:49]?

Dustin:

I've gotten this question quite a few times over the years. I will say that there are protocols that are starting to develop in these clinics that are enhancing women's, let's say, I don't want to say performance, but their feelings and bringing back things to the way they used to be. Just to be clear, the Phoenix was not designed for women, but acoustic wave therapy-

Dave:

I was going to say, it doesn't look insertable, or it would be terribly ... No.

Dustin:

No, there are protocols out there and there are clinics around the US that are treating women with acoustic wave therapy to help bring back their sexual functions. Increasing lubrication and building new nerve endings, and helping them have better orgasms, or an orgasm if they can't, so it is out there. And again, the Phoenix isn't designed for females, but it's being done in clinics. I mean, you can hop on Google and look for it. We don't do it in my clinic just because we're more focused on the guys, but we have other stuff for women to help them. But yeah, it's starting to make its way into the female marketplace as well.

Dave:

Got it. Are you going to come out with one for women?

Dustin:

We have some pretty fun stuff in the pipeline that my engineers-

Dave:

Is it going to be called the Phoenix, or is there another name? What's a female bird? The Ostrich? What are you going to call it?

Dustin:

I don't know, maybe the Dove or something like that. Maybe something less aggressive, a little softer, but we have some very exciting stuff coming out in the next 12 to 18 months?

Dave:

You wouldn't at this point, I guess you couldn't probably because of regulatory. You couldn't recommend doing this on the outer parts of a vagina. But certainly people are doing shockwave therapy with clinical grade devices with anesthetic on those parts, and probably seeing results.

Dustin:

They are. Yeah, they are there and a lot of women are seeing results. There's different settings and everybody has a different sensitivity level, but these women are seeing results. It's out there.

Dave:

Well, I believe that we're looking at the beginning of a multi-decade trend where we figure out, hmm, different vibrational frequencies do different things in different parts of the body, at different doses. The mitochondria themselves vibrate, cells vibrate. We have all these systems that are tuned to mechanical vibration. It's one of the parts of our environment that we can hack. I've been making the Bulletproof Vibe, the whole body vibration plate for Bulletproof, I think it's going on nine years now, and it [crosstalk 00:47:45]. You get the vibration wrong ... This is a whole body vibe thing you stand on you.

You get the vibration wrong, it doesn't work, or it makes your knees hurt, or makes your lower back hurt. But when you get it exactly right ... There's a reason they use 30 hertz to restore astronauts after travel. The East Germans and the Russians have been looking at whole body vibration going back a long time. A recent study came out that said whole body vibration changes the microbiome. If you go into a lab when they're culturing cells or they're culturing bacteria or whatever, they have these little plates that rock back and forth. And, you can use ultrasound to activate stem cells.

So there's all these cool things happening, and you're just one of the companies that's further ahead with the Phoenix saying, "Okay, we know this formula for vibration on this part of the body does these things, and we know it clinically in multiple studies and we know we can do it safely, so do this." But there will become a time, or there will come a time when we have the right frequencies, and maybe it's not even shockwave. It may be ultra-effect. In fact, you can use ultrasound to stimulate the brain. Clinically, this is a last year thing and what you're doing is not ultrasound, but it's vibration.

So for people going, "Dave, what's going on here? Why are you talking about this?" Look, this is an early clinical, or actually, from clinical to home application of this radical idea that the right sound, the right frequency, the right vibration applied in the right way causes a compensatory or a positive response in the body, just like jumping rope, or exercising, or doing all these other things. It's not hard to understand that there could be an effect, and it's not hard to see that there is an effect because this is not just one study.

But what's new and unique, and the reason I wanted to have you on the show, Dustin, is that you guys are saying, "Okay, let's take a five or \$10,000 clinical thing and let's make it you know for less than 800 bucks at home," which is super cool. By the way guys, getmyphoenix.com/Dave. I did everything I could to make this even more affordable for you in this episode, and I think it's really cool and it works. That's why we just recorded this, and I don't know what else to say. Is there any question that I should've asked you?

Dustin:

No. Well, I always like to leave an audience with this and help them understand that the three reasons why the Phoenix was born were to help lower the cost, because again, it's very expensive in a clinic. To make it accessible for guys because even if a guy can afford it, he might not live near a clinic like mine or

another shockwave clinic around the country because you have to go multiple times. Removing that shame and embarrassment factor is the third reason and letting guys treat themselves in the privacy of their own home safely and effectively were the three reasons why we wanted to really develop this and really believed in it. I'll just tell you, I put everything ... I put my life's work into this. Everything I have went into this and my partner's as well. We're an awesome dedicated team, and we're just super happy to bring this out. We're getting a lot of really good reviews, and changing people's lives is what it's all about.

Dave:

Well Dustin, thanks for taking something that was locked in a doctor's office and making it accessible to people at home. I believe we have a fundamental right as human beings to do whatever we want to our bodies, I believe I have the right to buy any compound that can exist without needing a permission slip and to use it on myself, and that I am responsible for the results of that.

Dave:

And what you did with the Phoenix is you said, "Okay, how do we comply with regulation, but still unlock this from a clinic and put it in someone's home?" I want to see a lot more of that. We should all have the right to affordably buy stuff that works. I appreciate that because this is about freedom on a certain level. It's about medical freedom, the ability to say, "I wanted acoustic shock waves. I want it in my bedroom. How dare you stop me?" And well, you just made it happen, so that's cool.

Dustin:

Yep, we did. Thank you so much. Yeah, we're super excited about. And you said from a regulatory standpoint, I should also mention that this device, the Phoenix is FDA registered and it's actually the exact same ... Interestingly enough, we have the exact same FDA registration as the medical grade machines in clinics like mine do all over the country and all over the world. We're pretty happy about that and we're working with the FDA and walking down the path to work on clearance and things like that moving forward. But it is an open-minded of communication and it's been fun, and we're super excited.

Dave:

I definitely checked out that you are FDA registered, this is a real device and all that before I would ever have you on the show. And if you weren't, I'd have been real upfront like, "Hey guys, this is highly experimental. Some of the [inaudible 00:53:19]."

Dustin:

We didn't expect anything less of you. You did your homework.

Dave:

I do indeed, and I know my team puts you through the wringer.

I just want to say, thanks for making a real product that does what it says and is affordably priced. It's awesome.

And at that point, getmyphoenix.com/Dave, save yourself 85 bucks. If you want to give this a try, buy it for the man in your life or buy it for yourself. I'm telling you straight up, it's real, it works.

There's plenty of evidence that it works and you can see whether or not it works. Have an awesome day and this is the first of six episodes where, yes, we're going to go deep. Have an awesome day.

Dustin:

Thank you so much for having me on. This was awesome. I love that there's a seventh grader.