



EPISODE #179

PAIN RELIEF WITH RAPID RELEASE WITH DR. STANLEY STANBRIDGE & JEFF MAIER

In this episode...

01:45 about Dr. Stanley Stanbridge	2
03:06 about Jeff Maier.....	2
04:24 what is Rapid Release	3
07:58 how high vibration works	4
10:04 Rapid Release versus other treatment modalities	5
11:51 the body's pain centers	6
13:13 top three reasons for lack of mobility	7
13:37 myofascial release sessions	7
16:39 uses for the Rapid Release	8
17:43 scar tissue reduction and sympathetic resonance	9
21:15 pain reduction	10
23:13 pressure and balances	11
25:08 muscle oxygenation	12
25:59 cellulites	13
26:44 treatment and results	13
30:58 surgeries	15
31:59 how to get the Rapid Release system	16
34:18 the most pressing health issue in the world today	17
36:49 Rapid Release for professional athletes	18
43:26 closing	21

Wendy Myers:

You are listening to the [Live to 110 Podcast](#). My name is Wendy Myers, your host. Today, we're going to be talking about how to relieve your pain.

I know a lot of people out there are suffering from pain. This is something I've dealt with for many years since I've had my baby. I've never really experienced pain before, and I'm constantly searching for ways to relive pain.

And I have finally found something that gets the job done, gets it done, and gets it done quick. It's called the Rapid Release, and this is a video of it right now, if you're watching the video.

This is a very strong massager. It's like an industrial massager that could relieve the pain of a horse. And we're going to be talking about that today, and specifically, how it works and how it can relieve your pain, your muscular tension, your scar tissue adhesions, get oxygen, and lymph detox, and just help relieve your pain in so many different ways

Please keep it in mind that this podcast is not intended to diagnose or treat any disease or health

condition, and is not a substitute for professional medical advice. Please keep in mind that this is for entertaining purposes only. Please consult your health care practitioner before engaging in anything that we suggest today on the show.

01:45 ABOUT DR. STANLEY STANBRIDGE

Wendy Myers:

Our guests today are Dr. Stanley Stanbridge and Jeff Maier.

Dr. Stanley Stanbridge is the inventor and president of Rapid Release Tech. He is a practicing chiropractor since 1978. And Dr. Stanbridge has focused on pain and relieving suffering in a non-surgical, holistic way.

In 2000, Dr. Stanbridge introduced the use of powerful LED rays, using a proprietary blend of visible and infrared wavelengths to accelerate healing of wounds and injuries, leading to the formation of the highly successful LightStim brand—the largest selling handheld light therapy device in the world.

Sad we didn't talk about that today on the show.

An early adopter of vibrational medicine, Dr. Stanbridge investigated high speed vibrations that would resonate with scar tissue and the combined effects of arc motion with the shearing force of planar waves.

Immediate and lasting results with patients who had suffered chronically with issues led to the formation of Rapid Release Therapy, which today is poised to become the go-to therapy for physical therapists, chiropractors, sports trainers, I think, massage therapists as well, and the health and medical community in general.

03:06 ABOUT JEFF MAIER

Wendy Myers:

Our other guest is Jeff Maier. He's the co-founder and VP of sales and marketing for Rapid Release.

Jeff is an accomplished engineer, inventor and sales professional. Jeff began his software career by writing flight code for the GPS satellite at Rockwell International Space Systems Division in 1981.

My mother used to work there at Rockwell.

And he has created a dozen video games for Coleco and Surf Systems.

Jeff was named a Light Beer, All Star 1988. It was featured on ABC World News, ESPN, CNN, Fox and other TV shows for his virtual reality surfing and snowboarding stimulators.

Jeff finished his pre-RRT career, his pre-Rapid Release Tech career, doing technical sales for network security software. In addition to just technical and sales background, he's also an author, singer, songwriter and yoga teacher.

You can learn more about Rapid Release, the massager we're going to talk about today on the show, at RapidReleaseTech.com.

Thank you, guys, so much for coming on the show.

Dr. Stanley Stanbridge: You're welcome. Thank you for having us.

Jeff Maier: It's a pleasure.

04:24 WHAT IS RAPID RELEASE

Wendy Myers: Why don't you tell us a little bit about why the Rapid Release was designed?

Dr. Stanley Stanbridge: I'm a practicing chiropractor at the time that the device was developed. I was always interested in alternative therapies, other devices, tools, that can be used to help get results faster for patients.

I had a bit of a reputation with my patients that if they hadn't seen me in a little while, they knew that when they came back into the office, there will always be something new that I'd be using, so I would get that question, "What's new? What new thing are you doing now?"

So it wasn't a surprise when one day, after experimenting, that I came in with a high-speed vibration therapy device that became the Rapid Release, and started seeing some pretty amazing things. But what led to that was just this idea that there could be devices or technologies that don't require a lot of expertise, a lot of education to use, that the average person could use, that could get consistent and reliable results without investing heavily in equipment, without investing heavily in time and money to get educated on how to handle various conditions.

I don't know the word I'm looking for, but it took that complexity out of delivering results.

So the idea of high-speed vibration, I have whole body vibration in the office that I was using. I

had slower-speed vibration devices. I use light therapy in the office.

So the question I ask myself if I speed it up, the vibration, if I get it faster, what would be the effect?

So it was kind of a question that I had, and I stumbled upon the answer to the question I had been asking myself for years, "What's out there that would work regardless of your level of expertise, regardless of your education, regardless of who's using it, regardless of the patient?"

This is something that could penetrate and get through, and really make a difference in somebody's life.

That's the short story.

Wendy Myers:

Yes, when I discovered the Rapid Release, I was at the 2016 Bulletproof Bio Hackers Conference put on by Dave Asprey of Bulletproof.com.

And my back was killing me. As the listeners know, I have a bulging disc in my S1. And there are a lot of muscle spasms and other things that can accompany that, and tension.

And so I had one of your therapists—I went to your booth and had the Rapid Release used on me for just a few minutes. My back didn't hurt for the rest of the day, and I was completely blown away.

I was sold immediately. And I know this is something that I wanted to share with my listeners because a lot of people have pain, and they're getting massages, and doing all those stuff. And it doesn't quite cut it. And for me—I'll show you guys a picture of it.

This is the Rapid Release here. And It was just amazing.

And so I'm using it at home, and really enjoying it, and it has just obliterated my pain.

07:58 HOW HIGH VIBRATION WORKS

Wendy Myers:

So what is this disruptive new technology? How does it work exactly? You talked about high-vibration. Can you discuss that a little bit more?

Dr. Stanley Stanbridge:

The typical device that you would see, a massager, you would see operating at a frequency of 30, or 40, or 50-cycles-per-second, relatively slow. And no matter what device you pick up today, you

would be operating in that frequency.

The other thing is that they had a relatively long stroke. In other words, they're like a little jackhammer. So they move a lot, and they move slowly.

Now, that feels good, and that's okay. The difference between those devices and the Rapid Release is that we've entered into a new category of vibration, a new category of therapy because now, we're operating at a level that is resonating with scar tissue, it's resonating with adhesion, it's triggering what's called the tonic vibration reflex, which occurs between 100 and 200-cycles-per-second, where muscles will, by reflex, it's not voluntary, it's not conscious, by reflex, muscles will begin to relax.

And I have a feeling that's part of the effect that you experienced at the Bulletproof, was not only it was addressing scar tissue and adhesion, but it was also triggering the tonic vibration reflex, finally allowing your muscles to let go a little bit and relax, giving you some relief, and also, increasing your range of motion.

So the key to being able to deliver this high speed—we're operating three, four times faster than the typical device, but to deliver that comfortably, we had to shorten the strokes.

In other words, the stroke, as you know, is very tiny. In fact, if you're just looking at the device from a few feet away, when it's turned on, you can't even tell that it's moving because it's moving so fast.

But that small stroke allows you to use the device. It's comfortable. It feels great. You immediately begin to feel changes, the muscles relaxing, and the tissues letting go.

10:04 RAPID RELEASE VERSUS OTHER TREATMENT MODALITIES

Wendy Myers:

And so, Jeff, why is this different and more effective than other treatment modalities? I know I like to get massages. And I'll actually get a two-hour massage because that's what I found that I need to basically have someone beat the crap out of me to get my muscles to release.

And it's expensive and time-consuming, and it really doesn't work as well as I would like.

I find that my muscles get tense again after a couple of days.

So let's talk about how exactly the Rapid Release is different and can be even more effective than

other kinds of treatments.

Jeff Maier:

The reason it's so effective is the fact that it resonates your scar tissue adhesions and fascia restrictions.

So it's really the only device that really targets those key areas that are the root cause of a lot of problems.

But I think the real question is how it helps people under every day challenges from doing their job, to playing with their kids, and get them to restore their normal life back. Because if you have so much pain that you can't move, there are a lot of dangers, hidden dangers.

They call sitting the new smoking. There are some studies done that show that if you sit more than six hours a day, your incidence of a heart disease and diabetes goes up pretty dramatically.

And a lot of the reason that people can't do that is because they're in pain. I think that as people get older, it takes a lot more effort to move.

And one of the things that Rapid Release does is by releasing those fascial restrictions in the scar tissue adhesions, getting that circulation going, and the neurological effects, not just the TVR, but there's another one called pain tags. And that's a whole another discussion.

But by relieving that pain and restoring that ease of movement, people can get up and do the normal things that they would love to do, but maybe they forgot how to do it. They don't do them because they have pain.

Wendy Myers:

One thing that's really interesting is I've had fascia release massages. And man, those hurt. They hurt a lot. What I love about Rapid Release is that it releases your fascia, which can really grip your muscles and cause pain if your muscles aren't really tight so much, that fascia can really grip and cause a lot of pain.

11:51 THE BODY'S PAIN CENTERS

Jeff Maier:

Most of the pain centers that we have, the nose receptors and the mechanoreceptors actually reside in the fascia. And fascia is very difficult to heal because it doesn't have any blood flow, so it relies on external tissues to help it heal.

And vibration has been shown to increase the hyaluronic acid pressure inside the fascia, so that

it allows it to glide again. And it can really heal itself when you give it that type of high-speed vibration.

A lot of the acupuncturists that are using Rapid Release are saying that it releases blockages. So when they get that Daichi and the Daichi doesn't go all the way down to the tip of their toes, for example, and stops in their knee, they know there's a blockage there. And they use the Rapid Release on the knee to release that blockage, and they don't even have to put the needles back in.

So they think that the fascia is actually what's causing the restrictions on the meridians or the nerves.

13:13 TOP THREE REASONS FOR LACK OF MOBILITY

Wendy Myers:

What are the top three reasons for lack of mobility? I know a lot of people suffer—they can't even bend over and pick things up. A lot of people have reduced mobility in their lives. Why is that?

Jeff Maier:

Injury, trauma, repetitive stress are probably the top three. And sedentary lifestyle is also a growing reason.

13:37 MYOFASCIAL RELEASE SESSIONS

Dr. Stanley Stanbridge: So to add on to what you had said earlier about two-hour myofascial release sessions that you've had done, manual release sessions, one thing I wanted to add to that and for people to consider is that when you get those kinds of deep tissue sessions, that kind of work that gets into the different layers of tissue, and it's very painful, and they're digging in with the instruments, or they're digging in with their thumbs, or digging in with their elbows, think about what's happening there.

You're traumatizing that tissue. You're breaking up blood vessels. You're causing bruise, and you're causing new inflammations. So you may temporarily get some benefit from that.

Everything's heated up, you've got good blood flow immediately following it, but then what happens? What's the sequel to that?

We'll, you've damaged and traumatized the tissue. You've caused new inflammation, so you're going to cause more scarring and more adhesion to develop after the procedure.

And to me, it's not a benefit to have pain when you're getting some therapy like this because, like I said, you're going to create more problems again.

It's like surgery. You can have a surgery, you can have good results with the surgery, but the scar tissue and the adhesion that follows the surgery is going to result in restricted motion again and more pain. SO sometimes surgeons like to go in and say, "Well, we need to operate again and clean up the scar tissue," which is funny because the surgery caused the scar tissue in the first place.

So how they can clean it out and hope that it stays away a second time is wishful thinking.

I just wanted to add that to what you spoke about earlier.

Wendy Myers:

I'm really glad that you brought that up because that's exactly what I experienced. After I got these long massages, I would actually have bruising, and I knew I was going to have bruising afterwards, but it felt so good when it was happening.

But I didn't know what else to do because I'd be in a lot of muscular tension, and I just maybe have stress getting other people healthy.

And so when I get these deep massages, it felt fantastic. But I did have a physical therapist who told me the exact same thing, that I was causing more inflammation.

And that's really interesting. I didn't know I was also breaking blood vessels and potentially causing scar tissue and adhesion.

So that's another reason why I'm such a huge fan of the Rapid Release because you just get this vibration, and that's not going to damage anything, but you get the relief without the damage.

I have literally spent tens of thousands of dollars doing massages in an attempt to get stress relieved. And while they're very good for lymph drainage and whatnot, the ones are definitely damaging.

16:39 USES FOR THE RAPID RELEASE

Wendy Myers

So that leads me to my next question. What kind of conditions can the Rapid Release help with?

Dr. Stanley Stanbridge:

Well, think about it. Anywhere there has been trauma to the body, repetitive stress and injuries, some kind of sports injury, what have you, it causes the same sequence of events to take place, no matter what part of the body it's occurred at.

So if it's a chronic ankle injury, or a sprain, knee injuries, hip, rotator cuff injuries in the shoulder, carpal tunnel type symptoms in the forearm, wrist and hand, any area that has been subject to that kind of history, repetitive stress, trauma, some other kind of injury, auto accident—you're going to have scar tissue and adhesion.

So anywhere you have that, the Rapid Release will have a tremendous impact on recovery from the effects of those injuries.

17:43 SCAR TISSUE REDUCTION AND SYMPATHETIC RESONANCE

Wendy Myers:

Yes, I heard a little interesting story when I was at the booth at Rapid Release, the Bulletproof conference. A practitioner using the Rapid Release on someone's face, and it released scar tissue. There was some sort of pop, and it released the scar tissue.

She had this pulling on her mouth and that released. And her face was more normal after that because Rapid Release broke up the scar tissue.

Can you guys talk a little bit about that, about how the Rapid Release reduces scar tissue?

Jeff Maier:

That particular story was about a woman. She is about 70 years old now. She went through the windshield of a car when she was a junior in high school. And that was before safety glass, so her head actually went outside the window and then came back in, and it really disfigured her face.

So when the practitioner, she was a massage therapist, was using it on her jaw area, the pop was her ear opening that the scar tissue had closed off her ear opening. She said she couldn't hear out of that ear.

And it also released her mouth, so she could smile again.

It was a very emotional time. It almost makes me tear up. And she's cried for 20 minutes there. And then she had to park her car, and cried some more on the way home.

We love getting stories like that.

Wendy Myers:

And so how exactly does the Rapid Release reduce scar tissue? That's something a lot of us have. Even if we don't know it, wherever you have pain, there is some sort of problem going on in that area. Can you explain that a little more?

Jeff Maier:

It's called sympathetic resonance. Everything has a resonant frequency, and when you know the

frequency is, if you vibrate it at that frequency, the small periodic compression waves start adding up in the target.

It's like the opera singer that hits the exact right note to break the wine glass. But in this case, the target is scar tissue, so that scar tissue, we know that they're dense and they're brittle. These waves go right through healthy skin without losing your energy.

But once they hit something that they resonate with, it dumps the energy into it.

Another example would be like tuning forks. If they are both the same size, they would resonate with each other. But if they're not, the waves go right through that other tuner, and don't impart their energy to it.

Wendy Myers:

Anything you want to add, Dr. Stanbridge?

Dr. Stanley Stanbridge:

No, that's pretty much it. It's resonance. Like Jeff said, everything has its own resonant frequency whether it's a building and an earthquake, for example. I think we've all seen photographs of the devastation after an earthquake. But strangely, some buildings remains standing while others are just a pile of rubble.

That's a lesson in resonance. The earth was not moving at a resonant frequency that allowed the structure to collect that energy, therefore, it remains standing while others fell apart.

So it's that same idea that we're having a very profound effect on scar tissue simply by vibrating it at the right frequency.

And that's why people ask when you get a Rapid Release session, and you've probably discovered this yourself, you do not need to apply pressure. It's not required because you're letting the frequency do the work. And so you don't need to dig in and use a lot of pressure.

21:15 PAIN REDUCTION

Wendy Myers:

Yes, and I just was really impressed with how much it reduced my pain instantaneously. And I asked the therapist, "What is going on here?" I know my muscles are relaxed, but I consistently have pain from this S1 bulging disc.

And so the therapist said that because of the frequency that it scatters pain signals in the brain. Is that correct, or how does that work exactly?

Jeff Maier:

Maybe I could take this one. There's a thing called pain tags. Let me give you an example of tennis elbow.

So you're playing tennis, and you're hitting that tennis ball a thousand times. And every time you're hitting it, your elbow is maybe at around 90-degree angle. And pretty soon, your brain starts saying, "Hey, when you hit that tennis ball, it hurts."

And so they say what fires together wires together in your brain. So as you start getting these signals coming up—pain is actually output signal from your brain. It's not an input signal from that damaged tissue.

So there are nose receptors that send the pain signal up to your brain, but your brain also takes into consideration things like environment, where you are in space, what your position of your arm is at the time that happens.

And your brain is starting to assess a threat. And if it sees that there's a threat there, that's when it sends the pain signal out there.

So that's why when you're not playing tennis, but your arm is in that angle, you get that pain.

And so what some therapists have told me, and I've read about, is when you put Rapid Release on there, the sensation is very good. For example, if your arm is at that same angle, and you put Rapid Release on it, now your brain is sending good signals to your brain that help overwrite that pain tagging that happens in your brain.

So that's one of the reasons that we think it works on tendinosis or tendinitis type of effects.

23:13 PRESSURE AND BALANCES

Wendy Myers:

But one other thing that I wanted to add that we didn't talk about was what Stan talked about earlier about the injury, surgery and trauma. The other things that it works on are pressure and balances, like edema, maybe you have swelling some place.

Another example would be pneumonia, where you have a lot of congestion. You can put it on your chest and it helps cough up the gunk.

Another example is sinusitis. When you have a lot of pressure in your sinuses, that vibration actually equalizes the pressure.

We actually have a protocol that drains the sinuses. And you have to have a towel around to catch the mess.

Wendy Myers:

Wow. That's really interesting, in that same vein, because it helps drainage and flow. It could conceivably help lymph drainage as well, which would facilitate detox, correct?

Jeff Maier:

Yes. And along that same vein, when you increase circulation, you're detoxing the cells because it's the blood flow that takes out those toxins, and also brings in new nutrients and oxygenates.

And there's a study that was done on horse tendons. All of our tendons are very difficult place to get blood flow. In fact, they call it microcirculation. And they compared Rapid Release to laser, to e-stim, and to TENS and low-vibration devices.

Rapid Release had probably about 10 times more blood flow than any of the other ones.

And that's actually how they've healed some of these horses that have had the suspensory pulse, and the very difficult things where before they had to shoot the horse, that they can actually rehab these horses.

And I think that's one of the reasons that it works on well on Achilles tendonitis. It gets that blood flow going, and that's how the healing starts. When you don't have blood flow, it's very difficult to heal. And that's another reason why scar tissue adhesions don't heal very well on their own.

25:08 MUSCLE OXYGENATION

Wendy Myers:

And that's really interesting because it's really important. You've got to get oxygen and blood flow to an area to heal it. And that's just really, really interesting.

I noticed on your website, you have some information about how the Rapid Release helps to get more oxygen into the muscles.

Jeff Maier:

I think that's one of the reasons that it works so well on headaches. And that's one of the nice things about this high-speed vibration because it's only moving about 16th of an inch. So it's very comfortable to put on the back of your head.

That's where a lot of the tension is, so it relaxes those muscles, but it also stimulates the blood flow.

And if you think about it, lack of circulation is a recipe for pain. If you put a rubber band around your thumb, in about two minutes later, it's going to be hurting pretty good.

So I think that might be one of the reasons why it's so good on headaches as well.

25:59 CELLULITES

Wendy Myers:

So this is a question for all the ladies out there. Do you think that it would help with reducing cellulite? I've seen a lot of cellulite treatments. They really vigorously massage the area where there is cellulite.

I thought about it when I was massaging myself, this could help to break up cellulite.

Jeff Maier:

We've got a little bit of data on that. And it turns out that only if they have good muscle tone and skin tone that it can help with the cellulite, but if they're already too far gone, and if they're not in good shape, then it can actually maybe make it worse.

So we don't really want to market it as anything for cellulite.

Wendy Myers:

I totally understand. For some people, it could help with that.

26:44 TREATMENT AND RESULTS

Wendy Myers:

So how long does treatment take? How long until I can see results, and how long do the results last?

Jeff Maier:

It really depends on the size of the body part. People that do a lot of massage or manual manipulation, they get what we call ART thumb, and their massage therapist, their thumbs and fingers get hurt.

It's amazing that people have had chronic pain there for a long time can get rid of it generally in a minute, two minutes, maybe up to five minutes.

We've actually had some people get out of pain in less than 10 seconds.

An example I have is a guy that had thumb pain. And I've put it on the palm of his hand just to show him what it would feel like, and then I asked him, "Where does it hurt?"

He's like, "It doesn't."

I said, "What do you mean?"

He goes, "It's gone."

That quick.

And when I told Dr. Stan that, he had a patient that had both of her shoulders were stuck. And so Stan knew that he could help her, but he wanted to see how quick he could help her.

And so he put it on maybe six spots for maybe 5 or 10 seconds each, and freed up her shoulder.

So when you have that knowledge that a doctor or a licensed practitioner, you can do some pretty quick stuff.

But then again, there are a lot of things that it doesn't help right away. The things that we really help right away are TMJ, maybe headaches, carpal tunnel is one that we do really well, a lot of times shoulders, depending on how big the person is and how messed up her shoulder is, maybe one to four visits, maybe five-minute sessions.

From my experience, I had a low back pain. I had a fusion between L5 and S1. And I would use it on my low back, and I would get relief for the day. But it would come back the next day. And it wasn't until this massage therapist called us up and said, "You got to come down and see what I'm doing with Rapid Release."

And we're like, "Yes, we've heard that."

She offered me a free massage. I'm like, "Okay, I'll take it."

And I went there, and I was pointing to my back. I'm like, "This is where I hurt."

And she's like, "Shut up. Get on the table."

And she worked on every part of me except my low back, basically. She worked on my low back, but nothing more than any place else.

And when I got off that table, the pain was gone. It basically stayed gone. I probably had three or four of those massages just because I think it does a lot of other benefits for your body.

When she explained that the fascia is all connected throughout our whole body, it actually would

be the biggest organ in our system, if it was considered an organ. And every muscle fiber is wrapped in it, and all those fibers in the muscle strands are wrapped in it. And then the muscles themselves are wrapped in it.

It's all connected.

And for her to release my back, she had to do my whole body and let my fascia restructure itself.

I don't have to get chiropractic adjustments anymore because now my back automatically goes back into place.

If you haven't tried an all-over body massage with Rapid Release, I would highly recommend it.

Wendy Myers:

I had the same experience. I have been going to chiropractors for years. After I've had my baby, I just was constantly having back problems and back injuries.

And no offense, Dr. Stanbridge, but I was able to fire my chiropractor because I really have been going two times, sometimes three times a week, for the last year and a half, dealing with this bulging disc because it's limited my exercise and a lot of my activities, and even in bed a couple of days when I have severe inflammation.

Since I've been using the Rapid Release, I don't have pain anymore. There's nothing driving me to the chiropractor's office anymore.

So I've had the exact same experience as you have, and I'm really, really thankful because of it.

Jeff Maier:

And just to add on that, the surgery didn't help my low back, and they wanted to do another surgery. They said that I needed to fuse the next one up.

And I was losing hope because it was limiting my activities, so I'm really grateful to Dr. Stanbridge for the technology that he developed in my own life.

30:58 SURGERIES

Wendy Myers:

And I'm a huge advocate to do everything natural in your means, to avoid surgery, because a lot of people just don't have the results and don't get the results that they are expecting when they do surgery. They think they're automatically going to have pain relief. And a lot of them are gravely mistaken.

The owner of the home that I used to live in, he had a shoulder problem and had surgery. He can't move his shoulder anymore. The nerves were damaged. And I just feel really bad.

There are so many tools out there you can use to relieve pain without getting surgery. You just need the right tools.

Jeff Maier:

Well, I think you hit it on the head when you mentioned that. There are a lot of failed surgeries that we work. People had carpal tunnel surgery that didn't help, or a lot of shoulder surgeries that leave them in just so much pain, if not worse than they were before.

And a lot of times that's due to scar tissue and adhesions that develop inside. And we have been able to fix those blown surgeries.

31:59 HOW TO GET THE RAPID RELEASE SYSTEM

Wendy Myers:

And so do you have to be a professional in order to use the Rapid Release?

Jeff Maier:

It's a class 1 medical device, so we primarily target physicians and chiropractors, and acupuncturists. But their clients get worked on, and they call us up right away and say that want one themselves.

About 40% of our sales are to the public even though we don't try.

Wendy Myers:

And you guys have two models. You have a professional model and a model just for the public, like a different type of model. So what is the difference between the two?

Jeff Maier:

Well, the new model will be ready in about two weeks. And it's a much lower price, about one-third the price of the professional model. It's not quite as strong. It only has two heads instead of five heads.

It's great for the average Joe that has some pain. It's not really designed for a practitioner because it's battery-powered, so they can't work on people all day.

The other thing is it's limited in its strength. We needed to make it safer for the home model. And so it's not really appropriate for an athlete or someone that wants to work on large muscle groups or bodybuilders, or anybody like that.

But for most women, it should be fine. For most men of average build, it would just take a little longer to free up your thighs or your quads, shoulders and stuff like that. But it's still very

effective. And we're really happy to get this out to the public because we know that there's so much pain out there, and we really want to make a difference in the planet.

That's what we're all about is—democratizing health care and making it available. We don't want there to be a gatekeeper to you taking care of yourself. We want you to be able to take care of yourself.

Wendy Myers:

And I really like the Pro 2, the Rapid Release Pro 2. And for me, I want something that you massage horses with. I want something that's really strong that's going to get the job done because I get really tight muscles.

So that's for me. That would be my recommendation. Just go with the higher-grade model, and then if you feel that's too strong, maybe you can switch it out.

34:18 THE MOST PRESSING HEALTH ISSUE IN THE WORLD TODAY

Wendy Myers:

But I have a question I like to ask all of my guests. What do you think is the most pressing health issue in the world today?

Dr. Stanley Stanbridge:

The pressing health issue—well, statistically, I think it's all related to circulation, circulatory issues. So why do those develop?

Going back to some of the things we talked about earlier, maybe you have an injury, maybe you have something that's holding you back from getting the exercise that you need, doing the activities that you like to do, you end up sitting more than you would like, or more than you should.

The sedentary lifestyle leads to cardiovascular problems.

So as we age, and we have this sedentary life, or not being able to do the things that we want to do because we're sidelined by injury, let's say, it leads to circulatory problems. Whether it's a heart problem or whether it's a vessel problem, over time, that's going to overtake all other causes of death in the country. It's going to pass everything after you've passed a certain age.

So basically, lack of mobility, what the basic part of it is lack of mobility, is the biggest health threat in this country. People are not moving enough, not doing enough, whether it's voluntary, whether they're just not interested in getting up, moving around, or maybe they can't physically do it.

And that's why Rapid Release is here, is to help those people who do have a desire to be active and get up and do exercise. It frees them up and gets them back into that active life that they want.

We can't do a lot for the people who choose to be sedentary, but there are a lot of people out there that want to be active, want to be doing things. They're missing out. They know that they're suffering, and they're not living life to their fullest.

The people that want to help themselves, Rapid Release is here for them.

Wendy Myers:

That was me 100%. I can't tell you how many times I've thought to myself, "I wish I could do yoga again. I wish I could just go for a hike for two hours, or I wish I could go do this trip." But I can't because I can't do the hiking, to see that monument, or whatever it is.

So I just want to thank you. It's just really helped me to improve my life.

36:49 RAPID RELEASE FOR PROFESSIONAL ATHLETES

Wendy Myers:

And I wanted to ask you guys if there's anything else that you wanted to add maybe that we've left out of the conversation.

Jeff Maier:

I'd like to just add how Rapid Release works for the professional athletes because we're having amazing results everywhere from American Pharaoh that was an injured horse that they couldn't even sell at an auction.

They didn't get any bids. The minimum bid was \$100,000. Nobody was interested in him.

And then Bob Baffert used Rapid Release on him and got him back running.

He won the Triple Crown the first time in 37 years.

Another horse that Bob Baffert is training with Rapid Release is California Dreaming. And he just got third place in, wherever is the big one is out here. But look for California Dreaming to make some noise going forward.

Wendy Myers:

I've placed a bet on that horse before.

Jeff Maier:

Really? So you probably know a lot more about it than I do.

But the hockey players, for example, when they get slammed into the boards, they get what's called muscle guarding. And that hurts like heck, and you can't move when you have that or if someone has been in a car accident.

With Rapid Release, you can unlock them and in two minutes, they're ready to go back out on the ice.

I couldn't believe that. It just seems too dramatic for me to believe, but I got in a bike accident. And I couldn't put any weight on my right leg. And I limped back to the house, and I put Rapid Release on the side of my leg that wasn't injured because the other side was bloody and bruised.

And I did it for about two minutes. And then I went to go see if I can put weight on it, and it was back to normal, 100%. It was that quick.

And so that's muscle guarding, which is the same mechanism as cramps and spasms.

Another side note, I did have a big spasm in my piriformis, which is a very difficult to get to. And I had a massage therapist using their elbow on me for hours and hours and hours, and it could never be released until Rapid Release, the way that I released that.

So that's one of the things I really like about it.

But as far as the performance, when you can move freer, and you get rid of those restrictions, and you get your fascia all gliding, we're seeing people shave off lots of time from their personal records.

A recent story about it, a guy doing the sixth triathlon, and he was always dreaming about getting under 10 hours, but he never thought that he would do that iron man. He had an all-over body massage with Rapid Release, and the massage therapist let him take one of the Rapid Releases with him, so he could give himself a tune-up before he went to bed that night and a little one in the morning.

And he shaved off 30 minutes of his time, and 20 minutes off his run even though there were two big hills. He never cramped up during his run, and he never had to stop running.

I do a little demo for people. I hit the acupuncture, acupressure point here, and I actually get the back of their hands with the green part. You can't imagine really massaging the back of your hand because it's basically skin and bones, but the green part moves in the same plane as your hand, and it relaxes your hand.

And I turn it over, and I use it on the front of their hand. And then I have them open and close both hands. And one of them feels like it's floating in air, and the other one feels restricted.

And you could imagine if your body was like that, if you're running 100-yard dash, you should be able to shave off a few hundredths of a second, which, in a lot of times, is all it takes to be the winner or second place or third place.

Wendy Myers:

I have a similar experience. My psoas muscle on the right side of my hip, it just is always so tight. It aggravates me. And even when I do stretches with [three dits], so to speak, with two-minute long stretches, it would release. But in the next day, it's just back being tight again.

And it's just gone with the Rapid Release. And I was just so sick of that because I've dealt with it for a really long time.

I don't know if I had an old injury from it or something, but it's just gone. And I can get instant relief. I don't have to wait until I go and get a massage, or do the stretching, which is really, really uncomfortable. It's just done.

Jeff Maier:

I think that ties in with the cramping.

A woman brought in her son that was doing two-a-day practices in high school, and he was cramping up every day, and he couldn't practice. And we gave him one treatment, and it didn't cramp up for the rest of the spring.

We can't really explain that but I think when you get that circulation going, and reduce those restrictions, as they say in acupuncture, when your body is in free flow, the chi energy moves throughout much easier.

That's how I feel after I have an all-over body massage with Rapid Release. I feel like my chi, I've got 100%.

Wendy Myers:

I thought the same way. I had this weird reaction. A couple of times, I've had a whole body massage, Rapid Release massage, and I fell asleep within about 30 minutes. And it activates your parasympathetic nervous system, meaning that it reduces that fight or flight sympathetic system that we're all in a lot of the time, and it just brought my stress levels down so much to the point where I could just easily take a nap.

And that's a very nice side effect of it.

Jeff Maier:

Along that vein, Dr. Stan had a very interesting case where a woman brought her daughter in, and

her daughter was manic depressive.

He gave her an all-over body massage, maybe only 5 or 10 minutes, and then he put one on each side of her temples, maybe for a minute. And when she woke up, it was like she was rebooted. And she got up and she looked around, and she said, "That's strange."

And Stan said, "What?"

And she goes, "Suddenly, I'm all of a sudden interested in stuff."

And she went home that night and helped her mom clean the garage. It just blew her mom away.

But what I think happens is when you put that on your head, the sensation is so much that you can't think. And it's like a meditation. You can put it on your head, and your thoughts stop as long as it's on your head. When you take them off, your brain is still not thinking, and you get that clarity, that nirvana type of feeling when you could stop your thoughts.

So I think that's one of the reasons that it really stimulates the parasympathetic nervous system, when you stop that constant thinking. In this case, it seemed like it rebooted her.

43:26 CLOSING

Wendy Myers: It definitely gives me a reboot. But thank you, guys, so much for coming on the show. Can you tell the listeners more about where they can find you and learn more about Rapid Release?

Jeff Maier: Sure. Our website is RapidReleaseTech.com. If you just Google for Rapid Release, you'll see us up on there, and you'll see a lot of advanced techniques from a lot of practitioners that are constantly posting on YouTube as well.

Wendy Myers: Great. Well, thank you so much for coming on the show.

Jeff Maier: Our pleasure. Thank you, Wendy.

Dr. Stanley Stanbridge: Thank you.

Wendy Myers: And everyone, thank you so much for listening. My name is Wendy Myers. You can learn more about me at Liveto110.com. You can learn all about how to detox properly with my custom detox program, MineralPower.com.