

Michael Lares On Improving Sleep and overcoming migraines

Greg Zuffelato YouTube video: February 22, 2017 (<https://www.youtube.com/watch?v=qlfQoGJcjt8>)

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For today's guest. So if you've ever had issues sleeping, like me, uh, starting this company, uh, was, is, um, challenging and I, I'm not alone. I all of you have stresses in your life and sleep sometimes is an issue.

So Michael Lars, he has, um, and very fascinating background, um, uh, and, and tragic. Some part of it. Um, he, he, uh, and I'm not going to share all the details yet, but, uh, he started as a us Navy diver.

Then he had a dive underwater diving company for a number of years. Stress really got to him and had some health issues. His wife had a terrible accident and she had major health issues for a number of years.

And through this, he discovered this technology, um, from Dr. Bart flick, um, that basically it's, it's, it helps. It's a technology that helps you sleep. And he has his website is Delta sleeper.com and we'll share more information about how to get ahold of them. But the whole, you know, the Delta sleeper.com is a place for information on sleep. Uh, not only, not only their, um, you know, the, the product is there, that helps you sleep, but also tons of information. So let's get to Michael.

Let's listen to what he has to say and, uh, enjoy the show. Well, welcome, Michael. I am, I am personally excited.

Like I mentioned already, I'm excited to have you on the show, uh, for personal reasons, but I know you, you, you're helping a lot of people. I know your story is gonna help people. So, uh, just thanks for taking the time to be on a too busy show.

[Michael Lares]

Ah, thanks, Greg. Thanks for having me. The snow's flying and the fires are burning up here in British Columbia.

[Greg Zuffelato]

That is awesome.

[Michael Lares]

You're getting, so what, so what's the, what's the weather there? There's 21 degrees and sunny, but it's snowing.

[Greg Zuffelato]

Okay. That's well, it's snowing and sunny. It's beautiful.

That's I'm sure that's nice. I'm we're I'm in Southern California. So I'm in Santa Barbara and it's, it's really, it's like 70 degrees.

So we've got the extremes here.

[Michael Lares]

Yeah. You don't have too many seasons down that way, do you?

[Greg Zuffelato]

No, no, no. We've got to go, you know, got to go to the mountains to, to, you gotta get out of town, five, six hours to get up to where enjoy what you're enjoying right now.

[Michael Lares]

So, but yeah, but that's, you can have the best of both worlds down there just with a few hour drive. Can't you?

[Greg Zuffelato]

Yeah. Yeah. But yeah, it's, uh, there's, there's a pretty area, but you know, I, you know, just reading about you, listening to your story on other podcasts, it was really fascinating.

I, you know, I just want to, uh, I know you're going to be able to help so many people. So why don't you give us your, your, your little bit, your background. Um, cause we, you know, leading up to where you are today.

[Michael Lares]

Well, I'm 50, almost 52. Um, you know, I've had a few companies and had a 25 year commercial diving career, right. On the economy for 20 years.

So it was pretty high pressure stuff, a lot of dangerous work, always on edge. Um, you know, but that's what I chose to do. No big deal.

Well back, you know, the way this all started with the sleep technology and helping people improve their sleep, uh, it was kind of an odd story, kind of an ugly beginning, actually.

[Greg Zuffelato]

Right.

[Michael Lares]

Back in 2005, when my son was born, I've got two children, 13 and 11 now. Oh, nice. Yeah.

My son. Yeah. When my son was born in 2005, a couple hours after my wife gave birth, everything was fine.

You know, two hours of bliss, we call it. Yeah. Two hours.

Yeah. Well, based on what I'm about to tell you, yeah. Uh, two hours after the birth, you know, they, she had to go to the bathroom for the first time.

That's always precarious. That's always a precarious moment for women. There's so much blood loss.

Right.

[Greg Zuffelato]

Right.

[Michael Lares]

Well, they'll get into detail about exactly what happened. She, she, uh, fell face first on a concrete floor. The nurse just turned her back for a brief second chair and she blacked out.

And so she didn't sustain a lot of face injuries off of that. And, you know, after two years of dealing with, you know, surgeries, reconstructive surgeries, root canals, everything to try and improve her state of health, um, hospital finally just cut us loose, you know? Oh my gosh.

Yeah. Yeah. So what we did was, you know, we went from traditional Western medicine, pharmaceuticals, and, you know, again, surgeries to all right. Natural, natural path remedies and whatnot. So we, we ran across a phenomenal doctor named Dr. Solomon who, um, I really attribute saving my wife's life to, cause they were getting ready to put my wife on anti-seizure medication cause she was having seizures from all the neuropathic issues. Right.

And, uh, it was just, it was a tough couple of years.

[Greg Zuffelato]

Wow.

[Michael Lares]

Yeah.

[Greg Zuffelato]

And having a brand new baby, I mean, that's just like on top of everything. Oh my gosh. Can't imagine.

[Michael Lares]

Oh, yeah. So she breastfed for the whole, you know, for eight months and they said the meds that she were on, you know, there's a lot she couldn't do because she was breastfeeding, but she didn't want to not. So she, you know, she, I mean, it was, it was craziness.

We don't have a lot of time to get into it, so I'll move on.

[Greg Zuffelato]

But, uh, no, but yeah, you definitely said that's a tough, tough situation to be in. Yeah.

[Michael Lares]

Yeah. But you know, so we were in this, we were on this path of healing and exploring everything we could. So we hooked up with this Dr. Solomon, uh, she actually figured out that my wife wasn't having seizures. She was having anxiety attacks and it was a body response to, you know, adrenal fatigue and being in pain for so long and in such intense pain and then all the neuropathic issues that came with a broken palate, you know, and all the face injuries. So she got my attention of course and we really believe in this doctor. So, you know, during surprisingly enough through all this, I was getting really bad migraines and she couldn't do a whole lot for my migraines, but she directed me to a doctor named Dr. Bart Flick, right?

This guy is really, he's a brilliant doctor. He's in some very alternative new technologies. I think he might be able to do something for you.

So, you know, I really trusted her. She trusted him. So she set me up with an appointment with him and, uh, he, he basically, he did a, uh, basically did a brain scan on me to find out where my migraine threshold was.

And he says, we've got a technology we can use on you. It's a pep technology, pulse electromagnetic field. Okay.

Uh, and it'll, it'll assist with your migraines. So it is \$500. If it works for you, you know, you can give me \$500.

It doesn't, you know, just give me the device back.

[Greg Zuffelato]
Right.

[Michael Lares]
And within the first month of using the device, I was no longer getting migraines.

[Greg Zuffelato]
Oh my gosh.

[Michael Lares]
Yeah. So, you know, I got Dr. Solomon healing my wife. I've got this doctor to just got rid of my migraines.

So we became all became really good friends and kind of a brain trust, if you will. And he was really excited about other projects he was working on. He says, well, here's what we're working on now.

Now this is 2010. Okay. This is five years after the accident.

[Greg Zuffelato]
So, okay. Uh, and your wife at that point is not fully recovered, but she's on the road doing much better, much better, doing much better.

[Michael Lares]
Yeah. Finally, um, you know, we could do a whole episode on that. I'm sure that's, yeah, I'm trying to, yeah, I'm trying to stay on point with the sleep, but that's how it began.

[Greg Zuffelato]
Yeah.

[Michael Lares]
I said, well, obviously I believe in your technologies because, uh, you've gotten rid of my migraines and, you know, I'm seeing the things that Dr. Solomon's doing with my wife because she's doing some other, some mild pimps with my wife.

[Greg Zuffelato]
Okay.

[Michael Lares]
Uh, so he says, well, we're, we're kicking off this sleep technology project. We've barely got a prototype design. I said, he says, we've been working on it for some time and we're looking for investors.

You know, if we could, we can just get one investor involved, keep it nice and tight. Smug, you know, so simple. I said, I'm your guy.

This is back in two. Yeah. I said, I'm your guy.

[Greg Zuffelato]
You know, I retired.

[Michael Lares]
Oh yeah. Yeah. Well, you know, it was, you know, anybody that's had migraines, you know, you're, you're looking to do a deal with anybody, anything to get rid of them, you know?

So if you can get, you know, and I tried a lot of the stuff that's out there and you know, man, it's so tasking on your system.

[Greg Zuffelato]
Yeah.

[Michael Lares]
Yeah. So, you know, to get rid of a migraine with, with a non-intrusive type technology was, and it haven't worked. Oh, I was a believer.

So yeah, I said, I'm your guy. And you know, in 2010 we pulled this company together, saw me residents and it took two and a half years to get the prototype developed. Okay.

Originally it was, you know, it's a little half ounce device now, but originally it was just a big halo type advice device with wires and a, you know, you know, a control module. And it was, it was kind of mad science, but over the years we got the prototype down to where it is today. And at the end of 2013 we went to you, underwriters laboratory got certified through UL and then we stepped into the FDA campaign.

[Greg Zuffelato]
Okay.

[Michael Lares]
Right. 2014 and you know, that went on for over a year. I'm sure in the middle, uh, in the beginning of 2015, the FDA came back and said, you know, this device is so safe.

You don't even warrant, you know, turning in a five, 10 K, submit the five, 10 K or having to be cleared by the FDA. So we're going to classify you as the lowest risk possible under the general wellness category.

[Greg Zuffelato]
Yeah. Yeah.

[Michael Lares]
And so, and yeah, in 2015 mid 2015, uh, we started selling to clinic through clinicians and physicians. And then the FDA came back two months later and said, well, this device is so safe that you can go to the end user. You don't have to have it controlled or have a prescription, you know, from a physician or a clinician through a clinician.

So, you know, I looked, I looked to the board, these gentlemen, you know, in mid 2015 I said, so what do you guys have on the table? Cause you know, at this point I'm basically just like a, uh, an angel investor. I sit in on the board, but I'm not part of the day to day.

Yeah. You know, I'm up here by that time I'm up here in Canada here. So I just stay in touch with the guys on the phone, you know, every few months or whatever.

And, uh, so when the FDA came back, they gave me the news. I said, what do you guys have put together to go to the end user? And we said, actually, would you not anticipate this?

We don't have anybody. And they, you know, the FDA, when they came back with the clearance or the classification, they also came back with, you better watch, you know, we're going to allow you to promote this technology to the entire sleep disorder market.

[Greg Zuffelato]
Okay.

[Michael Lares]
But you gotta be careful how you brand it. You don't, we don't want you out there making claims that you cannot make.

[Greg Zuffelato]
Right.

[Michael Lares]
Right. Uh, you know, so, you know, the FDA, everybody knows what the FDA does and what they're about. So it was important for us to launch this campaign to the end user, but be very mindful of how we branded the technology to the end user.

So I went ahead and I just created this company, the sleep, the Delta sleeper.com.

[Greg Zuffelato]
Yeah.

[Michael Lares]
So I could hold close to vest how it was branded, how it was marketed and how we presented the technology to the end user, you know, the everyday person. Right. So we started a D sleep at the end of the end of 2015.

So really you only got launched in early 2016. Okay. So we've been on the open, open market now for over a year, just over a year.

[Greg Zuffelato]
Right.

[Michael Lares]
It's been a phenomenal year.

[Greg Zuffelato]
So I'm sure that's, that's where it started.

[Michael Lares]
You know, it started from an accident that, that put us into a level of exploration with, okay, the human body and healing and triggers for problems and causes for problems. And, you know, through that entire campaign,

uh, even, even my 20 year diving career, uh, you know, five, six hours sleep was normal. Five hours, pretty much all you really allowed yourself to get.

Cause you know, being a young guy starting at 24, 25, you know, you got a social life, you know, then you gotta, you gotta, I had a military career, you know, I was in the military. I was a military diver before that. So sleep was kind of optional.

So I just carried, I carried that theory through the next 20 to 25 years of my life. And only, only when I got involved with, you know, the post-accident situation with my wife and then with these doctors that I realized just how absolutely important sleep is and especially the impact on the nervous system. Right.

So it's been a real eye opener for me, just a sleep campaign, especially over the last year and a half, two years. But you know, for the last six, seven years being involved with these doctors. So I'm walking, I'm a walking, talking billboard about, you know, sympathetic stress and adrenal fatigue syndrome, if they want to call it a syndrome, you know, and then seeing the benefits of sleep and the benefits of quantifying my sleep through tracking technology, quantifying technology they have out there now.

So there's our website and Delta sleeper.com is not only an effort to, you know, market a product to help people. It's also an information change to share a lot of the stories from our clients. We just revamped our website and actually just launched the new website over the weekend here this past weekend.

You know, it's the end of January now. I'm not sure when this podcast is going to launch, but, so it's chock full of technical details, a lot of reviews, a lot of the media that the technology's received over the last year, you know, from being in news articles to being on other, other releases, you know, media releases. So the website is that one thing the FDA also wanted us to do was be information, good, clean information, I guess, because they knew they were, we knew they knew that we knew they were watching.

[Greg Zuffelato]
Sure.

[Michael Lares]
They were going to watch close there. You know, everything on our website, every, every comment, every, every statement made has been reviewed by the FDA and it's being watched by the FDA. I can tell you this now that other technologies out there, no disrespect intended to any of them.

There's some brilliant stuff out there. Not being biased. I think we're the best one for sleep, but we're the only probably the only website out there being strictly monitored by the FDA.

Because, you know, we purposely got on their radar. We purposely approached him with a five, 10 K. So, you know, because the doctors they've been in this game for decades and they, they wanted to create a technology that would work, that was safe, that was certified safe.

And, you know, at least went through you, uh, through FDA. So they didn't have to look over their shoulder. So when we hit the market, everything was clean.

That's where, that's where we're at.

[Greg Zuffelato]
Yeah. And, and, and groundbreaking technology. So, you know, that's going to attract a lot of attention.

So you went through the right channels to make sure you could get it to the people and get it out and not have any hiccups along the way, which is, which is great. You did your homework.

[Michael Lares]

Yeah. It's been, it's been a fun project. It's very time consuming.

It's not something I was looking to do. I, you know, we bought a ranch up here in British Columbia, Canada. I retired from diving in 2010.

Okay. Uh, you know, we've got two small children, young children now they're growing fast.

[Greg Zuffelato]

Right. Yeah. Yeah.

I know.

[Michael Lares]

So, but you know, the whole effort back in 2010 was okay. How can we help people? You know, I've always created projects and companies that, you know, everybody wins, you know, try to help as many people as you can.

So, you know, we'll, we're sitting on a little money when I retired from diving back in 2010, it was like, okay, how can we optimize this investment? How can we optimize this money? Help as many people as we could.

Well, you know, synchronous synchronicity, if you will. So that's where I put a lot of the money was into this project here. So five, six years later, I never anticipated being on the front lines like this.

Driving it forward.

[Greg Zuffelato]

Yeah. Right.

[Michael Lares]

But here we are. Yeah. It's, it's a lot of fun.

It's, you know, it doesn't work on absolutely everybody. We have a very high success rate and you know, through physicians, this technology is amazing because physicians have the focus of the patient, right? They have the strict, they have the strict regimen of the patient.

And you know, a lot of the physicians out there that are using the SR1 with their patients are actually diagnosing source problems with their sleep disorders that are sleep issues based on the body response or lack of body response to the technology. Right. Right.

You know, so, you know, selling through physicians and clinicians was always the original idea because of the sophisticated, you know, medical device.

[Greg Zuffelato]

Yeah.

[Michael Lares]

So now that we go to the end user, yeah. And now we go to the end user, it's like, I'm barely qualified to be that guy, you know, because I'm not a physician or clinician, but it's so simple. It's just a simple on off button, right?

It's a small device that you wear, you know, with medical adhesive. So, but there's such a science around it, a physical science and every client that buys one, you know, they have a story. And it's not always a real easy story.

If people are having sleep, you know, originally it's designed for people with sleep disorders. Well, anybody that's got a sleep disorder just knows the hard impact that has on your life, you know, and especially year after year, decade after decade, we've helped patients or clients. We've helped clients with, you know, two decades of sleep.

Yeah, absolutely.

[Greg Zuffelato]

That's life-changing for them. Well, what's the, you know, not to get too deep into it, but the science behind it, like what is it? You know, I read a little bit about it.

Can you give us a little, a little bit of what it does?

[Michael Lares]

Yeah, it's pulse electromagnetic field. And the term, the industry term is PEMF. You know, a lot of, there's a hacking, there's a term biohacking, you know, now that people are using it.

Honestly, when I got involved with this, that term kind of caught me off guard, you know, but it's biohacking is just basically hacking the biology of the human body with different principles of different applications, you know, like supplementation. And this one happens to be a bioelectrics, therapy. So the device is basically a small computer with a magnet system in it that puts out electromagnetic pulse and the brain, the brain frequencies and sleep frequencies run at a certain, you know, Hertz and they have a certain output.

They have a certain frequency they put out. So the doctors invented this device to mimic those brainwaves. One of the more significant of the multi frequencies that it is programmed with is deep sleep frequency.

So basically this small device, it has an output of a half a gauss, which it was, you know, the earth output of the earth is, is 0.25 to 0.6 gauss. Okay. So this is the output of this device is 0.5. So it's within the same natural bioelectric or electric, excuse me, the magnetics of the earth. Right. So it's completely safe. It's not, it's not like you're getting a high exposure to some kind of foreign frequency because they really, with all these other technologies out there, they really, they don't know what prolonged effects there are on the human body to expose yourself to, you know, they're just starting to figure that out now with cell phone radiation.

That's right. But a lot of the other stronger technologies out there, they don't have enough data showing what the longterm exposure is on, you know, what the implications on the body, if any, are. So the reason this one's the doctor designed this one at 0.5 gauss is to, to also be within the natural exposure limit, you know, rates and no more daily exposures of the earth puts on the human body, which is completely natural, natural.

[Greg Zuffelato]
Right.

[Michael Lares]
So, yeah. So with a, you know, an output of 0.5 gauss, and the frequencies at the natural brain frequencies of sleep, because there's various frequencies for the various stages of sleep.

[Greg Zuffelato]
Yeah.

[Michael Lares]
Uh, you know, the, it just, the device mimics sleep and the brain picks up on that and just gently nudges the brain to pick up that pattern and then fall into its own normal sleep cycles. Right. So the device times out, we designed the device to time out after 22 minutes because we don't want to hold the brain in a state of any particular stage of sleep.

Right. It's meant to encourage the brain to function properly, function naturally. And it's, it's mind boggling how many clients, all they need is that little gentle nudge.

Right. They're sleeping great. Sleeping normally.

[Greg Zuffelato]
Yeah. It's like a reboot, a reboot to get everything on track.

[Michael Lares]
Yeah. We're resetting circadian rhythm, uh, and people that have had circadian rhythm issues for over a decade, you know, 15, 20 years. So like I was saying before, so it's just amazing how the body responds to just this, this real light, very conservative frequency of sleep.

So, and that's, that's the beauty behind the device is completely safe. Uh, we just recommend because we don't have the data, not because there is known implications. We just recommend that women who are pregnant don't use the device.

[Greg Zuffelato]
Right.

[Michael Lares]
And anybody that has a pacemaker don't use the device because we just don't have the data that States that that could have a negative implication on it. Not that it does.

[Greg Zuffelato]
There's no negative data, but there's no data. Yeah. You'd have to.

Yeah.

[Michael Lares]
So if we don't have the data, we don't put the promotion there. You know, we don't make the statement because remember FDA is watching. If we made that statement, they'd slam us, they'd shut us down.

They'd make us run clinical trials on 50 pregnant women or 50, you know, we just don't know. So we don't make the statement.

[Greg Zuffelato]
Right.

[Michael Lares]
Right. The device. So it basically, it runs off the pulse electromagnetics, which the entire body does anyway.

And we've just, they just invented this device to mimic the sleep patterns of the brain. Uh, it's actually quite brilliant. Um, especially the fact that it's so non-intrusive and so safe.

So if you're, if you're on pharmaceuticals for sleep like Benzos and whatnot, so then there's a step off program. Okay. Start lowering your doses.

We recommend you work with your doctor. You lower your dosages over two week periods until you ultimately, the device takes over the place of the pharmaceuticals. And then that you can start, I've got so many clients that after six, seven, eight months, they hardly even use the device anymore.

[Greg Zuffelato]
They're back to normal. Right. Right.

[Michael Lares]
They are pretty much reset. So they'll use the device as kind of a maintenance tool. You know, they start getting restless myself because I've, I've been such sympathetic stress from being just such a hard charger for so many years.

I'm still balancing out my nervous system.

[Greg Zuffelato]
Right.

[Michael Lares]
Check my HRV. I try to check my HRV every day in the morning. Uh, there's links to all that on our website.

We talk about heart rate variability and the positive impact on that over time with improved sleep. Uh, you know, I monitor myself for the couple of quantifying technologies. One's a whoop, one's a aura ring.

I wear them both every day, all day long. Those are great tools for quantifying your sleep and your day-to-day activity. Uh, you know, so I am at 51, 52 years old, I am still repairing, you know, nervous system impact damage.

If you want to call it damage, I just need to rebalance, you know, that I put myself in from, you know, being in the military, always being a hard charger. Then 20 years of blood and guts underwater construction and engineering and dangerous work and worrying about crews, worrying about crews every day, every night, you know, cause it's dangerous work. Somebody can easily get injured or killed any, any time.

[Greg Zuffelato]
It's one of the most dangerous jobs, correct? I mean, underwater, I think it's top three.

[Michael Lares]

I think it's, I think it's top three. Um, you know, we've done stuff where it should be top one, but no disrespect to those guys out there on electrical lines and stuff. But you know, and then taking that hard ride with my wife and children, you know, for several years and just watching somebody suffer.

And I mean, I got financially hammered for over a million dollars in just two years after the accident, just from, you know, having to hire crews to take over jobs and to stay home and heal my wife and then medical bills and just everything. So, I mean, if that doesn't cause sympathetic stress on a man, I don't know what will.

[Greg Zuffelato]

No, that seeing your wife in that state. Yeah. That would, yeah, that would put most people over the edge.

Yeah. But now you, you have a couple of wrinkles off. Yeah, I'm sure.

Oh man. Um, but you know, over, over time through, through this technology, through Dr. Solomon, I mean, you're healing yourself and you're, you're feeling like for you, migraine sleep, no issue anymore.

[Michael Lares]

Uh, the migraines, no, they're not really an issue anymore. Um, it's interesting because over the years of you experimented with nootropics and different, different supplements, you know, um, and actually one nootropic, I won't mention it. Definitely nobody on the high end side brought, actually brought my migraines back for a little while.

Um, so yeah, it altered my brainwaves in some, in a certain way to, I started getting a migraine threshold, but it's just phantoms of what it used to be.

[Greg Zuffelato]

Yeah.

[Michael Lares]

Uh, so I, you know, so that's not really, migraines aren't an issue for me anymore. Um, you know, sleep, sleep is so amazing. Uh, anybody out there that's ever suffered from it and now gets it, they know what I'm talking to.

In their thirties and forties, you know, definitely in your twenties, you think you can go without the sleep and you think that's not negatively registering in your system and you can catch up one day that doesn't work that way. I thought, you know, being tired during the day, it was just a form of weakness. So I just didn't allow it and I just kept pushing and pushing.

I was a, you know, when I was in my mid thirties, I was a bodybuilder and I was stacked up about two 40 to 45. Yeah. You do a workout fuel in the morning that you get on a high RPM and you stay there all day, three, four, five hours sleep.

You know, that's, that's not the way to live.

[Greg Zuffelato]

It does damage eventually. Yeah, it does.

[Michael Lares]

Well it just stacks up against you and it stacks up in your, you can read that in your nervous system. You know, I've got, I've got great organs, I've got great eyes, but my nervous system, you know, you can light off a bomb next to me. And it won't bother me because I'm kind of, well, I'm kind of trained for that.

[Greg Zuffelato]

Yeah. Right.

[Michael Lares]

But you know, I'm staying sympathetic stress. Uh, my, you know, you think you're Zen when you're meditating and you're saying Zen things, but you're not Zen because your parasympathetic systems in the tank, you know, and your sympathetic systems, you know, jacked up. So sleep though, my HRV scores can be 20, 30, uh, points higher or percentage because it's on a hundred point scale that I monitor just from getting an extra hour to hour and a half sleep.

Right. And on my website, there's lots of data showing some of the quantifying technology, just the difference in my HRV based on getting that extra hour and a half, two hours sleep, six and a half hours sleep. If I, if I all get a six and a half hours sleep, I'm out of gas, you know, two, three hours after I wake up, I started getting hitting that low.

And I'm not a coffee drinker. I, you know, I'm not an energy drink drinker. I don't do anything like that.

So I just kind of pushed through it. But if I make myself get back to sleep for an hour and a half, two hours, I wake up feeling, you know, I'm literally almost superhuman.

[Greg Zuffelato]

Right.

[Michael Lares]

It just feels so good. So eight hours sleep. Yeah.

Eight hours sleep is, is a mandatory, uh, for me. And that's almost impossible because I've got a ranch out here. We're off grid this time of the year when it gets down to five, 10 degrees minus 20 degrees.

I wake up at three in the morning, four in the morning, stoke the fireplaces. We got four to keep the house warm, decent size house, you know? So then that's after five, six hours sleep.

So I try to get into bed by nine, nine 30. Right. You know, you're awake after that.

So I use the device. I might have to reactivate it sometimes three times just to get myself back out. But then I get back to sleep, get back to sleep, like four 35 and boom.

[Greg Zuffelato]

You're feeling great.

[Michael Lares]

Yeah Yeah, yeah, well that's a good that's a good website we got a lot of good I'm sorry

[Greg Zuffelato]

No, I was saying that's a little delay here That was a great lead-in because I was gonna ask, you know I always ask what you know when one piece of advice you can give somebody that's in a situation where Sleep issues, you know, and they're struggling where to start Is that would they just would you direct them right to the Delta sleeper comm and start educating themselves there?

[Michael Lares]

That's a great information tool. Yes What I say everybody the first thing I'm gonna do, you know, definitely want to get more sleep now I'm a chauvinist or of sleep sleep so to speak but Love and sleep if you can find true love man, go for it You can add a little bit of sleep for that. I mean, that's the sacrificial lamb for sleep, you know But that could be love right now that that'll drive you and do things for you that nothing else No money anything can yeah, I encourage people to find true line really with yourself, but On a sleep aspect of things, you know There's it's a balancing act.

You know, you got like I got family. I got business. I got ranch. I got predators There's even a story on my website about a bear attacking in the middle of night on livestock.

[Greg Zuffelato]

Oh my gosh.

[Michael Lares]

Yeah Yeah, so, you know, you can see it on you can see it on the heart rate on just everything But, you know that balancing act between family sleep work and taking care of yourself You know, you might be able to bang yourself against a wall for 15 20 years I mean most people on a 15 20 year horizon don't care about the day to 15 20 years from now, right? But I'm that guy, you know, I was in my 30s, you know bomb-proof getting very little sleep working out Party in live in dive in making money spending money, you know 20 20 years later. I've got a young family a beautiful wife have been with her 18 years Yeah, you know 11 year old son, and I'm like, okay, maybe I shouldn't a party that hard for that long Right, you know I should maybe slept more take care of myself more because my nervous system still really challenged right now I don't have tics and I'm not running around twitching but you know You know, how strong is my nervous is how strong is my heart? You know, I've got to go the distance now I'm thinking 30 40 50 years right down the line now So sleep is a critical aspect of that because you know when you're sleeping when you're in stages one and two You know, that's your light sleep stages stage three and four is your deep sleep stages.

That's where your body is repairing yeah, and then you know stage five REM sleeps when you're Your electrical system your brain everything your bioelectrics part of your body's is healing That's where you're storing memory and storing intelligence and storing information is that REM sleep so, you know Don't cheat yourself out of that and you know seven hours sleep, you know, that's that's pretty admirable You can get by with seven, you know and still be healing the body and healing the brain and getting enough sleep eight or nine so what What the SR one sleep device can do is just it can get you over the curve.

It can get you out of a Black hole of issues it can show you where your issues are like, you know case in point physicians using the device You know women over 30 they start lower their testosterone lowers. They start gaining more weight. It's harder to get it off You know, I think it's a progesterone issue But is it is it progesterone?

You know, right what's or is it estrogen? You know? Yeah What the physicians are telling me is The women don't have a progesterone issue.

They're just estrogen dominant. Yeah, it's resisting the effectiveness of the device so when they start treating the female patient for Estrogen dominance Then the progesterone levels balance back out and the sleep device becomes very effective and but they're sleeping they're recovering, you know It the device With an application like that man, that's priceless. Oh, man offer that to somebody, you know, so it's life-changing Yeah, yeah, I've gone back to the board I've I've kind of beat the desk and said man, we got to get this price point down, you know, it's \$4.99 Yeah, if it was 200 or \$2.99 We could get them in just about every home, you know, well, it's not that easy, you know So I've tried the price points of \$4.99 it's probably gonna stay there we offer 5% discounts, you know here and there right different you know Different personalities that use the device and offered to their readers and whatnot, you know, and I've got a 5% discount Just reach out to me via email but for \$4.99 when you look at what people spend on Supplements and oh, yeah energy drinks coffees, whatever. I'm not against coffee I'm not saying because good coffee actually is good for you, right? You know, but just and sleep clinic and sleep doctors and you know job Productivity loss and just wear and tear everything.

I mean, it's there's no comparison on the money. It's an investment There's no comparison on the money spent versus a return of investment, you know getting the benefit back.

[Greg Zuffelato]

So Well, yeah, you're struggling Yeah, I mean if you're struggling with sleep that You're you're miserable and that that that's an investment worth every cent and more I mean it is You know, I've had to buy the device myself and a lot of my clients.

[Michael Lares]

They're like man. It's worth every penny Actually, you can probably charge more That's okay. I'm just glad you're doing well When you finally experienced that level of benefit, you know I mean What's the investment worth and just not sleep disorders overall health and wellness just helping people improve their sleep to recover better Athletes recovering better overnight.

We got a big campaign going right now with whoop They've they got a lot of athletes and primarily athletes that they use their their whoop band on. Okay, you know Improve the recovery with better sleep longer sleep deeper sleep, you know, it's critical So you're you know, it's like the super supplement sleep is so you're This this big wave right now on the awareness with sleep sleep hygiene and sleep improvement It's it's really getting out there it's it right absolutely.

[Greg Zuffelato]

Well, I read a story on Steve Nash Yeah, the one the best Canadian basketball player ever Steve Nash the point guard that used to play he he played into his I think he was I Can't remember if he's 40 41, but he said the change in his whole career came when he he Religiously got eight hours of sleep. He decided, you know several years You know five six seven years left in his career He started experimenting with his sleep. He got he got eight hours no matter where he was what he did He always got eight hours and he said it changed his life completely.

I mean became a better athlete He was the MVP of the league one NBA one year. It's just amazing. So Yeah, I will I will Steve Nash sleep Story, I will yeah.

Well Michael. I can't thank you enough. I thank you for your time I thank you for your knowledge.

I thank you for sharing your story and I you know, I encourage to reach out to Michael You can reach him on Delta sleeper com but you can reach him through his email at Michael at Delta sleeper com I encourage you if

you have any sleep issues if you resonate with any part of his story To reach out to him a wealth of knowledge and a great guy. So Michael, thanks so much for being on the show

[Michael Lares]

Awesome. I appreciate it.

It's been an honor to be here. Thanks, man.

[Greg Zuffelato]

Thank you You

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