



#569 Air Purification Benefits: How An Air Filter Improves Sleep, Allergies, and Asthma with Mike Feldstein

Dr. Wendy Myers

Hello and welcome to the Myers Detox Podcast. I'm Dr. Wendy Myers, and on this show, we talk about everything related to heavy metals and chemicals, how to detox them from your body for better health and the health issues caused by all these different toxins. It's really mind-blowing how many different symptoms and health issues are caused by various heavy metals and chemicals. But we also talk about anti-aging and one of my favorite topics, bioenergetics. One of my goals is to get people thinking in terms of looking for a bioenergetic solution to their health issues first before a physical solution. On today's show, we are talking about air filters and air filtration, the health benefits of air purification, including better sleep, reduced allergies, reduced asthma and so many other topics related to air purification.

Our guest today is Mike Feldstein and he's an expert on this topic. We're going to be talking about how 70 percent of homes have mold issues. We'll talk about how cooking is the number one source of toxins in your air. We'll also touch on all the personal care products that you use, the hair sprays, lotions, perfumes, cleaning supplies, diaper pills, cat boxes and things like that are significant indoor pollutants. We'll talk about all these different areas in your home, things in your home that emit VOCs, (volatile organic compounds) from carpets, your mattress, foam furniture and mattress and chair, and paint. Drying paint is a big source. We'll also talk about the problems with the construction in homes since the seventies. They are sealed off and

create this toxic environment where there isn't any air ventilation. And so, we'll deal with that. Our lungs and bodies end up being our air filter, and that's why air purification is important. You want the air filter filtering your home, not your lungs.

We'll talk about some of the benefits of air purification. Mike did a sleep study with an aura ring that showed that people get on average 25 minutes of more sleep and 18 percent more deep sleep, which is incredible how this filter will reduce asthma attacks in children, and lead to reduced or improved allergy relief for many users. There's an 80 percent reduction in airborne mold within the first hour of use of this filter. Mike's been very generous. He's going to give my listeners \$400 off using the code "Wendy" if you go to his website, jaspr.co.

Our guest today, Mike Feldstein, is a founder of Jaspr. He's an air quality expert and with a background in wildfire restoration, air quality consulting and home remediation during some of the biggest natural disasters. Mike started Jaspr to innovate in air science and technology and his goal is to protect air quality and improve human health using the latest air quality science. Mike, thank you so much for joining the show.

Mike Feldstein

Thanks for having me, Wendy. We're back.

Dr. Wendy Myers

We did an awesome webinar not too long ago and I just wanted to have you come on the podcast because I am absolutely in love with your Jaspr air filter. It's something that I use personally. I've never used an air filter like this before. I'm going to talk about why it's so much different than other air filters on the market. Why don't you tell us a little bit about your background and how you got into this?

Mike Feldstein

I will. Before that, I'll say thank you for having me on that webinar. It was amazing. It was the most fun I think I've ever had in a virtual setting because it was basically a live podcast where people got to ask questions and it now made me realize I do love

podcasts, but the webinar was almost like speaking at a conference where there's Q and A and audience reactions.

Dr. Wendy Myers

Yeah, people had a lot of very technical questions. It was great. Well, that's why it's so knowledgeable.

Mike Feldstein

That's the other thing because you have such a health-conscious, health-aware community. We don't have to start by educating people on the importance of health and air. We can just get right into stuff. So, my background was in wildfire, smoke, floods, hurricane and mold cleanup. I was traveling to California for hurricane Harvey in Houston, Canadian wildfires and floods. I was also consulting on air quality. If somebody was sick at home and they just felt unwell, maybe sleep, it could be weight, it could be skin stuff. They just didn't feel great and then they go on vacation, like a camping trip or something and feel awesome. Then they go home and they feel sick again. They have this aha moment. Is my home making me sick? They've tried all the pills. They've tried the detoxes. They've tried it all and there's allergy shocks. We're still not feeling well.

We were the folks who would come into your house and do a deep dive. What's in your air? What kind of materials are you using? Is your home off gassing? Is there airborne mold? Is there physical mold? Then we would come up with a plan to basically detox your home. So, just like health, you have to take maybe supplements, saunas, or binders, but then there's the acute detox to solve the problem. Then you have the ongoing maintenance detox. You probably can explain this better than me. So, I would do that for the home, not the body. We'd make sure we get the mold out, but then we would make sure that the water coming into the house and the air coming into the house is clean because you can't heal in the place that made you sick. You cannot detox if you're retoxing faster than you detox. So, that's what we would do.

Everything from somebody who bought a new home, and it has all the VOC off-gassing, to someone whose entire basement is filled with water, to someone's

house is 20 percent burnt down, to mold took over half your house. We would come in, we would deal with the problem at hand, and then we would come up with proactive solutions to ensure that the air quality was going to be great moving forward. We would use these things called air scrubbers, that is big, large, ugly, commercial air scrubbers. Air scrubber just means commercial-grade air purifier. I was comparing these big, ugly, loud, effective machines we were using to the little air purifiers you see at Costco, Walmart, Best Buy, and Amazon. I'm like, whoa, those things are cheap and small. That part's good, but they don't really work. That was a Brita filter. That's once all we knew and then we learned there's way better ways to filter our water than just a little pitcher or the filter in your fridge.

Those air purifiers are like the little 50 pitcher and there's so much more you can do. I started out on a four-year journey to create an air purifier that was made from steel, that was commercial grade, but looked beautiful and quiet because I realized there's amazing air cleaning machines out there for commercial and industrial use. The stuff I would use when I was remediating a house of mold were too loud and too ugly to be practical to put in your home. You just couldn't do it.

Dr. Wendy Myers

Yeah, the one I have, my old one, is really loud. It's so loud and it's just annoying. It's annoying because you can just hear that this is constant white noise. You don't want to put that in the bedroom and disrupt your sleep. What I love about yours, it's so quiet, but you can put it on turbo mode if you're cooking but it goes off by itself. You don't even have to put it in turbo mode if you want. What I love about it is that it regulates itself where it will go into turbo mode where it's filtering faster if it needs to because it's monitoring the environment on a consistent basis. That's what makes it different.

Mike Feldstein

Yeah, that's the big difference. Then, not only does it adapt to the air in real time, but it shows you exactly what the air is. So, not only does it have the red, yellow, and green light, but it also shows you the exact PM 2.5 because Jaspr's core value as a company was 50 percent world class product and 50 percent world class education. People learn, what is my hairspray doing? My candle, incense, cooking, when my

neighbor is smoking, when I open the door, crack, or when I barbecue. It actually lets people not just have cleaner air from their Jaspr, but make better purchasing decisions with their cleaning products, their household products, their barbecue, their smoke, the whole nine yards, because it's designed to educate and teach. People who are in New Jersey back in November, where you'd never think there would be wildfire smoke. There was not enough to see except for a couple of the days, but everybody's Jasprs were turning red. They looked and they realized, oh wow, there's a lot of wildflower smoke in here and the air quality was poor. The Jaspr's nose knows before your nose knows.

Dr. Wendy Myers

Yeah, I love it. I just love using this thing. I have a peace of mind in my home that I'm getting rid of all this crap that I normally am using my own lungs to filter out, my own body. You're the filter if you don't have a filter. So why don't we paint a picture for people? You had said something when we talked before about how many liters of air per day that you're breathing and the amount of toxins that are in that versus the food and water. You have such a higher exposure of toxins in the air that we breathe. Can you expand on that?

Mike Feldstein

The average person is eating two pounds of food a day, drinking two liters of water, but breathing up to 10 to 20, 000 liters of air per day. Just think about that. I've heard a stat recently that 69 percent of all of the detoxification that happens in our body happens in our lungs. Think about, people are more worried all about the microplastics in their water and their chlorine in their water and their seed oils, but they're breathing mold, VOCs, off gassing, chemicals, insect parts, general city pollution, car exhausts, all day long and all night long in your bedroom, in your living room, in your kids' bedroom. It's so wild and that's why I'm here just to raise air awareness, raise air consciousness. I believe you are what you breathe. It's on the back of my shirt.

I like the way that people are paying attention. We have nutritionists. We have water filtration companies. If you google the water filter, your city, a company will come to your house, test your water and sell you a water filtration system. If you Google air

filter, it's going to take you to an Amazon page. There's literally no industry built to educate and support people with the air that we're breathing. The air quality is getting worse rapidly and our solutions are not getting better. We're making our furnaces the same way. Our air conditioner is the same way. We're building homes faster and cheaper than ever before and this is where we live. As Americans and Canadians, we spend 95 percent of our time indoors, which means a maximum-security prisoner is spending more time outside. They get one or two hours a day of sunshine and fresh air. That's more than the average American.

There's a term called ZOOCOSIS. Have you ever heard of it before?

Dr. Wendy Myers

No.

Mike Feldstein

ZOOCOSIS is what happens to animals in captivity in the zoo. Mental health, depression, anxiety, cancer, arthritis, autoimmune conditions. Sounds familiar, right? So, when you put an animal in captivity, whether it's an animal at the zoo or a human animal, we don't like it very much. We don't thrive so we can handle outdoor air very well. Why do you think you like to get fresh air or go for a walk? Well, we have the sun with the most amazing UV light of all time. We have wind, we have rain, and we have trees and plants outdoors. We left nature outside entirely. We have all of the outdoor pollution. We have all the indoor pollution, cooking, cleaning products, chemicals, off gassing, carpets, fire retardants, and our homes can't breathe. We have no nature to purify it. We're just absolutely bombarded with microplastics and toxins 24 hours a day, including while we sleep. We gotta do something about that.

Ads 00:12:34

For anyone listening who really wants to detox their body, go to heavymetalsquiz.com. I created a quiz for you. It only takes a couple of seconds based on some lifestyle questions. You can get your toxicity score and get a free video series that answers all of your frequently asked questions about how to detox your body. Check it out. At heavymetalsquiz.com.

Dr. Wendy Myers

You mentioned something when we talked on our webinar about how our homes are insulated so well, almost too well, where we don't get that circulation. People really need to open their doors and let in fresh air sometimes. Of course, the outdoors is pretty toxic too, but I think a lot of people don't realize how much mold and other things can be growing in their home that's not supposed to be there because our houses are sealed and they're sealed really tightly, especially winter homes.

Mike Feldstein

It especially started to get really prolific in the 1970s when the energy efficiency movement and more bylaws and codes started coming into effect because there's a housing shortage. So, people are trying to build homes as quickly as they can and then as energy efficiently as possible. What does that mean? Well, we're trying to keep the warm in in the winter and keep the cool in in the summer but we've insulated the homes so tight we literally have something called the vapor barrier, which is a plastic wrap that wraps our homes so they're suffocated inside. If you light a match inside and we're monitoring the particulate, or if you have a house party with 40 people over the carbon dioxide, which is 400 outside, it's normally six or 700 inside. It could go to three or 4, 000. It can stay high for days, because you're just trapping it inside your home like a little Tupperware container. When you don't have the lid on the Tupperware container, it doesn't get moldy. When you put the lid on, it gets moldy because it's suffocated inside. So yeah, our homes are incredibly tight.

Unfortunately, all of the pollutants from outside can still get in. When gas and air come in, we pollute more inside, and then we drop everything inside, whether it's the paints, like all of the materials in your home, everything is coatings and then plus cooking. Because of the push on energy efficiency, high insulation grades, we don't have much fresh air in our homes. And to expand on that point, imagine you had a fish tank. When you have a fish tank, you'd have a filter and a pump and you would change the water every so often. If you have a swimming pool, you're going to have a filtration system constantly. What most people are doing in their homes, they have this pool or this fish tank sealed and they're mopping, they're vacuuming, they're wiping their counters with chemicals or whatever it is, or cleaning their surfaces,

they're dusting the walls, which is the equivalent of having that same fish tank and scrubbing the bowl every day, but you're not filtering. You're not changing the water. It's going to be algae. It's going to be green. It's going to be dark. It's going to be nasty. You can't just wipe the bowl. You can't just clean your surface. When I was cleaning mold and fire and smoke and just generally hygiene, if you want to clean at home, it's a two-pronged approach, surface and air. People are paying a ton of money right now to clean the surfaces, but they're not cleaning the air that actually is what we're breathing. It's what we're living in in our homes.

Dr. Wendy Myers

A lot of people are cleaning dust. Can you talk a little bit about how we're really not supposed to have dust all over our surfaces? I mean, you just leave your home for one week and there's dust everywhere on all the surfaces. Can you talk about how that's not supposed to be happening?

Mike Feldstein

Well, yeah, I'm outside here. Probably most people aren't watching the video, but there's zero dust on my outdoor couch. There's zero dust on the outside coffee table. Why is that? There's no air filtration here. Well, dust is everywhere. Very much. You can live in a place where there's sand and there's construction dust and stuff like that. So yes, you can have dust outside from building materials or sand or things of that nature. But we're talking about household dust with dust mites and, and such. Did you think where the dust comes from? The media table, under your TV, is it just magically emerging from the surface? Would you think it comes from your air?

In my home, we basically have no dust. I will say it's about a 3000 square foot home and we probably have four or five Jasprs. There's one in every bedroom and there's one in the living room. So, our air quality is dialed in and because of that, we're a dust-free house. Having one will make a room mostly dust free but. if you have clean air, you don't really get any dust inside. Even if there was dust, it would be filtered from the air and it would never be accumulating on any of your surfaces. Dust is the messenger. Mold spores, insect parts, pet dander and all of that hitch a ride with the dust. The dust is like the little vessel that lets things float around your air.

Dr. Wendy Myers

Well, let's talk about mold because this is a huge problem. What is the prevalence of mold in most people's homes, and what can you do to address this?

Mike Feldstein

Well, there are a lot of different stats floating out there, so it's really hard to know for sure, but the stat that I believe to be true is that over 70 percent of homes in America and Canada have high levels of mold. This doesn't necessarily mean physical black mold hiding behind your wall. It's an airborne mold. Mold is everywhere. If you're outside, especially after it rains, just like mold and pollen, mold is in the air. But outside, we have the wind, we have the fresh air, and the UV light from the sun. It's the greatest disinfectant of all time. Inside, we don't have that natural air purification system. We don't have fresh air. Mold is very problematic for our house. I used to test people with air and water all the time. I stopped testing air and water because I never saw a home with good air or water. Actually, Lake Tahoe had some pretty good water. Other than that, city water is very bad.

Well water is not very good either. You have to filter it out. So, if you have bad water in your home, do you A, rip out all the pipes, or B, get a water filter? So, with mold, people are playing whack a mold, ripping open their walls, trying to find every little bit of mold, which may or may not be there. Usually, it's just an airborne mold problem. There's high airborne mold spores that aren't being filtered from the air. So just like there's bacteria in your water or if the city treats it, there's high levels of chlorine. It's simple. Water is easy though, because we can get a showerhead filter, a sink filter, or a whole home filter. Water comes in through a pipe. It's a single point of entry. Air is sneakier. It comes into your doors, your windows, your attics, your vents, and your dryer. There's a million ways air comes in, which is why you need a more distributed approach to filtering your air. I stopped, it felt horrible. I would charge someone 800, 900, 1,500 to do a thorough assessment of the air in their home and all roads lead to, you have to clean your air. I'm like, they spent their money on the test instead of the solution.

So yeah, mold is very prevalent. It's more often than not an airborne issue, more than a physically visible situation. If you do have physical black mold, I would get three

quotes to get it remediated safely. Whether you have physical mold or not, you definitely have reasonably high levels of airborne mold. Filter that out of your air with fresh air and clean air, opening your windows and doors when you cook and when the temperature allows for it. Like literally today, all my doors are wide open. The doors in the front and the doors in the back are open. It's November in Austin or December in Austin. The house is breathing. We leave everything wide open. Fresh air and clean air are both very important.

Dr. Wendy Myers

Yes, and I think when you get rid of this mold in your air, and you're not breathing that in, you have less burden on your immune system to deal with all this stuff, especially if you are immunocompromised or you have autoimmune issues. You just don't need this extra burden.

Mike Feldstein

Exactly. The most exciting thing that I've seen, remember I created Jaspr specifically for wildfire smoke. I never thought I'd be here talking to you about general health and wellness and detox, and I'm grateful that I am. But originally Jaspr was just made to be the best air purifier for wildfire smoke and post-disaster situations because that's what I knew. Well, what ended up happening was, we created it for wildfire smoke. Then COVID happened in 2020 and all the dentists and doctors needed it. In Ontario, Canada, the dentists all legally needed air purifiers in every room to open up for business. If you had like a small air purifier, like a Dyson or something, you'd be like 45 minutes between patients. If you were at a Jaspr, you'd be like 8 minutes between patients because the air flow is so much higher. And then, the dentists and the hygienists started raving about it to their patients.

Moms started to call me and say, hey, do you have these Jaspr things for the home? My kid has asthma. My kid has allergies. We're having trouble sleeping. I'm like, yeah, we do. Of course. We gave them huge discounts because Jaspr used to be 1975 because it was a medical grade product. We used to be called Jaspr medical. We got the price way down to sell into sleep. Then all of a sudden, the reviews were sleeping through the night, allergies gone. So, the most exciting thing about the whole business and what I've learned is people who suffer from allergies, their

allergies almost entirely go away, because, like what you said, right now you're breathing mold, allergens, pollen, toxins, 24 hours a day. Our bodies are so robust, we can handle this stuff. For two hours a day, for five hours a day, 24 hours a day, it's a beat down.

Now I call sleep healing time. That's when we get to lie down and let our bodies heal. Unfortunately, if your body is still being bombarded by those mold spores, VSC, chemicals, toxins, the pet dander, and the cooking particulates, it can't enter a healing state. It's playing defense all night long, and it can't have its natural process of consolidating memories, repairing our muscles, and healing. When you turn your bedroom and your home into a sleep sanctuary, a clean air sanctuary, your body can do its thing, and then you go out in the day. Even if it's a high alert day, you're fine because your stress buckets have been drained, and you're good to go. And to me, that's the most exciting thing about Jaspr by far.

Dr. Wendy Myers

I thought it was really interesting that you did a sleep study with the Oura ring. I have my Oura ring here. I tracked my sleep and I thought it was so interesting that you sent out Jasprs to people and had them test their sleep before and after using the Jaspr. What were the results of that study?

Mike Feldstein

You just reminded me, in addition to that study, I'm going to add an email. As soon as someone buys Jaspr, I'm going to say, hey, if you track your sleep, put the Jaspr in your bedroom for the first week and watch what happens to your sleep score and then reply to this email and let me know how it goes. So how did it go? We had over a hundred people with Jasprs in their bedrooms that never had a Jaspr before. All with Aura Rings. We decided to use Aura because if we had Aura and Whoop and Fitbit and Apple, the data wouldn't be consistent. So, we decided to focus on the Aura Ring. It was also the most popular by far within our community, and the results were staggering. The average person slept 25 minutes more per night, 18 percent more deep sleep, and 5 minutes improved sleep latency, which means they fell asleep 5 minutes faster. Now, the mean was largely lifted because the people who were sleeping, some people went from sleeping like four hours a night to seven. So, the

people who had the worst sleep were the most improved and they really pulled up the averages. Someone who was like an athlete and a sleep hacker, they still had incremental improvement. But people who were really having trouble sleeping had tremendous benefits and that's what improved everything. So yeah, more sleep, more deep sleep, and faster to fall asleep.

Dr. Wendy Myers

It's shocking that your sleep would improve that much. Even an average of 25 more minutes a night is huge for some people. It's surprising, but not surprising. I think people just don't realize how much of a burden their air places on their immune system and their body and their health. It's so, so important. It cannot be overstated enough.

Mike Feldstein

Think about this, if your kid falls into a pond, that's a sludge radioactive pond, you don't want them swimming in that water. If you see a fish in radioactive water or in contaminated water, you're going to assume it's a less healthy fish in that water versus the fish that's swimming in beautiful, clean water. And for what water is to fish, air is to people. We live in the air. It's not separate from us. This is our home. We live in the air. If that air is heavily toxic, contaminated air, it's going to take a toll on us.

Dr. Wendy Myers

What was really surprising to me is every time I start cooking, the Jaspr starts going nuts. You see the score going up, going into the red. So normally it's on green, it's like 0.04, and you can see like your little error score on the Jaspr, and it goes up shockingly high when I start cooking. Can you talk a little about that and how cooking is really one of the most toxic things that people are doing in their home?

Mike Feldstein

Cooking is the number one way that we pollute indoors. Remember, we only started building homes like this in the last couple hundred years. Like, these really tight. It was originally just a roof over your head. A place to sleep without getting rained on. Some walls to keep the predators out. We would cook over the fire. We would live

outside. Now we have this word called inside and we spend 95 percent of our time there. We have this airtight box that we use gas stoves in with poor ventilation and we cook in there, food, oils, and sauces. When you have high heat and protein, you get something called PAH, polycyclic aromatic hydrocarbons. There's a lot more things, too. That's a cancer-causing compound. It's the same thing that we'd be testing for after a wildfire smoke when I would go to those disaster zones in California and British Columbia and Alberta. That is created from the high heat and the protein when we cook. It doesn't just leave, it gets embedded in your carpets, clothing, furniture, installation, and all your porous materials.

Most people's range hoods don't work. They don't vent. If you put your tissue up to it, make sure it pulls and make sure that range hood vents outside because if it's not, you're not even exhausting that outside. Same with your bathroom fans. Make sure your bathroom fan can pull up a tissue and make sure it's going outside. It's likely just going into your attic or something. You want that stuff outside. That's why we have vents in the first place. So, the reason Jaspr is responding, and it doesn't matter if you have a 6,000 square foot house, if you have Jaspr in your baby's nursery upstairs in a 4,000 square foot house and you start cooking, every Jaspr in the house is gonna go red. Oh yeah because your home is all one ecosystem. The air is shared. Your furnace or air conditioner is mixing the air. It's evenly distributing it throughout the home. So, when you cook, you're polluting your indoor air a lot. The best thing to do, if the weather permits it, open those windows and doors. Don't just rely on Jaspr. Get that fresh air in. Open those doors and windows as wide as you can.

The vet, if you have a good range hood, awesome, but they're very loud. They're very annoying. It's not a very elegant solution. Most of them don't work very well. Use it when you when opening a lot of windows is not an option. But it has the fail safe for all of that and for an additional measure in your actual bedrooms, nurseries and home office that you want to really protect. When you have a Jaspr in there, as soon as it's detecting any of those PAH or off gassing chemicals and compounds from your cooking, it's going to respond and keep those environments pristine and not let those surfaces get contaminated in the first place. And just because you could eat something like steak and oil, it doesn't mean you can breathe it. The digestive tract is a lot more robust to process things than your respiratory system.

Dr. Wendy Myers

Yeah, and ultimately people are cooking with natural gas, which is very toxic to your system. People don't realize how problematic that is. Let's talk about some other sources of toxins in our environment. You mentioned off-gassing from furniture, from carpets. What are some other areas in the home that people need to be aware of when it comes to breathing in toxins?

Mike Feldstein

The big ones for sure are the cooking, then the personal care products, hairsprays, cleaning products, Lysol, Windox, Windex, Clorox, and Method. Diaper pails are a big, big, big no no, especially for poopy diapers. That is a lot of bacteria in your home. Pee diapers, acceptable, one or two days, max. Poo diapers should be immediately going outside. If it smells really bad, that's your body being like, your nose is a sensor and it's telling you there's a problem. So, either remove yourself from the situation or remove the situation from yourself. The cat box, the cat litter, big problems. Also incense, candles, sage, diffusers, even humidifiers. If you have a humidifier, make sure you're using distilled water. If you get your Jaspr, you set it up at home and you have a humidifier with tap water or even reverse osmosis water, RO is better for sure. RO is way better but if you use tap water, your Jaspr is going to turn red from all of the chlorine that's being aerosolized in the house.

Ads 00:30:06

I wanted to give thanks to one of our sponsors, Spooky2Rife. I want you to join the revolution in wellness with Spooky2.com. This is the pinnacle of Rife technology. Rife was a technology that was developed over a hundred years ago, and this is the Rife device that I've used for over five years for every imaginable health issue and symptom. It was developed in 2013 by an international team of experts. Spooky2 is really the epitome of innovation and versatility. Spooky 2's mission is simple yet profound to empower everyone to reclaim their health and vitality. They tirelessly seek and develop practical, affordable, and effective alternative health devices because they believe that everyone deserves access to holistic health solutions. You can learn more about the future of energy medicine at spooky2.com

Dr. Wendy Myers

I think when people are taking showers, they don't realize how much of these toxic chemicals in our water are evaporating in the steam that we breathe in exactly when we're taking a shower as well. That's a huge source.

Mike Feldstein

So yeah, water filters, water filtration on the shower, on the whole home is also air filtration because the aerosolized or particles from the evaporation are polluting as well.

Dr. Wendy Myers

Yeah, and when you're running your dishwasher, same thing. If you're using any chlorine or bleach-based laundry detergent or dishwasher detergent, you're breathing that in too. Most people are so worried about killing bacteria that they don't realize how many chemicals that they're unleashing into their environment. That's why I do this show to help people figure it out.

Mike Feldstein

That's why I came. Yeah, help figure out where the problem areas are in their home.

Dr. Wendy Myers

So, let's talk about Jaspr versus some of the little air filters or cheaper air filters you can get, the HEPA filters and things like that. There are 99 options on the market. What are the problems with those and how are they not going to do a good job in filtering your air?

Mike Feldstein

HEPA is great. It's great. I love HEPA. HEPA is a wonderful standard. You can have a HEPA filter the size of a water bottle and this could be the best HEPA ever, but it's too small to get the job done. The HEPA filter might be good for the box that my kids are doing arts and crafts in that they made. It's not going to do anything for your room because even if the filter is the most amazing, efficient filter, it needs to move. There

are two things about airflow. There's efficiency and efficacy. Efficiency is how many particles does the filter capture. Efficacy is how much air flows through the filter. You need something large enough to move enough air. This is why Jaspr's design is built up and not out. The footprint is very small. It actually doesn't take up much room from your floor, but the filter is very large. We built it like a condo or an apartment building. We built it vertically. So, it's the perfect height where it's easy to access, and easy to see the screen. But, it doesn't take up very much floor space.

Most of the smaller air purifiers take up just as much floor space, but their designs are very flawed. Number one, they're using plastic instead of metal. Number two, they're using very cheap motors. This is why almost every little air purifier you see has a one-year warranty. What's up with that? If they would love to have a 10-year warranty, they can't because if they did have a 5 year warranty, they only have a 1 year warranty because they're only confident in the product working for a year. Otherwise, it would be a great benefit to have a longer warranty. I don't trust any company with a 1 year warranty. They're too small.

The number one reason with them is not that they have bad filters. Their filters are generally quite good. That's not the problem. It's that the airflow is not sufficient enough. Then, a lot of them aren't sealed properly. You have the filter, but 20 or 30 percent of the air circumvents the filter. That air is not being filtered at all. One of the biggest problems with most air purifiers is the unsealed design. The filter is fine, but the fan, the motor are poor, the design is bad, they're ugly, the warranties aren't very good, and the sensors suck. They don't even detect the air quality in real time.

Honestly, I think I only developed the Jaspr the way it was because my background was mold and wildfire smoke. People will get sick with an incompetent air purifier. I could never use it on the job site to remediate a family who just dealt with a mold situation or a fire or flood. I wanted to use the same commercial grade products with good warranties and good integrity in the home, but make it beautiful and make it quiet so people are proud to put it in their homes. So, mostly it's the size.

Dr. Wendy Myers

That's what I love about the Jaspr is it's quiet, especially when it's in your bedroom or in your baby's room. It's not making all this noise and racket that can disrupt your

sleep, especially if it's going on and off or on and off. Those are things that can disrupt your sleep

Mike Feldstein

Most people actually, if the Jaspr is in a living room, they put it on smart mode so it adapts to the environment. Most people in their bedroom, they actually put Jaspr on fan speed two on quiet mode so it's a soothing, nice white noise and then you get even cleaner air. People use white noise machines. They're using speakers with EMF and WiFi and Bluetooth to mimic the fake sound of air. Why not just have actual airflow in your bedroom, real wind, real airflow with filtration. We're trying to bring the best of nature and bring it into our home. We can't open our doors and windows. There'd be the temperature and the bugs and the pollution. So, the intention of Jaspr, which our logo is literally a tree, is because we try to bring the best of nature into our homes with the filtration, which is the trees and with the wind.

That's why Jaspr is really great for people to sleep because it's both white noise, but if people do want to keep it silent because they want to live in a cave and have dead silence when they sleep, then that's fine too. Jaspr on its quietest setting moves more air than a lot of small air purifiers on their loudest setting.

Dr. Wendy Myers

Why don't you tell us some of the specs? For the techies out there that might know something about air filtration, why don't you give us the tech specs?

Mike Feldstein

Sure, so at our highest fan speed we have 430 CFM, cubic feet per minute. Some people like to talk about cataclean air delivery rate. The problem with cata is it's different based on the particle. Smoke, dust, pollen, it's a different cata for every particulate. CFM is the best. It's just telling you how much air flow we are pushing through. Jaspr is 430 at the top setting. A lot of air purifiers are 80 or 90 at the top setting. Here's the best part. A lot of people talk about the top CFM. What matters just as much is the lowest CFM is, how much air are you cleaning when you're silent? Jaspr's lowest fit and speed is about 100 to 120 CFM. A lot of air purifiers, if they're 80

or 90 at top speed, they're like five or 10 or 15 at their lowest speed. So, at their lowest fan speed, when they're quiet, they're doing nothing. The huge difference here is the airflow. That's why we have a high CFM, not just at peak speed, but also at our lowest speed, we went to the highest possible speed that we could get to while still keeping it silent.

We were very intentional about our thresholds of our motor speed. Also, we use a dynamic filter. There are some air purifiers, when they change speed, it's ka clunk, ka clunk. It's like aggressive gear shifting. Our fan speed is dynamic. When it changes speed, it does it smoothly and gradually, not abruptly because that abrupt sound at night is very disturbing for people. It's very gradual, the way it ramps up and down. The other thing is our sensor. We have two sensors on board. There's the PM2.5 sensor, which is the light that you see. There's also a VOC sensor on board that's not reflected in the screen. If you ever see your Jaspr go up to fan speed 2 but not turn red or yellow, that's because it's detecting VOCs. That could be when somebody brings a new couch in the home. That could be when you're painting. That could be when someone farts. Methane is the VOC. People who keep them in their bedroom in smart mode, if you see that thing turn up in the middle of the night and it wasn't you. You're like, honey.

Dr. Wendy Myers

Yeah, when you fart, it does start going crazy. It's like the farts are so toxic but I have peace of mind knowing they're being filtered out.

Mike Feldstein

Me too. That's the airflow. That's the sensors. Of course, we use steel instead of plastic. That's not exactly a spec. Then our filter is actually an H12 filter. Why not an H13 or an H14 or an ALPA filter? There's no cost difference. It's just tighter plates makes a higher efficiency filter. The problem is, if you make your filter too tight, you can't get enough air through it. I love this quote, would you rather have 99 percent of 1 or 95 percent of 5? A lot of air filters with their super, super high-end filters, they're getting 99. 999 instead of 99. 97. It is shocking how much less error, the thing that you're filtering the air too. You're restricting it a lot. In actual fact, we're doing studies. It might make sense for us next year to just go slightly below the HEPA threshold because brands

are scared to do it because they don't know how to educate. They're just using buzzwords and stats and facts that they're really conditioning to try to sell people stuff.

You can get a little air purifier that's tiny and it's at 99.9%, it covers a thousand square feet. They don't tell you if it covers a thousand square feet, 5 percent or 90%. It's usually closer to 5%. What does covers even mean? To me, if I'm saying covered, it needs to be 80%. It needs to mean something. People just throw around how much square foot does it cover. Also, air purifiers don't care about square feet. They care about cubic volume. Do you have 8-foot ceilings or 16-foot ceilings? If you've got 16-foot ceilings, it's only going to be half the square foot of the 8-foot ceilings. It's all based on cubic volume, not square footage. This is why I'm here, to just get the word out, because there's a lot of really confusing information for people to make decisions on and most filters are excellent.

We have a H12 HEPA filter 430 CFM VOC and PM 2.5 sensors and then we made it look pretty which is something you can't quantify in specs. We used a cold rolled steel with a slightly off white and it's just supposed to end and plastic reflects light. Steel absorbs light. With plastic, it's a very big eyesore because you see your light shining on it. It acts like a mirror. Whereas the Jaspr, because we use that powder coated, cold rolled steel, it absorbs the light. It just blends into the decor. And then because we use the cylindrical design, it's a cylinder. It's capturing the air 360 degrees. If you have a two-sided filter or one-sided filter, you can't put it right against the wall. You can't put it in the corner. You can't put it beside the couch. It's got to be in the middle of your room and it's just super annoying.

Dr. Wendy Myers

Yeah, and I love the Jaspr. It is really pretty looking. It's just really gorgeous. It goes in any décor for people that are worried about that. Let's talk about some testimonials. What's some of the feedback from some of your customers on how much better they're feeling after using the Jaspr?

Mike Feldstein

Well, the big one would be the sleep. We also recently did a study where we removed, they ran a Jaspr in a 500 square foot room, a third-party lab. We have the study online and it's on our Instagram. We removed 80% of all the airborne mold in the first hour. Within three or four hours, it's more like 99%. We're doing more and more studies on bigger durations of time. But the biggest testimonials I get, the most heartwarming ones are kids who have a huge decrease in asthma attacks. That's just amazing. Asthma attacks are so debilitating for the whole family. The other big one is allergies, seasonal allergies gone. And then the biggest of all is sleep quality. What could be better? If you can improve your sleep, you got more energy. You got more life. You got more focus. You can just live a richer life with better sleep. So, to me, the allergies are great. The asthma is great, decrease of coughs, but sleep has got to be the top.

Dr. Wendy Myers

Also, your air smells better, because if I don't have mine on, I smell the cat box.

Mike Feldstein

Don't turn it off! It should never go off!

Dr. Wendy Myers

Yeah, I know, but I need to get another Jaspr that's for

Mike Feldstein

We can make that happen.

Dr. Wendy Myers

That's in my laundry room. I need one where the cat box is.

Mike Feldstein

Hang on! Jaspr is actually not the right solution for that situation.

Dr. Wendy Myers

Okay.

Mike Feldstein

So your cat box is in the laundry room, right?

Dr. Wendy Myers

Yeah.

Mike Feldstein

Okay. So, two things here. Number one, is that laundry room, what floor of the house is it in?

Dr. Wendy Myers

The first floor.

Mike Feldstein

So, are you hanging drying clothes in there ever?

Dr. Wendy Myers

Not hanging drying, no.

Mike Feldstein

So that's good. Step one, what I would recommend for that room would actually be to install a bathroom fan in it. Our laundry room has a bathroom fan that we basically run all the time because as much as I would love to tell you to put a Jaspr in there, and we do still need to get you another Jaspr, but your laundry room specifically, and you could put one there, but this is an environment where you're using, you know, there's chemicals and laundry products and drying and high heat and all that humidity is a problem as well. So, actually having a bathroom fan with like a two hour timer, and if you have one that can run on a low speed all the time, because the cat litter is a problem all the time. What we do is we literally keep our laundry room door shut on the main floor, with the bathroom fan running 24 hours a day. So that way,

that door is shut. It's kind of an isolated environment, and it's constantly venting everything in that room, including the cat litter, directly outside.

Dr. Wendy Myers

No, that's smart and that's like a four

Mike Feldstein

Is it on the perimeter wall in the middle of your house?

Dr. Wendy Myers

No, it's on the edge of the house, like a corner.

Mike Feldstein

It's going to be like 150 for the fan. It's going to be under 500, 600 to literally get a bathroom fan installed in your laundry room and it will be a game changer. So as much as I'd love to tell you one more Jaspr, that's not the solution for that problem.

Dr. Wendy Myers

Okay, great. I just need a cat door to go in and out.

Mike Feldstein

Yes, the cat box can stay in there. Cat door too, for sure. Yeah, cat door, bathroom fan, and you're gonna be crushing it.

Dr. Wendy Myers

Yes. Well, Mike, I really appreciate the really generous offer that you're giving to my audience. You offer to give \$400 off

Mike Feldstein

Yes.

Dr. Wendy Myers

If you go to jaspr.co and use code, Wendy, you'll get \$400 off, which is so generous. I really, really appreciate that because it makes it really affordable. This is one of those investments that you need to make at some point, just like we talk a lot about infrared saunas and we talk about supplements and water filters and things like that. Air filtration is paramount. I know it's some kind of the last box that a lot of people check, but it is a box that you need to check at some point because your air quality does dramatically affect your health because of the amount of toxins that enter your body through the air.

Mike Feldstein

Just to build on that really well said, today is December 5th, black Friday just passed. So, basically we're making sure your community still has the black Friday offer starting today, December 5th until December 15th. Now like you said, it's the last box people check, which I think we're going to try to flip that script because the winds, sleep and energy, the results just compound. Just like money in an investment compound, so does our health. And with Jaspr, it has a lifetime warranty. For once you buy your Jaspr for a little over a dollar a day, you're going to get your two filters a year. You're going to have your lifetime warranty. If your Jaspr breaks after four months, four years, nine years, it doesn't matter. We will send you a brand new one. You take the new one out of the box. You put the old one back in the box. We give you a prepaid UPS shipping label, we schedule, and we pay to have UPS come to your porch and pick it up. I hate when I have a product with a warranty and I got to get boxes and receipts and go to FedEx. It's not cool. We've taken over all of that burden. You're not just getting the filter twice a year, you're getting a lifetime warranty with VIP service.

So, today, December 5th to the 15th and if people buy more than one, which from your webinar, people were buying, we actually have additional discounts on our website. If people add more to their cart, in addition to code Wendy for \$ 400 off, it gives them bigger and bigger savings, the more that they get. So yeah, one day code W E N D Y between the December 5th today and December 15th. To anyone out there at the very least, if you open your windows, crack your doors, use your range hood, get your bathroom fan going. Hopefully there's some little wins. Use a little bit better products. Get vinegar wipes instead of Clorox. Just be aware of your air. Realize that you're

living in air, not separate from air. And to anyone out there who this speaks to them and they want the world's best air purifier that also looks beautiful, hopefully Code Wendy between today and the 15th helps you.

Just so you know, we are very sold out. The product's been in very high demand. We're making it as fast as we can. So, likely if you order today, you'll get it in January or February, but by the time Christmas rolled around, we could be back ordered three or four months. I say, get your new year's resolution started now. 99 percent of people join the gym and cancel in the first month. Starting off your year with something that requires willpower. To me, this is not the way to go. Investing in filtered water and filtered air are things you make the investment and then no willpower is required. Then you can build on that foundation. So, if you order today, it's still going to take a month or two to get it to you, but the waiting list is getting longer every single day. So, hopefully this works for some of you guys out there.

Dr. Wendy Myers

Great. Well, Mike, thank you so much for coming on the Myers Detox podcast. Remember, everyone go to jaspr.co and use code WENDY to get your \$400 deal off. It's really smart to order more than one. Like Mike said, you want to have one in every single room just to maximize your air filtration. Every single room. That's the smartest way to go, especially if you have a large home. But Mike, thanks so much for coming on the show.

Mike Feldstein

Thank you. My pleasure.

Dr. Wendy Myers

Everyone, I'm Dr. Wendy Myers and on this show, we have experts from all over the world to help teach you about the health issues caused by toxins that we talk about, different types of toxins and how to remove them from your body and all these things related to detoxification. Thank you so much for joining us and have a happy holiday. I'll see you guys in another week.

Disclaimer

The Myers Detox Podcast is created and hosted by Wendy Myers. This podcast is for information purposes only. Statements and views expressed on this podcast are not medical advice. This podcast, including Wendy Myers and the producers, disclaim responsibility for any possible adverse effects from the use of information contained herein. The opinions of guests are their own, and this podcast does not endorse or accept responsibility for statements made by guests. This podcast does not make any representations or warranties about guest qualifications or credibility. Individuals on this podcast may have a direct or indirect financial interest in products or services referred to herein. If you think you have a medical problem, consult a licensed physician.