



**Complete Transcript: HALO Talks with Steve Spiro  
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Pete Moore:

This is your host, Pete Moore. And I am pleased and humbled to announce the launch of my one and only book titled *Time to Win Again*, 50 takeaways from playing and watching team sports to guarantee your business success. Those of you who know me personally, and anyone who's listening to halo talks for any length of time, know that I am an avid sports fan and a big believer in the value of team sports. What I've seen over the past 25 years, helping businesses grow raising capital, being an entrepreneur myself in coaching and mentoring executives in the sector. It's the lessons learned on the field perfectly apply to business entrepreneurs, executives, managers, you name it. Every company that's a strong company has got a good team. So quick read. There's also illustrations in there from our good friend market cruelty free cartoons. You go to [integrity, sq.com](http://integrity, sq.com). Enter your email address, and we will send you information on the book and the entrepreneur wars survival kit as well. Be great. Take names go halo.

Pete Moore:

This is Pete Moore on HALO Talks NYC. I have my friend from parts unknown, Steve Spiro. We're going to talk all about halo therapy for people who don't know what that is. We'll just take a salt that we're putting into your lungs and we'll make you breathe better. So Mr. Spear up, good to see you again and welcome to the talk.

Steve Spiro:

It's always a pleasure. We haven't really connected in the last few years, but you've been on my mind is break me. We're rendezvous in here.

Pete Moore:

Yeah. Well, anytime I see your name came up on my on my text message. I get excited to talk to you even just texts with you. So I'm looking forward to this more than you are. So to start off here, tell us how you got into the you know, what we used to be called the wellness industry. Now it's called the halo sector. You know, what got you into this and how you became a specialist on the salts at

Steve Spiro:

Great. So now I'm basically a serial entrepreneur. I've been doing entrepreneurial business for the last 25 years. I was on the founding team of [audible.com](http://audible.com), which we sold to Amazon kind of changed the world of entertainment and education while you're kind of driving or running. And then I've done about

five or six other startups. And as I got older, I just turned 65 yesterday and I got my Medicare card. Exciting know I started to run into a whole bunch of people, my age that were having, you know, breathing problems, you know, respiratory issues. You know, this was about six, seven years ago and I was looking for a kind of natural wellness as opposed to taking all kinds of drugs. And I of just stumbled onto this halo therapy industry. And there was a couple of people doing it and I parked it up with this woman. And it's been great ever since the business is actually exploding now.

Pete Moore:

So, you know, you spent a lot of time internationally whether that's on business travel or, or leisure travel. So, you know, heals therapy as a amenity or a modality is still kind of new to the U S but you know, give us a little bit of insight into what's going on outside of the country and why it's kind of poised to take off finally.

Steve Spiro:

No, it's a really fascinating it's funny. I spent a lot of time living in, I lived in Japan for three years, China for a year Hong Kong for a year, a lot of time in Thailand. So I've spent a lot of time in Asia and where natural wellness remedies are just really popular. So I've always been very interested in natural remedies. The technology or the industry for halo therapy really started in Poland and Russia, probably 150 years ago when they discovered that the people working in the salt mines there, weren't having the same respiratory skin conditions as the rest of the population. So they brought it into the hospitals and they set up these facilities to help people with no respiratory issues and classic skin conditions. But then it kind of morphed over here maybe about 10 or 15 years ago. And it's been slowly growing the last three, four years.

Steve Spiro:

And the last couple of years, it's absolutely exploded a lot having to do with COVID frankly, because more and more people are now concerned about their respiratory hygiene immunity. But it's interesting you're even though it started in Russia, it's not that popular in Europe, it's like decent and in places where you think it would be really big, like China, where the air pollution is big, they have really tough regulations and a lot of places in Asia. So we've seen really strong growth in the U S Australia and Canada, but not really strong growth the rest of the world yet.

Pete Moore:

And then just in layman's terms, you know, the way I describe it as kind of like the halo therapy device is really kind of a, a grinder, almost like a cured machine breaks down the salt into nano particles, puts it in the air, you breathe it in, it's really kind of drying out your lungs. Is there anything that to add to that or to further simplify

Steve Spiro:

That is in a nutshell what it is. So the halo generator, like you said, it takes, it's really important to it's pure pharmaceutical solid. It's like 99.6% salt that they use in the hospitals. It's not Himalayan salt, which is pretty. And people look at salt lamps and it's relaxing, but it's no therapeutic benefit. So you're right. It crushes it up. And then the salt dust, if you always solve dry salt therapy goes into either a salt room or a booth or a bed or a cabin, but now we have it with a sauna. So it's the salt that does all the work and salt is just naturally anti-microbial, it's super absorbent. So it sucks up the mucus and crap in

your lungs. And you cough it out such a great way of getting rid of toxins and getting rid of inflammation in your lungs or on your skin.

Pete Moore:

Yeah. So, you know, you would think that every airport hotel would have a small soul room or, you know, the little therapy devices in, you know, some of the suites or some of the rooms there, you know, where are places where you're seeing the most, you know, use of the technology, or, you know, give us a couple of examples of, Hey, here are some, some you know, first movers, you know, whether it's a hotel chain or a health club chain, and those typically tend to be kind of the tastemakers, if you will, of like, here's the next rollout of Austin technology, whatever location it's in. So give, can you give us a little bit of inkling into where we're going to see it, and then it's going to be obvious, and then it's going to kind of roll out even further.

Steve Spiro:

Yeah. You really hit on a couple of really interesting things. So I'll start with the airports. So we had a deal with express spa in New York at JFK Delta, and it was pretty good, but it's kind of like going to a gym, or if you go to a gym once, right. Not so beneficial. So we have found that the biggest and same, same thing with like the five star hotel destination hotels, where you may go for three or four days, you might try the halo therapy, but it's not going to really help with your cold sinusitis, chronic asthma, chronic stress. So we found a huge market being, frankly, the local day spot as wellness centers, suntan places, chiropractic yogurt. So wherever there's a natural wellness holistic approach locally, because sometimes people need to come in two, three days a week. And that's where the bang for the buck has been. Now, we're also seeing now in the last probably six to nine months, some of the really influential hotels, like the Carolina Miami beach, which is probably the number one wellness residence we're working with the, with the Western, the Fairmont exhale all kinds of different leading edge wellness places, especially now because of COVID, they're recognizing that more and more people are coming there and they're asking for wellness help. Right. Respiratory helps. So, yes.

Pete Moore:

Great. And then what about on the, on the sports team side or any, you know, athletes that are out there advocating for it? You know, give us a little idea about that. Obviously there's so much data being collected now. All of these athletes are, you know, doing everything that they can on the, on the physical workout recovery side, whether that's a center, a body or a high-price or any of these other you know, devices, you know, did, did, are they missing something obvious here, or are they also embracing this?

Steve Spiro:

That's a great question. So some of it has to frankly, deal with education because the salt halo therapy industry for the first five or seven years was really focused on let's call it old sick people, people that had chronic asthma, there was 60 to seven years old COBD or system that that kind of was the target, but what's happened is over the leg. In the last year, the focus has really gone more to sports performance. For example, we have a halo therapy and infrared combo unit at a surfing, the number one surfing camp in Texas, and then the USA Olympic team has been using it and great results. We've partnered with Travis Mayer who just came in fifth place in the U S in the CrossFit national champion world championships. He loves it. We're working with a variety of people in the UK pro cyclist.

Steve Spiro:

So yeah, there's a lot more going on with the, with the recovery. And then we just put some units in, in the world gym in, in, in Florida. And we're, they're going into Canada also for, again, for app for now, they can be professional athletes or just kind of everyday athletes that just want to recover more. It helps with their Mo with the muscles it helps with, with their lungs that helps with the VL two max. So yeah, there's a lot. So the industry is definitely shifting much more to sports performance, recovery, stamina, as opposed to just sick people. So, yeah.

Pete Moore:

Yeah. Gotcha. You know, have you seen a lot of these standalone locations, you know, is it, is it a big enough business to have it as a standalone? Does it, you know, you talking about some of the health clubs I've been preaching for the last couple of years to put an infrared sauna and put in a salt room and, you know, get some NormaTec compression technology. And there's no reason why the health clubs should not be one the authority to the destination. And also, you know, from a technology standpoint, like new technologies should always be coming into a health club to keep it fresh. And that people say, Hey, I, you know, I wasn't in the market to buy that for my house. So this is something I can do. And another reason to come in.

Steve Spiro:

Right? So a couple of things you hit on. So the first question you asked is can a standalone salt therapy business survive? Okay. I used to think maybe now one of our best partners is a company called salt sweet. They have six franchise locations, mostly Florida, New Jersey. They're booked solid two weeks out. They're doing great, making a lot of money. I believe. However, since there is literally orders and orders of magnitude, more wellness centers, gyms, chiropractors, right. And, and the footprint to put in a salt booths or salt room, small sorghum is tiny, and it's, it's a touchless service is no labor involved, right? So all those places should have it. So that's what we're was 99% of our business is existing wellness centers or gyms or whatever. Adding a simple booth that has incredible return on investment and return on space. So, yes,

Pete Moore:

Give us an idea. So I've seen the I've seen obviously the halo therapy devices where somebody puts in, you know, let's say you know, 150, 200 square foot room it puts enough salt bricks, but what's the entry point or more price, you know, standpoint, just so people understand the magnitude of that. And then what does it cost to have like your own booth?

Steve Spiro:

Okay. So again, since COVID, I would, I would say about two years ago, right before COVID, I would say half the industry was those salt rooms and half the industry were boots. Right now it's about 98% booths. People don't want to sit with eight other strangers in a big salt room and cough and sneeze, and it takes about an hour for the session. The booth you can be in it for 15 to 20 minutes. It's a private session. All the boots we sell now are combination units with salt and infrared. We have a partnership with ClearLight sauna was the number one store in our company. We have custom designed it. So the salt won't corrode the infrared. We have another partnership with Mito red light for another booth where the phenomenal benefits of red light combined with salt. So those units cost anywhere from 10,000 to \$18,000. And it's a pretty fast return on investment, especially in a busy health club or spot. So.

Pete Moore:

Gotcha. So you you've been traveling around the world, you know, from a standpoint of, of these larger sports clubs, you know, continuing to add more and more workout recovery DC. I know you said you got stopped and got turned around, right. You've been traveling for like 44 hours to be less families potentially going on international trips over the next couple of years because of COVID and maybe, you know, these health clubs and these workout recovery centers benefit just from, you know, time kind of the staycation type of terminology, or, Hey, I'm going to pamper myself, but I'm going to do it locally and not, you know, jump on a flight to some country that I don't really know what the strain of COVID did they have their,

Steve Spiro:

Yeah. So, absolutely. I think you're, I think you've seen that trend in a lot of different industries, whether it's the hotel industry or the car rental industry, everybody is staying local, right. It's nice to take a staycation. You like, I like Peter, you just referred to, I try to fly to Bali two weeks ago. So I had all the visas, every piece of paperwork I landed and they kicked me out 15 minutes later saying their visa requirements changed while I was flying and they didn't care. So it was a 44 hour flight. So I'm not traveling anytime soon or a lot of people aren't. So that's why, so there's two real big trends happening at the same time. People are much, much more concerned about their wellness and their respiratory wellness and they need, they've been cooped up for 18 months. They want to get the hell out of the house. They want to feel good. And, you know, so yeah. So localized wellness and staycations is going to be huge the next couple of years, for sure.

Pete Moore:

Yeah. Yeah. Do you have, do you see you know, does the medical community, or is that a group that's been embracing, you know, halo therapy and other partnerships that a lot of these health clubs or sports complexes to start to move into and say, Hey, look, you'll give me your members before you put them on these, you know, pharmaceutical drugs, like give them to me for like six or eight weeks. Let me see what I can get, you know, their numbers down. And Hey, by the way, we've got all these other therapies here, trying to think. I want to use this as kind of a way for these groups that have a lot of square footage that have people that are in, you know, whether it's higher age ranges and people that are hyper-focused on their wellness right now, you know, how do you get those people inside your club? And do you see anyone from the medical community, you know, embracing these technologies, are they, you know, they want to get people on their prescriptions and they don't really care about what new technologies we got going on here.

Steve Spiro:

So I, I would say four or five years ago, I would say it was 99.9%. They just love, you know, surgeries, prescriptions just come to visit me and whoever I'll take my free trip with the farm farmer company, I would say as the halo therapy had fact, I was talking to a pulmonologist this morning, they are finding that their customers are coming into them saying they feel better. And they're all they're taking their drugs less. So the community is slowly changing. And again, it's more from a pulmonology perspective, but I honestly, it's kind of like the chiropractic industry maybe 20 years ago. I don't think the medical community particularly loves holistic approaches, even though it's probably in many cases is better. It's work. It's cheaper, it's healthier. So, but I'm not, I'm not waiting for the medical community to embrace. Although we, again, we're trying to teach and train and educate. So yeah. Okay. On our team our, our, our, one of our board members is Dr. Andrew male and he thoroughly endorses halo therapy. You may

recognize his last name, Mayo, his great grandfather started the Mayo clinic. So we're trying hard to get more medical professionals to embrace it, but it's really their customers or their patients that are kind of educating the doctors themselves. So it's a slow, slow process. Gotcha.

Pete Moore:

So let's, let's, let's switch gears and talk about you being an entrepreneur serial entrepreneur, you know, in this time of COVID I think before I go over, you kind of run it up, you know, virtual business, that's grown at the same time. And so, you know, talk to some of our entrepreneurs here about, you know, how you scale your business, what you personally get involved in, you know, do you have different expectations on how quick you could grow your business because your personal and your health and your spirituality and your travel are in balance. And therefore I can do this amount of revenue, but you know, it, it takes away from my life, you know? So maybe give us a little insight into you as an entrepreneur and maybe like this new type of entrepreneur that kind of has a scorecard that's personal and professional, and that you got to, that that might be the goal instead of like this revenue target or profitability.

Steve Spiro:

Yeah. That, that's a phenomenally great question that like, I either, I think about a lot. So when I started this company six years ago, I had been working basically in offices, right. For 35, 38 years of my life. I decided when I started the company, I never wanted to work in an office again. So I created a business for a couple of reasons. One is I didn't want to have an office that I had to go into, or any of my people had to go into, I didn't want the expense. I didn't want inventory. And I personally wanted to be able to work from anywhere. And I wanted to be able to hire the best people for my company that could live anywhere. I have 10 people that work literally all around the world and they travel, or they live in their houses as well.

Steve Spiro:

So I made a huge commitment to my personal life. And as part of my own personal growth, I've lived in about 15 to 20 countries over the last four years, two to three months, each one, because I enjoy meeting people from all over the world, cultures, seeing different things, and it's helped with my business. I have found distributors all over the world, but yes, if I was locked in an office in, where am I now, let me look outside. I'm going to San Diego today. If I was walking in office, the standard might I have a little bit faster growing business, maybe, you know, our time zones tough when you're in Bali or you're writing or you're I can't say I'm surfing in Australia. I don't start, but I'm watching surfers in Australia. So time zones are a major issue, right? It's hard to do business traveling around the world and loving life, but I have made that balance straight off.

Pete Moore:

Gotcha. And then you know, from a standpoint of halo therapy, you know, now you've got it inside infrared saunas, is that with a clear light or you've got a manufacturer that you partnered up with.

Steve Spiro:

So ClearLight is, is the manufacturer, they're the number one provider of infrared saunas in the world. They've been invested in business for 23, 24 years. I went to them and I said, listen, we were hearing a lot. A lot of people have infrared saunas and we really want to add halo therapy to it, but it's very corrosive. So we met with the chairman and the CEO, and they custom designed. It's the only unit in the

world that has these halo protect and seals to stop the salt from corroding, their panels. And everything's integrated, we did this engineering where their control panel in the sauna controls the halo generator as well. So it's an unbelievable, it's fantastic.

Pete Moore:

Is there any other modalities that, you know, one, people can obviously put it in their own home, so on, and now if they get them protectors, I guess, or if they're in a steamer,

Steve Spiro:

Right? So th the protectors are not as easy as you think you'd really have to hire an engineering team to kind of go into your sauna. Now, realistically, if you have a home startup, right, and you use it once, once, have you used the salt therapy every day or a couple of times a week or whatever, it's not really going to harm the infrared components, but again, 99% of our business are two commercial establishments that are banging out eight to 15 sessions a day. The salt would destroy those infrared panels over time. And the other partnership, which I mentioned a little bit earlier is red light. Now red light has different benefits, but some overlap with infrared. So we just launched this the vitality booth product that again, combines ALA therapy and red light together. Okay.

Pete Moore:

Gotcha. So you got a partnership with clear, like you guys have, you got the distributors around the country average college club or boutique scooch studio wants to get ahold of you. Who, how do they get to you and who do they go through?

Steve Spiro:

So they can go to our website at halo therapy, solutions.com and fill out the contact us form, or give us a call. They can reach out to me directly at Steve at halo therapy, solutions.com. I work 24 hours a day all over the world. So I'm available all the time. Right.

Pete Moore:

And then in closing here, why don't you give us a good quote or a good story, or some from the camp book, you know, why Jews don't camp, which I love. And I felt like I could have written so give us, give us some as our as our, as our Spiro takeaway

Pete Moore:

Just give us, give us a good quote.

Steve Spiro:

Just keep moving, keep moving forward. This COVID socks, but just keep moving forward, stay healthy. And well, the one thing I've learned through this whole thing is just all about relationships and I'm really glad we connected again. I mean, when you're sitting on zoom calls or, or you're stuck in a hotel room for two weeks, it sucks. And you really, I really miss handshakes hugs, face-to-face eye contact. So really embrace your friends and your family. That's, that's kind of the message, you know,

Pete Moore:

Awesome. And your health and

Steve Spiro:

Your health be preventively, be preventatively healthy. Don't wait until you're freaking on a ventilator or taking massive drugs, you know, stay healthy.

Pete Moore:

I got my tennis game in this morning before we did this. So I'm staying on the path. So I will be in touch and I'll meet you down in San Diego over next couple of weeks.

Pete Moore:

Missed you buddy. Be well, you too, brother. Take care. See it.