



Your Functional Medicine Expert®
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[#55: Dr. Jill Talks to HigherDose CEO, Lauren Berlinger About New PEMF Mats](#)

Dr. Jill 00:12

Hey everybody! We're going to do an Instagram Live. We're going to join in there in a bit so you guys will see us there shortly as well. But today, we're on Facebook with you. This was kind of a spontaneous decision to do that so you might not have seen me promote this on Facebook. But I'm here with my new friend, Lauren Berlinger. I hope I said that right.

Lauren Berlinger 00:33

Berlinger. Close, close.

Dr. Jill 00:35

It's kind of like Ben & Jerry, but it's not.

Lauren Berlinger 00:38

I know. We've had to tell people it's not like the ice cream. It's Berlin—like the city in Germany—[followed by] geri.

Dr. Jill 00:44

Got it, okay. And we just talked for two minutes, but I feel like your new friend. And the reason I'm here, guys, [is that] you have heard me talk about this. She reached out. And I'll let her tell her story in just a second. But just for fun here, you've heard me talk about HigherDOSE and the PEMF mat. And today I'm going to tell you just a little bit about—we only have 10 to 15 minutes—how my health has personally changed with this. She's not paying me to say any of this. I just literally love their company. What I was telling her before we got on was that when I love a product, I can't stop talking about it. And when it changes my health, I really can't stop talking about it. So I'll tell you a little bit about what I've noticed and why I'm so passionate about this. But before I do, Lauren, tell us, how did you start the company? Tell us [about] you and your partner and you can give us her name. Tell us your story and your journey.

Lauren Berlingeri 01:35

Sure. So thank you for having me on. So it depends on how far I want to go back, but just quickly, I'll give you the high level. I used to be an international fitness model and then I became a TV host. I had my own show called *Woman Vs. Workout*, where I got to try all sorts of crazy physical challenges, from Navy SEAL training to NASCAR driving to motocross. I was always pushing the limits.

Dr. Jill 02:01

I love it!

Lauren Berlingeri 02:03

I considered myself to be an extreme athlete, but I was never considered [to be] that. So you can imagine how badly I needed recovery and how much I was interested in health, wellness, and optimization from an early age. From there, I started hosting for EA Sports UFC. I quickly realized that I didn't want to host and talk about other people doing great things; I wanted to do something interesting myself. And I knew where my true passion was, which was actually in health and wellness. So I studied to be a health coach and nutritionist. I studied at IIN. It's a great school.

Lauren Berlingeri 02:41

From there, I actually applied for a health and wellness startup, and my job was in the brand ambassador program. I felt very connected just being a TV host in the wellness and fitness space. And then it was also product development because, ultimately, they were creating products for me. I was the perfect demographic. During that period, my job was to sit in a room and interview the most influential wellness people, from doctors to nutritionists to fitness experts, just all around, picking their brains on what the best products are and what they're obsessed with. And I was introduced to the infrared sauna from Dr. Frank Lipman. I don't know if anyone knows him.

Dr. Jill 03:16

I know Frank really well. I love Frank.

Lauren Berlingeri 03:18

He's amazing, yes. He's a South African doctor. I spent a lot of time in Cape Town myself. He actually told me about the infrared sauna and that I needed to do it for myself because, even though I was a health and wellness expert, I was dealing with my own health issues, which is always the case. At that time, there was only one infrared sauna in New York City. It was in a colonic center in the basement behind this really weird curtain, and you kind of could hear people walking by. And you're sitting there naked. It was an awful experience.

Lauren Berlinger 03:50

But immediately I knew that this was the best thing I've ever tried in my life. I felt calm, grounded, and connected. I had glowing skin and I slept through the night for the first time without needing to eat something—my nervous system was just so out of whack from all the crazy fitness challenges I was doing. So I knew right then and there that I wanted to start my company with something to do with infrared—bringing infrared to the masses. I did a couple of research papers on it just because I wanted to write a blog on it. And it was kind of crazy to find out about the benefits. The benefits are just like this long list of benefits, which is unheard of. The technology is so safe. When babies are prematurely born, they're in incubators; that's infrared technology. And it's been around forever and it's been studied.

Lauren Berlinger 04:38

I just didn't understand how everyone didn't know about this, especially in New York City, where it's crazy—go, go, go. We are probably some of the most unhealthy people, even though we're trying to be healthy, just because we're exposed to light and stress, not nature. There were just so many aspects of New York and why it was so stressful.

Lauren Berlinger 04:57

So I knew I wanted to start my company, but I also knew I needed a business partner, just based on my experience at startups. I had no idea how to create spreadsheets, PnLs, and models, or even just raise money. Like, forget it with my background, even though I was somewhat of an expert in this space. If you haven't raised money before, it's really difficult to [inaudible].

Dr. Jill 05:19

[inaudible].

Lauren Berlingeri 05:21

Yes. So I met my business partner, Katie Kaps, who's not on this Zoom right now, but she's amazing. She has a very deep-rooted financial background [and has] worked for startups before. She was one of the first six employees at Tough Mudder and grew that company, so she was just the perfect match for me. I told her about the infrared sauna and the rest was history.

Dr. Jill 05:46

Oh my gosh. I love that. So here I am. I'm an expert in environmental toxicity. People fly from all over the world to see me in my clinic. I do the medical detective work in the toughest cases. One of the foundations of my treatment plans is always infrared sauna, because what I find is that there's no amount of supplements or anything that we do that takes that out of the tissues like the sauna does. So that infrared technology actually allows—and you've heard me talk about this before if you're listening—our tissues to excrete fat-soluble toxins, parabens, phthalates, metals, and molds. And of course, I work with a ton of patients.

Dr. Jill 06:24

I had my old journey with mold five years ago when my office got flooded. [I was] really, really sick from mold, and infrared sauna was one of the critical components of my healing. So I'm all on board. And what I love about what you've done with HigherDOSE is that there's these... We have a full sauna in our office. My massage therapist has one of these other brands. They're thousands and thousands of dollars. They start at \$4,000. So a lot of my patients can't afford to get them. They're beautiful. They're lovely. But when I saw your sauna blanket and then read about the low EMF and also the clean materials and things, I was really impressed. And of course, I got one. I love it. I think it's the best thing. In fact, it's pretty heavy. But if you were doing a drive trip or something, you could even travel with it. It's not impossible.

Lauren Berlingeri 07:05

I have one here in my closet right now in Austin. So definitely, that's the first thing I take with me.

Dr. Jill 07:11

Me too. It's very doable for that. So for me, I've loved to tell patients about your products because they're very affordable and they still do the work. It's actually so cool because it's so easy to use. I feel like that is integral. For me, my toolbox is large in the sense of nutrients, supplements, diet, and lifestyle. But if I'm not able to get patients infrared sauna as part of their treatment protocol, especially mold toxicity—

Lauren Berlingeri 07:36

[inaudible].

Dr. Jill 07:37

Yes, it's critical. It's absolutely critical at the right time.

So that was your first product. And then it gets even better. So I'll tell [you about] my background on PEMF. PEMF is pulsed electromagnetic frequency for any of you who don't know. I've had a lot of colleagues—in fact, one of my dearest friends, a naturopath, has a NASA version \$20,000 PEMF mat. She kept telling me: "Jill, this is amazing. You need to get this." But guess what? Even [for] me, \$20,000 is a huge investment so I was like: "Oh, that's a lot of money. I don't have the money for that." And of course, most patients don't have disposable income just to go buy a NASA version.

Dr. Jill 08:13

So when you guys first came out with a PEMF mat, I actually asked. I'm like: "This is really cool, but look at this price. The price is under \$1,000." I'm like, "How can that be the version of your mat?" And she was the one who said: "Jill, the technology is fairly simple. I think that you're probably going to get just as good results with something like that. Mine has a few extra bells and whistles, like attachments." But for the price that you guys offer it for, [I thought], "I think it'll be good." So I got one. And here's where it gets interesting, because I didn't know what to expect. I was just going to try it out. The first thing is that I like to research and I'd like to bring patients the best science, kind of like you were saying. And as I started to look, there was so much research on PEMF.

Lauren Berlinger 08:59

Yes, it's just like infrared. When I discovered it, I was like: "Hold on, this is just like infrared—it's been around forever and no one knows about it. How is this possible?!"

Dr. Jill 09:07

Yes. And even more than infrared, I think [it is] even more obscure, which is sad. I've been a doctor in functional medicine for 20 years. I've heard of it, but again, I haven't gone into depth. So the first thing was like, "There's a lot of science." And for the main science, these are just a few indications: Concussions, brain dementia, cognitive issues, and toxicity issues. There are lots and lots of studies on rehab of joints, muscles, tissues, and injuries, like, lots and lots of healing. There are studies on deep sleep and REM. And for my patients, most of their biggest issues are around injury, recovery, detoxification, brain fog and brain issues, and sleep.

Dr. Jill 09:07

Okay, so here's my experience. First of all, I love your mat. I'm going to show everybody real quick. I have a sheepskin pillow and blanket on it. [It is] underneath there, in the corner. I use it every single day, Lauren, twice a day, for 20 minutes. And my experience is this: First thing, setting one, which I think is like seven or eight hertz—it's like the... Let's see...

Lauren Berlinger 10:07

Schumann's. Yes, it's the Schumann's resonance. It's similar to the earth's core frequency.

Dr. Jill 10:12

Yes. And this is the patients' experience too, now that I've been telling them. Now, I have an Oura ring so I can track this objectively.

Lauren Berlinger 10:19

Oh yes. See, that's the key—tracking all of this. It's one thing to feel it but then you're like, "Hmm, I wonder if I really do feel it." But then you start tracking it and you're like, "Whoa, this is crazy!"

Dr. Jill 10:29

Yes. Exactly. So I get good sleep. I'm not someone who can't sleep. But I went from

one hour and 45 minutes—or sometimes, on a really good night, two hours of deep sleep—in seven hours of my total sleep time. [Whereas] now I get, whenever I use that setting 1 for 20 minutes, at least two and a half hours of deep sleep, even if I get a total of five hours of sleep, which means I've gotten more than 50% of my night in deep sleep. This is unheard of. I was asking my friend, the neuropsychologist: "Is this normal? One night I had 62% deep sleep." She's like, "That is not normal, Jill." I'm like, "I'm superhuman!"

Dr. Jill 11:07

But it's so consistent. I can track and show you data after data point of my deep sleep. At least for me personally, it is absolutely better and more correlated. And what I found in the last several months of using this: I always needed seven or eight hours, and as I've worked with the nervous system and healing, now I can get six or seven. I like seven. Seven and a half is ideal. If I go less than six and a half, I notice. I don't like to do this too many nights in a row, but I can go easily with a five-hour night's sleep and feel amazing because of that mat.

Lauren Berlingeri 11:38

Yes, that's so good. That's an amazing testimonial right there. I mean, at least you get off the mat. My husband falls asleep on it, and I have to wake him up at like ten o'clock at night. I'm like, "You need to come into bed." And sometimes he is like, "No, I'm going to stay on this mat."

Dr. Jill 11:52

I know. And then I wanted you to talk about in a second—I've got one more story to tell—the heat and then the ions, because you've got some other features there that are amazing. So the other thing I've noticed is... Some people know my history. I had cancer at 25, Crohn's at 26, severe mold illness in my late 30s, and recovered from all this. I am a professional biohacker, so I do it on myself and then teach patients. But the one thing that's been fairly long-term—and I always believed that I could start to heal this, but I haven't actually seen a lot of traction—are my total immunoglobulins, whether it's from cancer or it preceded that, are low. So I have an immune deficiency.

Dr. Jill 12:29

My theory on this is that I've had Crohn's and issues with the gut. And my gut is in great shape. But as many of you patients know as well, leaky gut can be a long-term

thing. And because of my history of the damage from the chemotherapy and Crohn's disease, I've still had somewhat of a permeable gut. Now, I don't feel poorly, but what happens for me is that I actually have protein-wasting enteropathy. Now, that's a long word that just means it's kind of like I had Swiss cheese for gut. I leak out protein, no matter how much protein I eat. So my protein albumin levels are always a little low and my immunoglobulins, which are just proteins in the blood—they're antibodies—are low. So that all probably comes from gut issues.

Dr. Jill 13:10

Well, Lauren, when I started doing this mat within four weeks of using the 3 and 4 settings... I think the 3 is a little better for the brain, in my opinion, and the 4 is a little bit better for healing. So in the 4th setting, that higher hertz, I think we're in like 22.5 up to 40 hertz, maybe in that range, what I saw within four weeks—again, objectively, this is lab data for the first time in five years—[was that] my protein and albumin were normal. I literally looked at my labs and I'm like, 'Holy' you know what. I've never seen this happen.

Dr. Jill 13:40

And then I said, "What have I been doing differently? I'm not taking any new supplements. My life is the same. Ah, the mat!" And then I was like, "Okay, I'm going to prove this because I'm going to consistently do this every day." What happened was that my protein albumin maintained normal [levels], and within 10 weeks, my Ig level was normal. And then for the first time, after probably 12 weeks of using that mat consistently, my Ig level was way above... So the normal [range] there is like 800 to 1500. For the first time in five years, it was 2000.

Lauren Berlinger 14:12

I don't know how I didn't know this story. I'm like, jaw-dropped on the floor.

Dr. Jill 14:16

I know! I was like, "I can't wait to talk to you about it!" Literally, for five years, I've been trying to hack my immune system. And I know that for me, my immune system is related to my gut permeability. Again, my gut feels great day to day. I have great function. I eat really clean. I eat what I want. So I don't feel symptoms. But my labs for five years since the mold have been showing this issue with protein wasting. And I believe with all my heart that there's no other explanation, Lauren, than your mat.

Lauren Berlingeri 14:42

Do you think it's the deeper pulsing in the stomach that it gets to more of your organs, which is the way that you increase blood flow and circulation and maybe get more blood there and it heals?

Dr. Jill 14:50

Yes. And it makes sense, doesn't it?

Lauren Berlingeri 14:52

Yes. Well, I think it could do a bunch of different things. Definitely, by working on your nervous system, calming you down, and getting deeper sleep, you're going to rest and digest and repair at night. That's when you do your healing. So I think it has to do something with that too. And then, I think, the deeper PEMF for sure. They heal bone with PEMF technology.

Dr. Jill 15:10

I know. I've been talking to my patients with osteoporosis or osteopenia; I'm like, "Get a mat!" I talk about your mat every day. And again, she's not paying me. I'm literally here because I can't talk enough about... I am a professional biohacker, which means you name a device—kind of like you in your day—I buy it. I try it. I love to try new things. I haven't been this excited about anything in five years.

Lauren Berlingeri 15:36

Aw, that makes me feel so happy; you have no idea! This is the reason why we do this—ultimately, to bring these healing technologies to everyone in the world. The only thing that I felt truly passionate about was sharing these technologies, experiences, and products with people and ultimately helping make people feel better. That's it. The key at the end of the day is that we all just want to feel better, especially during these times when we realize the most important thing is our health and happiness.

Dr. Jill 16:06

Yes. And thank you for doing this. I know we're just about out of time but we'll have to do this again.

Lauren Berlingeri 16:11

We just talk about a million different things here. I feel like we've just scratched the surface.

Dr. Jill 16:15

I know. I just like, threw up on the camera. [laughter] But I was going to say that the other thing is that I believe in it so much that I paid for mats for every staff member and all of my family. And I'm not tooting my own horn here. I love health, and if I can give a gift of health this Christmas... My staff got mats and [so did] my family. I have five siblings and parents. So this is not a small number of mats. I think I bought 12 or maybe 14 mats in the last—

Lauren Berlingeri 16:41

Oh, man, you're making me look bad. I didn't even get my family the mats until this Christmas, and I was like: "You have to wait because we're on backorder." I'm the one that gets punished the most. You have to take care of your clients before [anything]. But to be honest with you, we've had an issue trying to keep the products in stock. We could have just never guessed what was going to happen.

Dr. Jill 17:02

Talk a little bit about that because I've seen that. I actually have three friends that we got some for and they're still waiting, but I totally get it. That's a great problem to have, right?

Lauren Berlingeri 17:12

Yes. We didn't plan for COVID. Just to give you guys a little bit more color, we originally started by opening infrared spa locations in New York. Before COVID, we had 11 locations. So once COVID hit, you could imagine we went from 11 locations down to one. But the blessing of it all was that we were selling the infrared sauna blanket for almost two years, maybe a year and a half before COVID hit anyway. We already saw that part of the business growing at 400% versus our spa location business growing at 25%, so we had already started to pivot way before COVID hit. Thank God we did because we were just in a perfect position to be accelerated during COVID, which is exactly what happened. You know, everyone's at home; they're investing in their wellness, wanting to do these things that build their immune system. They give you something to do and make you feel good. So we just sold way more than we could have ever expected.

Lauren Berlinger 18:10

Having a business is a whole other beast. You need money for inventory and you've got to ramp up your supply. And there were a lot of things that needed to shift in the business. I still consider ourselves a small business. We're just four employees and a bunch of contractors. So definitely, in the last month, I would say, we've figured out all of our strategies moving forward. And we are going to be back in stock in two weeks. But definitely order now because it's really difficult to keep it. And you don't want to be stuck on that pre-order list for two or three months, which is kind of what happened. And it's so heartbreaking because all we want to do is give this amazing technology to everyone. But now we know who was buying them all!

Dr. Jill 18:56

That's right; I'm the reason. Well, good. If you're listening on Instagram, Facebook, or wherever you hear us, we will put links. So if you want to purchase... And you can get a discount, I think my special code for \$75 off is Jill75. So be sure to use that because you can get the discount. And, Lauren, thank you for all you do. We'll be in touch, I know, because I'm a huge fan. And if [there is] anything I can do to support your company, I will. It's changed my life.

Lauren Berlinger 19:26

You already have. Thank you so much. I appreciate you having me on as a guest. And yes, let's do this again. I love talking to like-minded, amazing women.

Dr. Jill 19:35

Awesome. Stay well.

Lauren Berlinger 19:36

Thank you.