

Radical Remedy - Brian Richards Transcript

0:00:00 - Chloe

Hey guys, it's Dr Chloe and you're listening to the Radical Remedy Podcast. So today's guest is Brian Richards, and he is the founder and CEO of Sauna Space, which is my number one sauna company on the market. So, if you haven't picked up on it, a big theme of this podcast is how to reduce toxins in our environment and how to get them out of our body, and sauna is the number one way that I recommend doing so. So in this conversation, we really dive into the science behind photobiomodulation and how different light frequencies are able to stimulate healing within our bodies, as well as the importance of hyperthermia and the massive amounts of research behind it supporting brain health, detoxification so many different things throughout the brain and body. It's really mind blowing.

So check it out. I know you're going to love it. You're going to learn so much from this conversation, just like I did, and if you want to learn more about Brian, check out saunaspace.com. They're really doing an incredible job. There's a coupon code in the show notes and, yeah, let me know what you guys think. Have a wonderful day. Thanks so much for joining us. Hey guys, it's Dr Chloe and I'm here with Brian Richards from Sauna Space, and I'm super excited to speak with you today. Thank you so much for joining me, Brian.

0:01:15 - Brian

Thank you for having me, Chloe.

0:01:16 - Chloe

Awesome.

So Sauna Space is a really innovative company that has changed the game when it comes to saunas and, as you'll learn in this podcast, there are just so many incredible health benefits, ranging from increasing lifespan and health span to cardiovascular support, neurodegenerative disorders, mitochondrial function detoxification I mean it's really across the board.

It's an amazing device, but also you're getting the hyperthermia effect in the sauna and then also the photobiomodulation in your saunas as well. So one of the things that you've said on other podcasts that I found so fascinating is that almost every culture in the world has evolved with some sort of sauna tradition, and I always think that that's so fascinating, because that's one of the things as a doctor of Chinese medicine that I'm always looking at is. I always tell people you know, every culture of the world has a bone broth and has some sort of a fermented food, and I never really thought of sauna that way, but I grew up in Brooklyn. We used to go to the Russian banyan and the Korean baths, and you're completely correct with that. So I'd love to dive in a little bit about the history of sauna and how it started, and maybe a little bit about how you got into this wild world.

0:02:34 - Brian

Absolutely. The history of sauna goes back thousands of years and really harkens back to the history of the fire. So we've lived with fire for who knows 50,000 years, maybe 100,000 years, we don't really know. But even before that, like, what is fire? Fire is incandescent light and the sun is incandescent. So we're living under the sun, evolving under the sun, and the sun nourishes all life on earth, and most of what we absorb from the sun is near infrared. There is a lot of visible light in the spectrum, but in terms of the photons per second we absorb. So the wattage we absorb from the sun, actually 70% of it, is near infrared and so it's been with us forever. And then we kind of figured out eventually hey, we can make our own fire, we can make our own sun, right here next to us. And of course, spalar has been our tool and friend for so many things. It increases the caloric amount of the food we eat and makes it more easily digestible. That allowed us to develop larger brains and you know studies, that all the

evolutionary stuff it's this age-old many, many eons of sitting next to the fire and soaking in the fire light, which is a lot of near infrared. There's definitely mid and far infrared in there too. But eventually we figured out hey, what if we made this inside of an enclosure and then sat there and sweat? Maybe there's this purifying effect that it has. And that's of course what happened. Across the world they have little Celtic sauna caves, you know, in Ireland and the Korean hot pools and of course sweat lodges and saunas and Turkish baths across the world, right? So every human culture figured this out. When you make the body sweat passively, so you're not working out, you're just hanging out, it gives it all of this energy and power to detox, to heal, to repair, to rejuvenate, and so this is age-old practice that now we see in modern medicine with modern observation and modern scientific study, that the really hard benefits to resettle the body. That results in us living longer. So when you use sauna, it increases your health span, it reduces your risk of dying of all things it's called all-cause mortality and it also reduces your risk of dementia, and particularly nowadays.

Our ancestors understood that detoxification, purifying the body of poisons, is one of the key elements to health. There are other elements too food, water, how we breathe, the environment, we're in, the relationships we have. But there's ancient wisdom right of detoxification through passive sweating, through sauna, as a frequent practice to keep oneself healthy. And nowadays it's not just a luxury anymore, clough, it's more like a necessity, because nowadays we experience so much more it's really a tidal way of the toxins that we deal with nowadays from modern industry so much more exposure to heavy metals, plastics, dirty water, our air, just our lifestyle and the fact that we're not purifying anymore has led to the development of so many diseases that are really, you know, our mind is really just a disharmony in the internal or external environment.

All disease it's not really genetic. We're powerful beings, we're really unlimited. It's the poisons they ingest and there are various types of them. We'll have to talk about all of them. But our body, in trying to combat, gets disease and gets symptoms, and so when we experience these symptoms, it's not our body's fault and it's not our body working against us. It's our body trying to help us, it's our body trying to purify us.

So sauna is such a safe way to purify the body. Really anybody can use sauna and everybody benefits because of the cellular action of detoxification. So sauna, in short, it basically creates these things called heat shock proteins. They're dormant at resting body temperature when you heat the cells up three degrees, you get production of these HSPs. The HSPs improve cellular detox. They act like chaperones and they also correct protein function. So they refold misfolded proteins and they have a reoptimizing effect. So when you're in the sauna you're not just purifying yourself, you're correcting and reoptimizing the dysfunction of various proteins. The proteins are the line workers of all the cells of the body. They're one of the most important aspects of who we are and I love that aspect of it's not just cleaning us out, it's actually correcting us at the same time.

So to get back to the history of sauna, we've always had wood-fired, wood-powered saunas. And then we invented electricity. And then we invented the electric light bulb in 1887. And then Dr Kellogg in Battle Creek Michigan looked at this and said, hey, I can make a sauna out of it, there's something special about this light. And so he proceeds to make the electric light bath in 1891. And he also made a photo, for that was a portable electric light that was for healing. The product that we have called the Photon is a modernization of that. So he invents this and he tests it on 50,000 patients in Battle Creek Michigan, over 200,000 log sauna sessions. He documents all of it in a book called Light Therapeutics, published in 1910. And what's interesting too is he was not the only guy using electric light bulbs for healing. There was this guy Babba, there was Dr Gaudialli, there was Arthur Dinshaw and others. They're all contemporaries of Tesla and they're all using electric light bulbs to heal different diseases, to heal different maladies. This is not as well known because this was really suppressed by the

rise of the American Medical Association, the FDA and conventional medical care taking over for all wellness care and all health care. But you can read this book online, Light Therapeutics, and he talks about how he heals every single chronic disease he comes up against. It's really quite fascinating, and so I was intrigued by this.

This is a sauna space story is that I had health issues. I had some adrenal fatigue and acne and insomnia and I was lethargic. This was at the end of my college career and I was recommended by doctors to take pharmaceutical drugs and I didn't want to do that. I was already opposed to that. I grew up in a family of doctors.

My mother's a primary care physician who does all natural therapy. She's an ozoneologist now in Columbia, Missouri, but in the 80s, when I grew up in Montana she was prescribing supplements and vitamins like well before everybody else. She was really avant-garde for what it's worth, and my father was a radiologist. So I grew up with these two polar opposite ways to address health and I saw the fruits of what my mom did. And then what my father did was more diagnose, treat, diagnose, treat and mammography was the specialization. So you could see clearly that the natural, like supporting the body's natural means of healing itself, was a lot more effective. And that, of course, got me real interested in sauna, in this electric light bath, got me interested in sauna. So my mom recommends hey, you should. You know if I think you need a detox like you should get a sauna. And so in my research I found Dr Kellogg's work and I said you know what? I'm going to build my own. I'm kind of a tinker, I have a builder background.

0:10:38 - Chloe

You're one of those, yeah.

0:10:41 - Brian

Well, I just yeah, I'm an Aries too. I'm pretty, I'm pretty head forward, leaning forward, jumping into things you know, got you know, deciding pretty cognitively and thinking about it later. So I built my own and I healed, so I used it once before bed and I slept well for the first time since I could remember, and the next night the same thing. So then over six months, I used it like almost every day and all of my symptoms cleared away. Now, of course, I did combine it with going away from white flower and and doing some other things in my lifestyle too, like doing yoga more seriously. But there was something really. It really fascinated me Like one how could you just sit in this song on your lazy butt and all these amazing things happen? And two, where's the electric light bath? You know, where can you buy it? And so that was the inspiration for Son of Space.

I made my own logo and my own website and and got an endorsement from a doctor, and that was 10 years ago. So now I have a beautiful craftsman shop, a factory in in Clabby, Missouri, and we make these things for everybody and we ship them all over the world. And I've obsessed over one thing, and that's to make this perfect sauna. And along the way I learned a lot about the science I hadn't. In fact, in the beginning I had no idea about photobiomodulation, light therapy, but I've subsequently dove deep into that all that research in the PubMed and and otherwise, and and read a lot about it and was fascinated. And then later, of course, investigation to EMFs and the issues they cause and all the way trying to incorporate that into purpose driven design to offer what Son of Space offers today.

0:12:33 - Chloe

It's beautiful and you can tell that it's such a project of passion. The, the design and the workmanship that you put into it and all of the little details that you put into your products really stand out. It's somebody who's been looking into saunas for a while. I have one of the sauna blanket jammies and I also have a red light panel and I'm like why did I not just to bend to this? The right way For me?

You know, a lot of what I'm hoping to do with this podcast is help people understand the dangers, the ways to mitigate it and the ways that we can most effectively help reduce the impact on our bodies and help detoxify some of these things, and including detoxify emotions, which I got to say. The research behind the sauna and the photobiomodulation in terms of the mental health support is also pretty cool, so I want to go into that also. But I'd love to hear a little bit about how sauna, particularly light sauna, is so effective in terms of detoxification, because there are so many different ways to detox and I think that this is really one of the simplest and most effective ways out there.

0:13:40 - Brian

Yeah, of course, Chloe. We have a lot of endogenous ways to detox. The liver, for example, is our friend I was actually just reading medical mediums liver, love your liver, or I forget what it's called, but liver is a fascinating, complicated organ that is working all the time and so, basically, to break it down, we have the liver and then we have our bowels. So stool and urine are two ways to eliminate toxins. The third primary way to eliminate toxins is sweating, and it's actually the most powerful and particularly most relevant because we're not using it enough of the three primary ways to detox that one. Also, the breath. You also detox quite a bit by breathing. Breathe it out, you have the tongue scraping in the morning and stuff like that. It's actually quite beneficial and oil pulling. But basically you got three systems. If you don't use the skin to sweat in a sauna, they get overloaded. When they get overloaded, you have to rely on the immune system, because a poison, a pollutant, bacterial, viral load builds up enough that it starts causing a problem that overwhelmed the three primary systems. So the immune system kicks in and you have white blood cells that create this immune response and they deal with the issue and then they create antibodies and it works well. But that's definitely a backup system. The three primary systems are what are supposed to be doing. Those are the workhorses doing the job all the time, and two of those are autonomic, so they're running all the time. It's the third one that we need to activate. That our ancestors activated and we unfortunately don't do it as much nowadays. So sauna can be used to detoxify literally anything. So the petrochemicals that you referenced, you can sweat those out. Heavy metals, arsenic, mercury, cadmium, aluminum you can sweat those out. There's other ways, you know. There's other exogenous ways that you can detox, like using key ladders, and some of them, I think in certain targeted applications, are actually quite beneficial, like EDTA, but in general those are exogenous forms that are more stressful on the body than anything endogenous. So sauna is the safest way to get rid of these super, super toxic, super dangerous poisons that that we're experiencing from our environment.

When you use sauna, you activate the body's own built-in systems and it gets to detox in the way it wants. First of all, the liver gets a break, you know, and the kidneys and stuff. They get a rest for a little bit and you have these little actors in the cells, the heat shock proteins that selectively detox within the ability of the cell, the ability of the tissue, the ability of the organs to detox and eliminate. And then those toxins are moved out of the cells and into the lymphatic system, in the bloodstream. And if you're already really hot you're already sweating. So you start sweating and you sweat out the toxins. And if you measure toxin concentration in sauna sweat, it's way higher than the toxin concentration in aerobic exercise sweat like somebody running on a treadmill. You can look at the 9-11 worker studies where they measure toxin concentrations of like toluene and xylene and stuff and they're they had incredibly high levels, right, they were exposed to all these toxins in the air and they had tremendous reductions in three and then six months of regular sauna use. So we're we have the most effective tool to detox here is sauna, and it's also the safest because we're just activating an intelligent, built-in, beautifully designed divine system that we have inside. With sauna space, with the electric light bath, we introduce a new two.

We introduce a unique way of heating the body and also this benefit of what we keep saying light therapy, photobiomodulation. That means light controlling biology. So there's two essential sort of core advantages to using incandescent light that has a lot of near infrared in it and that's because of the near infrared itself. So near infrared light is outside of the red spectrum. It's the high energy infrared. So it's 700 to 1500 nanometers and, like I said before, it's the majority of what we get from the sun. So we have a lot of experience with this for eons and eons, millions of years really, and we see that relationship of love with near infrared in our mitochondria. So our mitochondria have a light receptor protein, the cytochrome C. Cytochrome means cell of light, so it absorbs red light that we can see and near infrared light that we can't see. But the reason why the majority of what we absorb from the sun is near infrared and not red has to do with tissue penetration. So I'm going to geek out a little bit here, but it's important to understand this.

The body has an optical window. The body and biological tissue doesn't absorb all the wavelengths of the sun the same. Some wavelengths go in a lot deeper than others and that's because we have two main or three main chromophores in the body. On the high end, absorbing ultraviolet light and blue light, and a lot of visible light is hemoglobin and melanin. And then on the other end, what's absorbing most of the infrared light is water, and so of course we have lots of hemoglobin, lots of melanin and we're 70% water. So these are the primary chromophores in our body and they create these two sloping absorption curves where they absorb really strongly at the high energy and then getting out into mid and far infrared. In between those two is what's called the optical window of the human body. That's about 600 to 1400 nanometers, and what's really interesting is the absorption band of the cytochrome C in the mitochondria is 600 to 1000 nanometers. So it's red light, and about half of near-infrared light is what is absorbed by the mitochondria and activates an amazing array of healing functions.

So when we're in the electric light bath the sauna space version of a sauna we're getting a photobiomodulation effect at the same time that we do sauna. And what are those effects? So light therapy light therapy, first of all, is defined as the use of red and near-infrared light to heal damaged tissue and reoptimize healthy tissue. So this is a benefit that every cell of the body gets except red blood cells, and when we use near-infrared we get that effect in really deep. Red light only penetrates the skin a little bit. It does not penetrate bone tissue and it does not go deeply into the body. So if we want to photobiomodulate our guts and organs and liver and brain, only near-infrared does that.

So when we're using near-infrared in the sauna we're photobiomodulating super deeply into the body and what happens is the mitochondria makes more energy and makes more ATP and it releases a designate nitric oxide out of the cell and it creates super oxides that combine with the nitric oxide and the extra energy to do a wide array of things we call the mitochondrial functions. So there's inflammation reduction, there's regenerative growth factors produced, there's epigenetic repair, so that's anti-aging. And then of course, the nitric oxide released out of the tissue increases blood flow and blood circulation and tissue oxygenation and those then have a cascade effect on the higher organ functions of the body. Right, you get nitric oxide is an immune agent and you get increased blood flow throughout your body. So you're getting immune modulation effects and all these healing effects in the cell and repair of the DNA. And it's like amazing, in the SOM Space sauna you're doing that at the same time you do sauna.

So we all know that detox is can be tricky. Sometimes you get detox reactions. Detoxification is an intensive, sometimes stressful endeavor. But when we use near infrared photobiomodulation the whole time we're making the detox less stressful, we're giving the cell more energy, we're improving blood flow and we're overlapping a lot of benefits of the sauna therapy itself, the heat therapy itself, and in doing so we're making the sauna, the detoxification process, more effective, less stressful, more energetically easy for the body to do and the cells to do its job.

So that's like the one benefit of using near infrared light from the electric light bulb to power the sauna. The other benefit is the way near infrared light heats the body and this is a big consumer benefit of using my style of sauna. It's really fast, it heats you up super fast and that's because of that deep penetration of light. So some of those near infrared photons are hitting the mitochondria right and they're causing this light therapy effects. But some of them are hitting water. But near infrared light is only partially absorbed by water. This is kind of some quantum mechanical stuff. But basically near infrared light penetrates four to five inches into the body. So you're heating. When you use near infrared light to heat the body, you are heating the body radially, you're not using the air to heat you.

All the finished saunas Turkish saunas, classic saunas and also far infrared saunas are primarily using the air to heat the body and because of that you have to preheat those saunas and then you have to sit in them for like an hour or more to achieve the glarella sauna which is to sweat one pound of water out and raise core temperature three degrees.

So the lower end of near infrared is deeply penetrating and heating the body up radially. But once you get into mid-infrared and far infrared you have 100% absorption of the light by water. So far infrared wavelengths only go a couple millimeters into the body and that's why, practically speaking, you have to preheat a far infrared sauna. That's the case with all of them. In a sauna-space sauna you get in turn the lights on and you start sweating in like 10 minutes and in 20 or 25 minutes you're done. So it's the most efficient way to do sauna for the sake of sauna. But when, again, when we add the light therapy in, we have this huge added benefit, that's not to be underestimated, especially since our modern lifestyle keeps us away from the sun.

0:24:33 - Chloe

Yeah, it's amazing to me because both elements of your saunas are incredibly healing and dynamic healing modalities that are very, very simple for everybody to use. As I've said, with my light panel, again, I know I've learned since buying it. I've learned more about the flicker and all the different technology that's going on, but even with that it works really well. Like Remi fell and had an egg-sized bump on his head and I did the red light on him for 10 minutes two times one night and the next morning it was totally gone. I use it. A lot of children with special needs, or just a lot of children and adults in general, are dealing with mitochondrial dysfunction, often secondary to toxicity. So really it's just a really beautiful symbiosis with the different technologies that you have within the sauna and how they work together. I'm curious a little bit if you want to nerd out for me a bit on. So, as I'm assuming that the photobiomodulation also helps with structuring water within the body, do you want to speak to that?

0:25:42 - Brian

Sure. So well, yeah, let's talk about structuring of water and what is structured water? So structured water, smart water, the fourth state of water, it's basically scientifically, when all the positive, negative ions of the water you have are aligned in a uniform fashion, so it's structured, as opposed to being bulk water, which is wherein the positive, negative charge because water is not a neutral molecule has a positive side and a negative side. They're just randomly tossed around there. So it turns out that structured water has so much relevance to biology. So when you can structure water in two ways and before I get into that, I should say that structured water exists everywhere in our environment, in the plants, in the animals and in us. The mitochondria is 100%. What's structured water in it?

There's some argument that the entirety of the use of the cells ATP energy is not for direct use in cellular processes, but rather just to structure the water. Mostly, when you have structured water, you basically have bioavailable water. It's water that allows the cells and the cellular

metabolites and the tissues to work a lot more efficiently. Whether it's inside the cells, whether it's nerve tissue or the myofascial system, it's one of the largest organ systems of the body wherein water is the primary element. The water is the master communicator, messenger in between all the organs.

So structured water is so essential and so relevant to biology, to human biology, and there's two main ways to structure water. One is to vortex water, so you can buy online water structuring devices. Some of them are even really cool, portable ones that you just pour the water through a funnel and it basically just goes like this, and that vortexing action has the effect of aligning the charges. You also, when you cook, you make broth in a crock pot, the bubbling and forms a structured state across an ionic surface. So, with the collagen and the other stuff in there, structures the water as it's cooking.

What I didn't know, that yeah, yeah, yeah, and you cook it totally over time. But that's probably not the primary way water is structured in the universe. The primary way is from incandescent light, primarily from sunlight. So I'm going to go in the lengths of sunlight. Structured water not just the photobiomodulation ones, which is red and near-infrared Blue light, ultraviolet, all the infrared and visible light they all structure water. So you could set a glass outside or you could set a glass in front of one of my bulbs and they will structure the water inside of it. There are also other interesting ways to structure water, like putting a crystal in it or a gemstone in contact with the water. There are also some really cool technologies that you and I have heard of, like some of Aedic and some other things that you know lilaquantum products that also have the effect of structuring water.

But in the environment, the core, primary way that all water is structured is with light, is with incandescent light. It's not with LED, blue light, and it's really not as much all this modern artificial lighting. It's the light of nature, which is incandescent, that structures water, and so most of us nowadays unfortunately don't get much sunlight. And when we get sunlight, we don't get it on our whole body. Right, we're wearing a t-shirt, we're wearing clothing, but our ancestors understood that there's so much power to the sun. So one of the most beneficial things you can do when you're out in the sun is get the effect of structuring the water in your body. And when you're in the sauna space, sauna, you get that same effect and so in a way, it's crazy because you're losing water, right, you're sweating, but in a sense of structuring the water that's inside of your body, you actually exit a sauna space sauna more hydrated than when you went in, because you're helping the body make that water more bioavailable so it's more able to do its job. And again, any wavelength of light can do that. But if we want to structure the water deeply in our body, if we want to structure the water inside, deep inside our brains and of course the brain is a huge focus nowadays because of the heavy metal load that it has and all the toxins in there, it's only near and for a light that's going in there and photobiomodulating and structuring water. And I guess I'll take this as a segue into another benefit of near and for a light and of sunlight, which is 70% near infrared and that's melatonin.

So melatonin is more classically understood as the sleep hormone, and blue light enters the pineal gland during the day and stimulates the production of melatonin in the middle of your brain, the antenna behind your brain, the pineal gland, and then at the end of the day, when the sun sets, the pineal gland releases the melatonin to the bloodstream and the brain clock tells you to go to bed. And that's part of our circadian rhythm, which is really important. We're all beings of rhythm and of frequency. But there's another.

There's a more recent understanding of melatonin that is quite fascinating.

It turns out that 94% of the body's melatonin is not made by the pineal gland.

It's made in the cells from the stimulus of near infrared light and it's made right there in the mitochondria where it can. Melatonin, first of all, is the body's number one antioxidant. So it's a huge immune actor and it's designed you're designed to get a lot of sunlight. Or, you know, hop in a sauna, space, sauna and get lots of normal infrared light deep into the deep cells of your body to produce melatonin at the cellular level, to refill the antioxidant reserves that you have in the cells daily. So it's another huge benefit of incandescent light, a full spectrum light that is beyond the photobiomodulation and beyond the structuring of water and I'm sure the more we look into the light of nature and the sun what will you know? We find more and more elements that are so beneficial to our health. But I find that fascinating because people take melatonin. You know, for sleep as orally, that you can get plenty of melatonin if you get a nice big dose of near infrared light on your naked flesh.

0:32:12 - Chloe

Yeah, well, and it's interesting also because melatonin has been studied recently.

Like high dose melatonin is being studied in oncology research, as does hyperthermia in certain conditions in certain places Obviously not a catchall for anybody who might be dealing with cancer, but both really interesting research that's coming out, and sleep dysregulation is a massive issue in our society as well.

I think one of the things and I mentioned this to you before I think it's so interesting how much sauna and photobiomodulation can also help with mental health. Just like and there was a cool study that I saw. Oh yeah, dude. So this study showed that was done in 2016 showed that just one session of whole body hyperthermia led to an acute antidepressant effect that lasted for six weeks. That's out of control, especially as we're looking at the mental health crisis that we're having today, especially if you're looking at teens and their suicidal ideations and the dramatic challenges that we have with SSRIs, which were just pretty much completely debunked by Western medicine. Sauna and in-light therapy both have a ton of ways in which they're supporting mental health. I'd love to hear what you think about that and how you think that that's working.

0:33:36 - Brian

The reason we're unhealthy is because we have disharmony in our internal and external environment. We need to detox all the poisons in our body and then we need to reoptimize and restore optimal function. So we need we need to look at diet and water and our sleep, but we really also need to look at Purifying the body. When you purify the body, you get this stuff out of the way and you give the body what it needs. It really takes care of itself really well. So you do see in the research in sauna, improvement and spinal cord injury victims and motor function. You know, with photobiomodulation, near infrared light causes a mesokymal stem cell release from the skull, from the bone cells in the skull. They go into the brain and dissolve amyloid plaques. So you know that might be related to why we're seeing a reduction in the risk of dementia. And so you, you know you can get into the weeds of what's happening in the cells. But if you look More and see the forest for the trees, look at some, look at the studies. I mentioned the beginning. People are living longer and reducing the risk of dying of all things through sauna and when you Clones yourself and you're healthy and you get the heavy metals out and you improve protein function and you're nourishing the body with what it needs. Of course your brain works better and of course you feel happier. No, you could. You could also. You could go on forever in some of these studies, like near infrared light causes the, the, the promotes the release of serotonin and dopamine, monamine neurotransmitters that make you feel good, like after exercise, and and so that's what SSRIs are that you mentioned there. They're stopping the reabsorption of those serotonin reuptake inhibitors. So they're they're trying to keep those serotonin's flowing so that you feel good for longer. But the body is designed to have those. You know, when you get that exogenous or or or endogenous stimulus that makes you feel good, you know it might be breath, work and meditation, it might be a big

warm hug that you got from your friend it's. We don't need to give the body much that's exogenous. I'm firmly. I'm a firm believer of this.

In terms of drugs or anything else. It's really just food that it needs, a clean, clean food, and then it needs light and it needs a way to detoxify, and Certainly the sauna can be combined with some dietary detox protocols, like like liver cleanses, like EDTA, which is really effective, for EDTA is really effective. That's one of the only ones that I really like because it's an old key. Later from that was invented, like the 40s, and it's shown in the literature to be the only heavy metal detox key. Later that, that detox is these modern nanoparticles we're dealing with nowadays. There's graphene oxide and quantum dot technology. That's in our food and in our technology and is an also pharmaceutical drugs. Now that is a new, a New enemy. You know. It's this new foreign poison that we don't want our bodies, that we weren't even really designed to deal with in the First place. So there's some targeted use of that. Some people also, like Dr Chris shade of Crix silver scientific, has this push catch protocol that's really beautiful, using charcoal.

I also recommend a product called advanced TRS. That is a zeolite spray basically, yeah, in the special needs community, but also, I mean, if you got to like and advanced TRS's Instagram, it's, it's really for profound the, the, the healing that people are getting, and they're getting that because they're reading the body of heavy metals and so combining that with a frequent practice of sauna, I feel like, and and some of these lifestyle changes, you can really overcome anything. And if you're gonna do sauna, you know, do it. You know, try it the way we're doing it with, with the near and for a light, with incandescent electric light, because that benefit of photobiomodulation and that Replenishes and replaces to some extent that missing therapy we get from the Sun heliotherapy it's, it's, it's, it's really, it really sets itself apart. And I will also say, like the experience of sauna some people have used sauna before like a finished sauna and they found it Clostrophobic or oppressive and they get out drained.

You know that's too intense and you have detox reactions and and and, and that is a part of the journey. You know detox reactions are part of it. You know, when you use sauna or you use TRS or other things, sometimes you get a headache and that's the. You know the heavy metals coming out of the cells and then your body trying to get rid of it, or or there are many other types of detox reactions skin reactions and other things.

But when we use light therapy, and especially in an environment that's protected from EMF so we're creating this really tranquil space where there's no sympathetic stress from the environment on the person, we make the detoxification process a lot more safe, a lot more effective, a lot more tolerable, I should say and so you have to try it, but and you know that's why we have a trial period, but but when you're in a song space sauna, it feels really Zen inside it. It returns you to that feeling of nature of sitting in front of the campfire. It's not a stressful like look at my watch, when can I get out of here? Type of feeling. It's. It's a very nourishing feeling and for many people it you're giving the body what it's been starved of For quite some time.

0:39:17 - Chloe

Yeah, and on so many different levels also. So there are two things I want to dive into one. I'm just going to note how brilliantly the heat shock proteins are up regulated with the sauna and the hyper Hyperthermia actions. I think that that's so important in terms of the protein. I just can't stress enough how important that is in terms of optimizing protein refolding and reuse and clearing out the protein. That's something that is seen in pretty much all neurodegenerative disorders, and I think that that's clearly one of the ways in which Sauna is so helpful in preventing these disorders, and anybody who is worried about that should really look at some of the research. It's. It's pretty mind-blowing, honestly. It's really impressive. But I'd love for you also to talk a little bit about why if I am sure I'll have somebody on to do a deep dive in the future Also but I think it's so important and I think again, it's one of the things that really makes

your sauna stand out that you guys have the Faraday cage option. Yeah, so nowadays we have a billion billion times more.

0:40:18 - Brian

Man-made EMF than we, our ancestors, had a hundred years ago. So it's not something we've evolved to. To protect ourselves from for a very long time. It's a very recent and very recent invention and basically what it does is it causes oxidative stress in the body. It opens up these things called Voltage gated calcium ion channels. You have them in most cells of the body. They're used for cellular signaling. When you open those up, calcium floods into the cell and you get too much production of Super oxides and particularly one is produced called proxenitrite, and proxenitrite and proxenitrite has a really long half-life and it's able to Get into the nucleus of the cell and then it breaks down and then the nucleus water and it damages the DNA.

So if you have your cell phone in your pocket for three days, that's the same, has the same effect as x-ray in your gonads. So that's a big disconnect that people have that we need to bring into focus here. It's not just ionizing radiation like x-rays and gamma rays that damage DNA and ultraviolet light that damages DNA. It's also non-ionizing microwaves and Wi-Fi and Bluetooth that damage DNA slowly through that Oxidative stress process I just described. So that happens in the whole body. But the highest concentration of Voltage. Gated calcium ion channels are are with here, guess what? They're? In the heart and in the nerve tissue and in the brain. When the cell phone signal hits the graphene oxide inside your body, they come together and they start moving in these fractal patterns and so they they cause damage in the in the blood and in the arteries and the cells, and we need to get that out of our bodies. So the 5g and the and the ems in general become as of our toxic state.

Nowadays, of all the heavy metals and all these new nanoparticles we're using in In in human, all across human life, they all have an amplifying sort of force multiplier effect that's deleterious to our health and there are, having said all that, all that glum and doom, there's a lot of hope here. So one thing is heavy metals out of your body, right. Detox the, the graphene oxide and the quantum dot stuff out of your body and the hydrogels. Get that out of you.

You edta is effective for that, there's some other things as well and then use sauna for that and for reducing the amount of things in your body that don't belong, the things that are not you, and when you get more healthy, you know you can be more, more you. But Uh, there are. There is hope here. You can buy Graphite based shielding paints and you can paint your bedroom to block out the external Radiation from coming in. You can use fair day bags that are widespread online to just put your phone in. I I was reading a recent study that found that even when you turn your phone into airplane mode, it still transmits.

0:43:26 - Chloe

I Then. I keep hearing that also, and it pisses me off. That seems like nonsense.

0:43:30 - Brian

Well, yeah, it's, that's really frustrating, but so, uh, a surefire way to deal with that is to put in a fair day bag, and a fair day bag is made of metal. So fair day cages fair day cages are basically in in research and in laboratories are these six sided boxes that are made of metal and electric fields can't go in or out, so they they block everything. They keep everything in, they block everything out, and if you ground in the fair day cage it acts as as sort of a Adrenaline system, so any of the electric fields that hit it drain out to the ground. So in the sauna space, sauna, instead of having this, these big metal plates or blocks. Uh, you know, we figured out it was actually figured out before, but we we can't. We improved on it Is that you can just use little silver Cabling that's only micro size, since you have silver thread in a fabric and you have gaps

between it. But it's enough to have that, not to have that silver thread in there to block the cell phone signal substantially, like 99.9 percent, which is almost all of it.

So I didn't know this in the beginning, as only eventually. I learned about this actually through a colleague of mine named Brian Hoyer, who runs a company called shielded healing and he does professional home emf assessment and mitigation, and I learned that, wow, we got a problem here. So I started out first with emf shielding the light panels that we make, the, the sauna panels and also our portable light, and so the, the guard that protects you from touching the bulb because it's hot, is also grounded and that traps the electric field from coming out of the filament. And then all the wiring inside is electrically and magnetically shielded and the power cord is shielded as well. So you, you, I figured that out so that you know sauna space is not bringing any emfs to the party, just the light, just the healing nature of the light.

But eventually I was pursuing a way to block out All of the external, all the emf's in the environment, and so we eventually, over the years, developed our Faraday sauna that we offer now, and it's it's a fabric that I developed that's 35 silver and it's made of organic cotton and and that's lining the whole sauna. It's also connected to the electrical Ground of the light panel, and the ground emat itself has the material in it. So the bamboo mat that you sit on Inside is also has this material in it. So I've recreated this six-sided Faraday cage out of this breathable, you know, beautiful organic cotton silver material that has that effect of blocking out the emfs and and it was. It's cool because there are other shielding fabrics out there and there were when I first started this but there weren't any organic ones and there weren't any that were tested for 5g, and so I developed mine using organic fabric, and I tested it in a third-party lab for the these like 20 up 30 gigahertz, the 5g wavelengths, and we found some incredible, incredibly awesome results. So we proceeded forward and came out with what we have today, and nowadays there are other fabrics that have come out that are 5g tested, uh, which is great, but I'll have to say that any in your sleeping environment and in any therapeutic environment, the best thing to do although some of these products are great that are out there for making the EMS less stressful on the body, these different products you put in your space, the best thing to do is completely balk them out, and so I highly recommend you know for your audience to look into that If you're in a permanent home that you live in, the shielding paint is one of the best investments you can make.

There's also. There's also ferrity bed canopies that you can get, depending on you know what kind of look you want in your bedroom. But you're at sleep a third of your life and in there. You don't want that oxytate of stress on your body and then otherwise, when you're, when you're, when you're healing, you know you wouldn't med, just as you wouldn't meditate in a polluted space. Ideally you don't want to do your healing in your sauna space.

You know, with all the C, m, f, so our basic product just has the grounding mat.

But if you're interested in full ferriday protection, we offer that too. We've had that for a couple of, you know, maybe like two or three years now, and it is an exceedingly popular product because of it's the only way, in some ways in the sauna environment, to create this space. That brings you back into a pre 1891, you know, you know a 19th century environment where there's no wireless transmissions going through it, nothing in the air and there's no blue light, which we should talk about, and there's no flickering light. There's nothing in there except these original healing elements of nature the heat and the light and that grounding feeling. When you sit on the grounding mat you get grounded. So when you're grounding, but having your bare feet in the earth, you, it basically is an electromagnetic detox. It drains the positive voltage out of you and charges you with electrons immediately it's like. It's like in a fraction of a second, and so you're doing that in our product as well. All that stacks together for this really uniquely Zen experience that that you don't get everywhere.

0:48:55 - Chloe

Absolutely, and I've been in your ferriday chamber before and it is a palpable shift from outside to inside. So I can only imagine, especially as your body's doing this heavy work of detoxification. You know, giving your body that space and freedom from these exogenous toxins and like stressors is going to allow you to detox further. So you have your ferriday sauna. You also have these beautiful photon lights and sort of a buildable system so you could also do a bathroom. You have a, a kit to create a sauna in your bath, in your shower. Tell us a little bit about those and sort of some of the different options that people can look into.

0:49:40 - Brian

Yeah, absolutely. The flagship option, as you said, is the ferriday product, the, the. The Luminati sauna is the base sauna, so it's lower price because it doesn't have that expensive you know 35% silver liner in it. But the core of the sauna is the tungsten infrared sauna panel and those come in three and four bowl options and you can also buy those and do it yourself your own enclosure, if that makes sense or if you already have a cabinet sauna, are dissatisfied with how long it takes you to sweat and you're looking for photo biomodulation as well, you can buy the. We recommend the four light panel as a standalone, ideally the three light panels, more of an add on, but some people do get that as well. You can buy just the four light panel and put it into any small space with a small ceiling, like a small closet. Or we have our shower converter kit that comes with an organic shower curtain that covers the top and the front of a full bath stall and it comes with a tungsten pedestal. They put the, put the sauna panel on and a stool that you sit on and you sort of box in the shower stall. It's not for everybody, but for people who have an extra shower it's really nice to do that. There's no grounding mat in it and you know it's it's. It's a little more. It's not quite as cool as our, our saunas, but these are all ways to bring sauna space and sauna and and, naturally, incandescent life therapy into your life.

So we're trying as best as possible to create solutions because there's so many different home environments. You know that people have, people are often quite space restricted. But the sauna itself is also pretty cool. It's it's four feet wide and four feet deep, but it's only two feet wide on the back so it fits into almost any corner of a home and it just, they all just plug into 110. So they do work worldwide too. We have 240 volt bulbs for international, international people, but it's it's also very portable so it's easy to set up. So you know, ideally you want to set up each, you know, for daily use, but it's really easy to break down and put in the closet or to take with you or to let someone borrow, and and when you get. Having said that, when you get inside it's actually quite spacious inside. It's a really ideal volume. So all of our products, you know, come with the trial so you can all, you can try what you want and hopefully get the you have a really long.

0:52:10 - Chloe

You have like a hundred day trial, don't you?

0:52:12 - Brian

You have a really yeah, in the U S and Canada. All of those are solutions for full body sauna, full body hyperthermic and full body photo bio modulation. The, the actual best, the, the the most flagship product is a recent upgrade to the sauna that we've come out, which is the three bolt panel, and that's because you can put it below the four bolt panel and create a seven bulb system that still works on a 15 amp circuit. And this was inspired by some of my work with Dr McColla, actually because he wanted, he wanted more and he's quite a sauna enthusiast.

0:52:50 - Chloe

And so pushing the boundaries? No, what?

0:52:53 - Brian

Yeah, right, right, more is always better, uh, uh, but you know really amazing guys. So he actually he and I try this out together and experimented with it quite a bit, and so it's not for everyone. You have to be a sauna enthusiast, not really have underlying health conditions as much, be acclimated to sauna use and and you know, uh and all that, but you can decrease your sauna session for 25 minutes to like 14 minutes in that where you're sweating out a pound of water and and you've raised your core temperature three degrees or more in like 14 minutes, and that's what I use at home. So it's like, for those of you who have no time, time is the most important thing. That's amazing. Uh, that is our most high end option. But so that's all the sauna solutions and you can look more on our website. You know all the details and and all and see it and check it out.

But there's also, um, perhaps my favorite member of of of the products that that we offer, and that's the Photon Therapy Light. It's one of our thermal light bulbs that that I developed on a electrically shielded panel, and it can. It can go straight, it can tilt and it can also stand on its back. And this is a fascinating product and, especially because of more recent understanding that I have, Dr Kilnorg and it's 130 year use is for local spot therapy, so providing relief to, to tissue, you know, anywhere on the body, on the feet, you know, and all of those benefits that we discussed before about inflammation reduction and blood flow increasing and and and making things feel better from the light therapy and the heat therapy. Those are all applying locally. So you can use it on the gut for, you know, gut inflammation. You can use it on the head for neuro psychiatric benefit. You can use it for lymph drainage on the back of the neck, you know, for so many things, just aches and pains, joint pains and stuff like that. That's what people are classically using it for and more recently I've I understand that it's has a use that goes far beyond the local spot therapy use and that's for indoor light correcting technology.

So this light from the Thermalight bulb, from the photon, cancels out the measurable blue light and measurable flickering light. You can measure this with a spectrometer or a flicker meter. I think we have a video on our Instagram of that, where when you bring a photon into a space that's lit by LEDs, whether it's overhead lighting or the computer screen that I'm looking at you from right now the amount of blue light goes to almost nothing and the amount of flickering, pulsing light that frequency that you can measure also drops to almost nothing. So the photon is correcting and re-optimizing the lighting environment indoors. It's literally bringing the outdoor spectrum indoors that we don't have indoors because we only have blue light indoors with all the smart lighting and many of us now have low E glass, energy efficient glass on the windows. That's blocking all of the infrared, including the near infrared, and so we're in these weird, like hospital light, sterile light environments from a light perspective.

In our indoor environments, even if they're aesthetically beautiful and all the furniture and all the coverings, everything's beautiful the light is all really toxic and synthetic. So bringing this natural light in corrects the lighting environment and it helps people with technology fatigue and screen fatigue and that stressful feeling you get from blue light. And since it's not flickering and it's not, there is no blue light from our light source here it's the perfect light source for after dark. It's literally this flashlight here, it's literally an electric campfire and so you can use it to vibe up any space and use it after dark and chilling around, not just for computer work, when you're reading, when, anywhere you are indoors, where you're hanging out in one area for a little while, you turn this on and have it next to you as this happy companion that's giving you the light that you're supposed to be getting every day. And it's convenient and portable and you just plug it in and use it anywhere you want and it's really a game changer for the indoor space.

So, like I'm spoiled, of course I have one at my next to my bed and one at the desk, and I have one in my healing room too. But it's a great product. It's really affordable and it brings tremendous benefit to people who are low frequency, who are down or in a funk. Just having this next to you, it's really, once you use it for a while, you're like, wow, I'm so. It's really

something that I travel everywhere with it, particularly in places where I can't bring the sauna, hotel rooms or other places. I still have this companion with me that keeps me present, keeps me high frequency, keeps me centered and provides that comfort, the firelight that we're all programmed to love.

0:58:02 - Chloe

Yeah, it's innate in us and you feel the difference. I mean it's like going to the beach and being in the sun. You're grounding in the sand and you're getting the new it's from the sun and you feel that difference instantly. It's not just cause you're on vacation, but it's a part of who we are as humans. I love it. I think that the Photon is such a wonderful product for people to start with. That's what they're looking for. It's, as you said, it's really affordable and it's something that you can work into your day, every day, to help optimize your health, and it's really wonderful.

One more note before we head out. I just wanted to really point out the fact that, from the research, there is such a massive correlation to a higher. So the benefits of sauna are so dose dependent. I found that really, really interesting how the benefits in terms of cardiovascular support and detoxification, obviously, but neurological support all of that really increased dramatically when people were using the sauna, I believe, like three to four times a week as opposed to one to two times a week. So I think that that's really interesting for people to note and also really important in terms of advocating for people to have something in their home to help them get into that sauna space literally more regularly, instead of having to go out somewhere else to do that. It just makes it so much more convenient.

0:59:29 - Brian

Yeah, that's true. It's a good thing to point out. That's the Laocannon study. It was a 20-year study on 2,000 Finnish men and the guys that used sauna one day a week had I don't remember exactly what it was like 30 or 40% reduction in risk of heart attack and cardiovascular disease versus those that didn't do sauna at all. And that's 2,000 people across 20 years. That's a massive conclusion.

That's not a research with a Petri dish and a couple of cells like that's very conclusive. And what was interesting is what you just said the guys that were doing sauna three days a week had another 30, 40% reduction in their risk of heart attack and the risk of cardiovascular disease, and they followed those same test group for another five years and they published in or six years and they published in 2021 the same outcomes for dementia. The guys that did sauna one day a week had big reductions in dementia risk and the guys that did sauna three days a week had another huge proportional decrease in risk of dementia. So it seems that the sweet spot is to do sauna two to three days a week. Ideally, I use it probably more than that, more like five days a week, but any sauna clothe is better than no sauna, for sure.

1:00:55 - Chloe

Absolutely, I love it. Well, thank you so much. This has been really fun. Is there anything else that I didn't ask you, that you'd like to explain or dive into, or I think we covered a whole lot? No, we covered it all.

1:01:09 - Brian

It's just the more I do this and sort of channeling this thing and working with sauna space and seeing so many healing stories, the more I come back to not worried so much about the science. You know this stuff works and understanding that we have this unlimited power in our bodies to heal. The body can heal anything. We have to clean it out and we have to give it what it needs. And what it needs is what our ancestors were getting 100 or 200 or more years ago. So when you think about things that way, look at your life, look at your indoor environment, look at your relationships, the food you eat, the water, and do it like our ancestors did and you can thrive in this modern environment. You don't have to like escape and go to some far off

remote place Like we're here to do the work of the divine right here, and we have a lot of challenges in society nowadays. So we need to be here, but we need to be healthy and to do so. It's all that creating more harmony in the internal environment, and you just need what God's given us the fruits of the earth and also the genius of mankind, some of these amazing modern technologies that are being used for healing. So they're all great. You know, all saunas are great. All photobiomodulation is great. I have my particular recipe here that I think is unique and maybe the best.

But all of these things are valuable and beneficial and much more effective than what we're getting for treatment of chronic disease from conventional medical care.

What we're doing here in natural healing and wellness is much slower risk and much higher benefit than anything that's coming out of the pharmacopia and the pharmaceuticals, and that's the cost-benefit analysis you do when you buy things. So we already do that when we buy iPhone cases and cars and everything else. Let's not suspend that judgment. We have an incredible power of our human mind to look at these things and say, hey, well, what's safe? What's really safe and effective? It's what's high benefit and low risk, and the things we've talked about today are all incredibly accessible and low risk and so beneficial to us that it's something that we all need to consider as a first response. Not a last response after conventional medical care has failed us, but as a first response. Empower ourselves with some of this understanding and watching and learning about how the body works and what it needs, and take charge and start to feel your body and try out these things and see that this is totally the way to go. This is the way we heal ourselves. It's naturally.

1:04:01 - Chloe

Absolutely. I couldn't have said it better. This was so much fun. I really enjoyed it. I've learned so much from you and I really hope that everybody gets out there and tries your saunas, and I really appreciate the work and the passion that you put into this project. It really, really shows and it's a beautiful offering that you're giving to society right now.

1:04:20 - Brian

Well, thank you, Chloe. This has been a really fun conversation today. Yeah, if anybody as any are interested, our website is saunasspace and on social we're @saunasspace everywhere. You can check out some of our content on YouTube and Instagram and TikTok.

1:04:35 - Chloe

Thank you for watching.