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Lawrence Neal: My guest today is Mike Pullano. Mike is the ARX Fit Product and Fulfillment manager based in Austin, Texas and he wanted me to tell you that he exercises an average time of seven hours and eight minutes per year on ARX. And he looks pretty good to be fair to him. In this episode, Mike and I do a deep dive into the evolution of the gym and the role ARX is playing in all of that. We discuss the evolution of health clubs, big box gym model is dying and the boutique model and how it's taking its place. The strategies for startups who want to open with ARX technology and tech like infrared saunas, vibration therapy, red light therapy, et cetera, et cetera, in an affordable way. Why Mike believes ARX is the most effective tool available for building muscle and much, much more.

Lawrence Neal: This is a really in-depth and wide ranging conversation about ARX and the business side of things and strength training in general. I think you're going to really, really enjoy this. This is particularly useful if you really want to understand more about ARX versus more traditional machines and equipment, and also if you evaluate ARX as a solution for your business or startup. So sit back, enjoy this podcast with the one and only Mike Pullano.

Lawrence Neal: Mike, welcome back to Corporate Warrior.

Mike Pullano: Ah, good to be here Lawrence, good to be here.

Lawrence Neal: Very high energy, I like it. So, this is a really awesome opportunity for me and I suppose the listeners as well, just to talk to someone

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who's ... Well you're the product specialist, that's correct, isn't it? Within ARX. That's your role currently?

Mike Pullano: Yeah, currently. Had a lot of roles, do a lot of things on the side, but every day my goal is to make the best product and ship the best product for ARX. Yes.

Lawrence Neal: That's awesome. So yeah, I mean it's a real sort of treat for me to be able to get you on the podcast again and talk a lot about ARX, a lot about the mission and the type of technology. Do you want to ... I guess a really good way to kind of set the scene, especially for those who aren't familiar with the ARX products and the kind of mission of the company, do you want to just talk about that to kind of set the scene so people know what we're talking about? And then we can dive into more questions.

Mike Pullano: Yeah, yeah, I'll keep it real simple. I'll just throw out right away if you're struggling to understand what's going on with ARX and what it looks like, we have some really good videos online. So just go to our website or go to our YouTube channel and you can really get in to see exactly like what is this product, what does it look like to do a workout on it, especially if you're comparing it to weights. There really is no comparison, in terms of the total experience that we provide, but we've definitely learned from the past, if you will. So, the inventor of ARX and our CEO and co-founder Mark Alexander, they joined forces 8-10 years ago with this concept of just, "How do

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we create a better version of these machines?" And ultimately what that led to was, "Let's just not use weights."

Mike Pullano: And so ARX is a weightless setup, there's a motor that replaces those weights and that motor is really the star of the show because it allows to create what we call adaptive resistance. So adaptive being ... It can match the user's force output 100% of the time, where a weight is static and so it's 100 pounds up, 100 pounds down. Our machine is constantly matching your force throughout the entire range of motion and then we have a computer controlled software setup that will actually show your force output live, in the moment, that you're creating and then there's a whole bunch of stuff you can do in terms of comparing your force from previous time as well as all that software can control the motor, so your range of motion is completely safe and it's the exact same every time. We can control the speeds in both directions, we control pause time. So it's really taking a lot of the issues that we knew we always had over the last 30-40 years of ... You know, the Nautilus days, the MedX days, in saying, "How do we either get rid of these or improve upon them?" And that's really what the culmination of ARX is today, is we're just innovating on all the stuff we learned from the past and creating a product that allows us to kind of create a whole new generation of what we think is possible for exercise.

Lawrence Neal: Now that's awesome. And yeah, I think you made a great point there to definitely direct and defer the listeners to the video,

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because you guys have got some excellent videos which really demonstrate this technology and the Alpha and the Omni, which are the two main machines ... Are obviously demonstrated in those videos as well. So I will definitely have those in the show notes for everyone.

Lawrence Neal: Do you just want to talk a little bit about how you ... Like kind of looking at the bigger picture in terms of how the gym environment is evolving? I know we had some discourse over email and I think it'd be really good to kind of elaborate on the evolution of the gym and the role that you see ARX playing in that.

Mike Pullano: Yeah, yeah, definitely. So if we could go back maybe not even three years from today, what we were building at that time is the beginning stages of what you see now with ARX. But as we were doing that, we were getting involved in certain industries, certain groups, in particular the Bulletproof world, that's Dave Asbury and his kind of following over there. And what we noticed was we would go to their show every year, we'd do it in Pasadena, California, and we would be in this ... And actually, it probably even started at the Paleo f(x) show before that, was our first show that we did, where we put it out in the public and we just had people show up and try it. But the forum of people that were in that convention center, all had really cool ideas, and they all had really forward-thinking products for health, fitness, wellness, whatever term you want to use, and it was just the first time that we had ever really been

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involved in the know circles where we could actually communicate with those people and say ... It's like, "What are you up to? Hey, what if we added this to our setup with ARX? Or what if we added this pre or post ARX?"

Mike Pullano: So our team has always been thinking about a much bigger vision of kind of democratizing exercise but then also really changing the landscape of the big box gym and showing up with 80 treadmills when you walk in and a couple dumbbell racks and stuff and it's just a very ... I mean that stuff can work, but it's not very progressive and we have amazing technology at our fingertips now and there's a lot of people working in different areas of technology. And if we can aggregate a lot of those to support the exercise that we're trying to democratize in this world, then that's a win for everybody. So we were showing up at these Paleo f(x) and everyone's like, "What's paleo about?" You know, motors on machines and that you plug it in the wall, that's hardly caveman. But what Paleo f(x) eventually became, and we just had it a couple weeks ago here in Austin, Texas, is there's so many other technologies now because it's not just about the paleo diet, it's not just about the bulletproof diet or hacking one particular aspect of life. It's really about the full personal optimization, right?

Mike Pullano: So we live in a world that's very, very ... It's ever increasingly difficult to live within, whether that be wifi signals, EMFs, bad lighting, pollution, stress, whatever it is. So when we look at the

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relationship of ... You know, I love when people are like, "What's paleo about this?" Well, this is no longer a caveman world and we need different technologies that can support the stresses of this new world. And that's where ARX was like, "Oh this is great." It's a very time-strapped world, we need to get as much out of our exercise in the least amount of time. That's typically where a lot of people are at these days.

Mike Pullano: But then we're like, "Oh my God. Well what about the people over there who are doing like the Vasper training system?" It's a growth hormone stimulus machine, you can go to their website and check out their stuff. Or what if you have a muscle that's turned off, so you're doing a leg press but you're hamstring isn't firing or your glute is not firing. What if we go use this other technology that these, they happen to be in Austin too, called NeuFit and this will turn on that muscle for us so that we can be a better exerciser, we can do the workout at the intensity that we want, make sure that the muscles are firing that we want and that there's no issues through the chain. Those are all the ideas that we started putting together.

Mike Pullano: And then when we started launching ARX, we noticed that not even really ... We weren't even really pushing it at first, we were just selling our machines and we would notice that the majority of our customers didn't just have ARX in their facility. You would think it would just be about a strength training facility and that's it. But what they realized, and now what the internet has allowed and the

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access to all this information has allowed is that there's a larger picture that we need to be looking at and there's a lot of variables at play, to make sure that your exercise is optimized as well as your recovery is optimized. And those people started adding all these pieces that we were seeing at Paleo f(x) or Bulletproof or wherever else we were or we were looking at online and there were two or three technologies in one place now. They were all helping the client get the best possible form of exercise, best possible experience that they could have, and that became a very, very strong trend that today I don't know a single customer that we've delivered to who does not have at least one but most likely two or three other pieces of technology in their facility. Very small footprint but just high output in terms of what you can get in a very short period of time with them.

Mike Pullano: It's really this trend that's just popped up and what happens is they always end up ... I always say, "ARX is a gateway drug." You come to a facility and they say, "Hey, we have this exercise technology." Everybody knows they need to exercise, and so whether or not you understand what ARX is, the potency of it, no big deal. Just hop on, do a leg press, feel great. Clearly you know something happened and then you stay for all these recovery modalities that they put in there, whether that be infrared sauna, cryo, NeuFit, direct current stimulation, Vasper training, whatever it is. They come for the exercise and they stay for the recovery. It really is this new trend and it's this full circle idea and we just happened to be one of the

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foundations for most of the businesses today that are starting facilities that look like that.

Lawrence Neal: Yeah, I mean I would say you have everything. I mean I'm not like an expert on all those other different products you mentioned and companies, but I would certainly think that ARX would be the fundamental piece. Strength is almost everything. The one thing that comes to mind, and this is interesting because I know a number of entrepreneurs that are building businesses around say ARX and then incorporating these other elements into it too, and I can understand how they all compliment one another. However, in some cases, some of these fancy things can be very, very expensive and there's a real kind of ... It would seem as a real barrier to entry for someone trying to build a business in this place. You know, how do you think about that and do you get that objection very much by, I guess, potential partners or customers? In that they're just really struggling to actually justify the investment in a lot of this stuff. I mean ARX is obviously a very effective product, but it is not the cheapest on the market-

Mike Pullano: For sure.

Lawrence Neal: And then all these other things are even, from what I understand, a lot more expensive in some cases. So how do we ... I mean it would seem that the only way companies can really get started is if they have a ton of backing. It's quite difficult for people to get started with all of this stuff.

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Mike Pullano: Yeah. If you're looking at trying to jump out of the gates and have a 2000 square foot facility that has four ARX machines and a bunch of other equipment in there, that may not be your model if you don't have the capital for it. So what we love is that what I just described, the trend of people out there and they're starting facilities with our equipment as their foundation, they typically start with just a couple ARX ... Maybe like a vibration therapy plate, maybe like an infrared sauna, but not much more than that. They start there, and some people just literally start with one ARX in a room. You know, a 15 by 15 room, you could put one or two ARX machines in there and you have an entire business right there. So that's not a lot of upfront capital.

Mike Pullano: We do a lease model so that lowers the upfront capital for people, allows them to get started in business, and because the technology is built the way it is, you can do full body exercise on it, all the compound movements can be performed on it. You only need one or two machines so your footprint ... We talked about this Abe at EverStrong in San Francisco, I mean he's got a 500 square foot facility. If he had to purchase more machines to be successful, he would have to purchase more square footage. And in San Francisco, that would cost him an arm and a leg. The choices that he's made are very simplistic but very, very powerful now and I think that should never be lost, is that we can ... It's the most effective dose now. It's all about dosage, right?

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Mike Pullano: So if we provide ... You know, if I gave you a pill that was one gram or I gave you 10 pills that were 100 milligrams, it's like, "10 pills are more, I'd just forget to take those all the time," but we could just take the one pill for one gram and call it a day, that's kind of what we're doing. What we're seeing is people are ... Like, well, we have this amazingly potent drug, if you will, this piece of exercise equipment, ARX, and we only need to add one or two other things to it. And we don't really need to add more square footage because we have this really potent drug, so let's just get people in and get them on this dosage of ARX or this dosage of exercise. One machine, two machines, four exercises, in and out. And only keep it in a really small square footage. Not a lot of upfront capital. And then if they want to grow, they have the client base to do so.

Mike Pullano: And we've seen this a few times now, in the last year or so, people are starting to ... You know, I've got 80 clients. I got 100 clients. The 500 square foot place, it's getting a little cramped. I want to expand, I want to add new trainers, I want to add more technologies. But this is all down the line for those people. Initially, they did not have the capital or the clientele to serve the business. And so now they do, a year or two later, and they're looking to add on all those other things which cost X amount of dollars more. But it always tends to start extremely like bare bones, but very potent. It cannot be downplayed like how amazing it can be in just a really small room now, and that's what technology can do for us. It's the same thing with your cellphone. 10 years ago, right? Like the

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cellphone was impressive, the first iPhone came out and you're like, "Whoa, this is amazing." But it wasn't incredible, like it wasn't more powerful than my desktop was. Now my cellphone sitting next to me is probably like four times faster than my laptop or my desktop. I have older technology.

Mike Pullano: I mean that's what technology allows us to do and allows us access to, is an entirely new business model, entirely new way to go to market. You don't need to go down the path of the old and have 20 treadmills in a room. And we can talk a little bit more about like what people are wanting these days and what's actually serving them, but like that model is dying, the big box gym, and the people that are starting this groundswell of the very small, efficient, cost-effective facilities, they're all getting off the ground with not a lot of upfront capital and then down the line, that's when they invest. That's when they add more to the business, add more people, trainers, et cetera. So that's kind of the trend that we've seen.

Lawrence Neal: Yeah. Now that's cool. No, it's exciting to see. So I know that myself and a lot of the listeners will be skeptical about a lot of these new fancy technologies and their actual benefits. You know, there is obviously a body of scientific literature growing to demonstrate the benefits of a lot of this stuff but it would seem there's a lot of unanswered questions. So I know a lot of my listeners will be like, "Do you really need all that extra stuff?" I know you're pretty into

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buyer hacking, Mike. So what stuff ... Do you do all of this stuff as well? Like all this stuff alongside an ARX routine?

Mike Pullano: No. And I think ... To the people out there who are thinking, and we get these comments all the time, they're like, "Oh, you know, all I need is a chin-up bar and do some pushups and life is great and I stay strong my whole life." That's fantastic. ARX has no issues with any of that, we have no issues with really anybody out there who's attempting to do it the right way, to do good work, to maintain a healthy bone structure, muscle structure. There's a lot of ways to get to where we want to go, but the problem becomes really, at least when it comes to ARX, we look at it like the type of stimulus that you're receiving from this perfectly loaded concentric and eccentric, the negative part. That can't be mimicked with a chin-up bar. Like you can do slower negatives with your body weight and you can accentuate the negative, but you can't perfect the negative. And that is an entirely different ballgame, it's not until you've done your first perfectly loaded leg press negative on ARX do you realize, "Oh my God, I've never experienced this." No matter how much weight you load positively, you typically don't add 20, 50, 100% of that just for a microsecond on the way down.

Mike Pullano: So that's a new stimulus, that's a new offering that can't be mimicked. So if you want, you can totally try to mimic it with different weights, chains, and bands and all that stuff but you're never going to get there. It's not possible to do as ... I mean we're

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changing resistances every microsecond, so no matter how many people you have to push down on the bar on a bench press to accentuate your negative, you're not going to perfectly match your capability. And then what's the difference between your first rep, your fifth rep, your 10th rep, as you fatigue? All of those things need to be accounted for, for that perfectly loaded positive and negative.

Mike Pullano: So ARX just takes care of all of that. We give it to you in this tiny, small package, a couple square feet, and you just get this huge response from it. But by no means do you have to start your business with ARX machines on the forefront of like, "Got to have them in there before we can open our doors." The tried and true still works, it always works, it always will work. But if you're trying to push the boundaries of in particular like the time of your load and how long it takes to actually achieve the results, the fully loaded stimulus that we're looking for, then ARX is going to cut that in a fraction of time. Even the Body by Science method, even like using a great Nautilus and MedX. It still cuts that in a fraction of the time.

Mike Pullano: And then we also, you asked about like how do we know if this works, it's like the fancy stuff that's out there that everyone's pushing on Instagram and try to show you their latest tech. A lot of it isn't necessary. But the other side of it is like the stuff we choose to add to our world, in particular my world, I need to see value immediately and if I can see that physically, either through like blood tests or my mood or body composition. I mean all of that stuff are

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great metrics but what I love about ARX is that I step on and when I first started, I mean I saw 160% increase in the course of a year in almost all of my numbers. So that, whether or not I believed it worked, I couldn't argue with myself. Like the numbers were right there, and that's what I look for, things that are actually going to give me a quantified proof that this is actually changing something, this is actually benefiting me in a way that I otherwise couldn't find somewhere down the street.

Mike Pullano: So my long winded way of saying like it's got to have a quantification to it, it has to have some good research to it, and those are the things that pass the first barrier for me. And then I feel like ARX has both of those and that's always been why I just fell in love with it from day one. I was just tired of not knowing about all this other stuff and you see the Muscle & Fitness magazine and they tell you one routine is better than the other and I would always just read an article and wonder like, "How do you know? Like I don't look like that guy on the cover of the magazine, I don't eat like that guy on the cover of the magazine. Like how do you know this is going to work the same for me?" And so that, eventually when I arrived at what ARX can offer me, it was like, "Oh man, at least now it's this very objective set of numbers that we're tracking." And that's so ... It's just so relaxing to know that I'm actually getting the thing that I want out of this workout. And that it can consistently work for me, really until the day I die, just because of the inherent ... Just of what it is inherently. So ...

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Lawrence Neal: Yeah.

Mike Pullano: It's got to work and it's got to be quantified.

Lawrence Neal: Did you want to like elaborate on the quantification side of things? Like what ... Because this is one of the coolest parts of the equipment. Yeah, what type of things can we quantify? How does that work over time? Like how does that help with performance and progress? You want to talk about that for a second?

Mike Pullano: Yeah, so what's great is instead of ... Like let's just take a standard setup that most people probably are going through right now and I think we talked about this either ... Yeah, last time we were on the phone together was ... We've all kind of arrived at the same idea of like, "We got to increase the intensity." Right? But then like, "Ah, we got to use this particular piece of technology," whether that be ... Some people do it with a barbell and then they're like, "Eh, it's a little easier to do it with a machine. And which machine do I ultimately choose?" And at the end of the day, it's you versus a weight. And if you have a trainer with you, and then the trainer is choosing that weight for you. So now you have all these variables that we're guessing on, and that's just really, really difficult to guess correctly every day, all the time.

Mike Pullano: And when we change the resistance, we go to this motorized resistance, that can constantly adapt to us positively and negatively 100% of the time, all the time, no matter what time of day, and we

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can control for all the variables such as speed positive. So we can do a five second positive, we can do a seven second negative. We can do five and five both ways, we can do a three second pause after each rep. We can change all these variables and keep them consistent. At the end of the day then it just becomes ... It's me versus me, instead of me versus the weight or me versus the weight that the trainer chose for me. Those things don't ... They lead down a dangerous rabbit hole a lot of times, where we feel like ... Yeah, we encounter things that otherwise we shouldn't be encountering.

Mike Pullano: So a first rep, it's like, "Yeah, this 100 pound weight was perfect for me." But second rep, "Maybe I needed 80 pounds." Third rep, "Maybe I needed 70 pounds," but I still have 100 pounds on the bar, so what do I do? I start squirming in the seat in the bench press and like trying to throw my hip into it, to get the bar up and do all sorts of things that could potentially injure us. And that's why I think the weight world, CrossFit, whoever is out there throwing weights around ultimately just get a bad name. They chose the right weight the first rep, but they didn't choose the right weight on the 10th rep. And that doesn't mean that they're at fault, that's the inherent problem of a weight.

Mike Pullano: So with ARX, when we're talking about quantification, we don't choose anything. I mean, I guess we change the range of motion and we can choose the time, but once those are set, you're free to just push as hard as you'd like, or as little as you'd like. In the

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moment, you can change your intensity from 100% to 0% and nothing will happen. Well, one thing will happen, the number on the screen will go down. And so we can see all that, it just plays out and if you decide to do that mid chest press, you're like, "Ah, my shoulder feels a little weird." You could just back off and let go and you're in complete safety to do so. And then we just track those numbers and we're like, "Oh yeah, look at that second rep, that was the one where your shoulder felt a little weird and we just backed off, and that's why it's lower than the other reps."

Mike Pullano: We can track all of that realtime, 15 times per second is what we're tracking. And so over time we can look at what's the highest point of maximum force for both your positive and your negative. And then we can track all the slope of each one of those points to say, "How much do you fatigue from your first rep, second rep, fifth rep, 10th rep?" Again on the negative and on the positive. So we see this rate of fatigue and you can be like, "40% fatigue on the negative and 60% on the concentric, on the positive." So when you see all this play out, it sounds really complicated but it's in fact the opposite. It's so simple and easy. All you do is press to whatever capability you have today, right now, in the moment, and the software and the machine take care of the rest. And then we just have that number the next time that we show up at the facility to try to beat. And so I'm trying to beat numbers from last week, a month ago, a year ago if I want, and if ...

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Mike Pullano: This is great for injury recovery and this is great for if you're going through a rough patch in life and you're super stressed but you know what your best felt like, now we know exactly what your best quantifiably looked like. And so we can say, "Let's go back not a week ago, because remember a week ago you didn't really feel that good, let's not compare to that. Let's compare to your best ever," which might've been three weeks ago or three months ago. And we're going to try to beat that line. So that's our baseline that we're always trying to track and follow, and we can do that instantaneously and we have this great record and log that's all digital, all online, and all the other variables are taken care of for us. So we just sit down and press, just give our best effort.

Mike Pullano: So that's what we're quantifying, that's what we're looking at, and that's kind of the experience of dealing with the numbers every day, with ARX.

Lawrence Neal: Cool, and I love that. And yeah, it's definitely becoming a comfort as I listen to you. So one of the things that made me laugh at what you said is that you're every cutting down the Body by Science time, and this is so like hilarious to hear because people can't believe Body by Science when they see it because even now, high intensity strength training is still relatively unknown for some strange reason. And you know, for anyone ... Well, most of us will know this, but the front cover of Body by Science says, "12 minutes a week." And you know, just recently some health and fitness idiot who I

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won't name because I actually can't remember his name, otherwise I probably would. You know, did a YouTube video where he talked about how he was at some networking thing and some guy said to him, "Hey, I've been doing Body by Science and it's like amazing," and he cut his volume right down and this guy said, "Ah, that's probably a load of rubbish." And he just dismissed it, he didn't even like use any kind of critical thinking skills and keep an open mind and actually listen to the guy and read the book. And it's just on the guy, huge disservice, to be honest with you, and some of this is him mainly talking about it.

Lawrence Neal: But anyway, I'm digressing. It's just funny to me because that's 12 minutes a week and any of us who've been doing high intensity training will know that has to be like that in some cases because of the intensity. And you're saying that actually ARX is even more efficient and the workouts can be even shorter in some cases. Is that true?

Mike Pullano: 100%. Yeah.

Lawrence Neal: How short are we talking?

Mike Pullano: Well, I mean it's really up to you, right? And so the stimulus is there for you if you want that. It's the perfect stimulus. We don't have to ... I mean anybody who gets familiar with the Body by Science world or just the high intensity training world, evidence-based training is what you're calling it now. I like that. I like where you're

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taking it these days, but all of that is backed by plenty of people. I mean, what are we talking, 30 years now? 30 plus years worth of people who are shouting from the mountaintops that, "Oh my God, this works." And now we have research behind that and that's already been settled science in my opinion, but the problem is that we've settled that science with technology as good as it is, for what it is, it's still not perfect.

Mike Pullano: The Cam was originally designed for variable resistance, right? So it ... When we designed the Cam, we knew there was a problem, that the resistance had to change throughout the range of motion. But unless the weight also changes as well, it doesn't account for fatigue. So the first rep, Cam feels great, this is smooth, everything's going great. But when we talk about like muscular failure just in general, I mean we're typically talking about concentric failure, which is typically due to the mechanics of the machine failing us, not necessarily the muscles failing us. So it's as good as we can do with a weight-based system, Cam-based setup, when we're dealing with weights. Well with ARX, what we've noticed and again I love when people are like, "I don't believe you." Fantastic. Please do not believe me at all. I do not want you to take my word for it, we have the greatest convincer of all time, and that's our software. And that's the data.

Mike Pullano: So when I show somebody who's very skeptical of my workouts, I bring up my data log and every one of my leg presses for when I

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first started back four or five years ago was ... I went on a spree for about a year and a half where I did two minutes, exactly, every time. And there it is, there's the 18 months or whatever it was. All of them are two minutes long and with control for all of these variables. And I show them my first workout, my 20th workout, and then I show them where I'm at today, you know, 18 months later. And there it is, it's 183% or whatever it was, better. And not only that but we can see the graph. So I didn't fudge the numbers, I didn't write down incorrect numbers, or I'm not lying, you know, in a log with a pen and pencil. These are tracks and these are the things that happen. This is just a log of the experience that I created for this ... In that workout. The data tells all the truth, like there's nothing more to it, really. If you still have a problem, you still don't think that that's real, well then I invite you to try it for yourself.

Mike Pullano: That, I'm still betting \$1000 on, nobody who's ever tried ARX has walked away and not been blown away by it. Because it's something that you've never felt before. And then I can start getting into the ideas of like ... And then there's an entire side of training you've never even experience, the eccentric side. You've never resisted at your maximum. Some people go their entire life never doing that, no matter how much weight you lift, unless you're lowering more weight, you're not going to ever know what it feels like to have a perfectly matched eccentric negative. I mean, it is a world changer.

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Mike Pullano: And then it opens up tons of ideas of like, "Okay, well ..." So we see people all the time that can bench [inaudible 00:38:23] and stuff, you know. Very strong, large, hypertrophic humans that carry a bunch of muscle mass and they'll step up to a chest press, a leg press, whatever, and will watch numbers and they push at a great number. But then their resistance is almost the same number on the way back and our team will kind of look at each other and we'll chuckle because we're like, "Oh this guy is sad, like it's really sad." Like he works so hard to build that concentric side, but he doesn't know that there's probably 100% more effort on the negative side if he would just train it. But he doesn't have the tool to do so. So hell, I'll step on and I'll do twice as much on the negative. Now I'm not twice as strong as that guy overall, if I was to train him. He would easily, easily surpass me, right? He has the genetics, the gift, he has way much higher ceiling than I do.

Mike Pullano: But I've trained myself to master past me on both ends of the equation, so that's where I just invite people to really look at the numbers and see what we're actually tracking and I mean we're happy to send anybody, you know, comparison views. Skyler's got some great ones of some really elderly people who've completely changed their force stop capabilities in six months. I mean, these are just stories we hear over and over again, so at this point the science we know that this stuff works, now just how do we perfect it? And I think that's really what we've accomplished with adaptive resistance.

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Lawrence Neal: This episode is brought to you by our sponsor, ARX. Are you looking to create a cutting edge, high intensity training facility? Are you confused on what equipment to use or how to separate yourself from the masses? Well, then ARX Fit might be the answer you're looking for. I asked Mike Pullano from ARX a few questions about how ARX machines are challenging the status quo of the exercise industry around the globe. Mike, if you could, give the listener's a quick summary of why ARX is so different from the traditional machines or tools they're used to seeing in most exercise facilities.

Mike Pullano: ARX is totally different than anything you've seen before. This isn't just another weight-stack machine. We've looked at the last 40 years of exercise technology and used that knowledge to create something entirely new. ARX uses a new form of resistance, a motor. And we pair that motor with computer software so that we can maximize the safety, effectiveness, and efficiency of your workouts. So you may be asking, "Okay, but how does ARX compare to weights?" Traditional machines you see in gyms today are based on lifting metal weights and battling gravity. What people don't realize is that when you're forced to lift a static weight like this, one that doesn't adapt or change while you use it, you're under loading yourself, rep after rep. And this unnecessarily limits your ability to make improvements.

Mike Pullano: With ARX, we've taken a totally different approach. We removed weights and gravity from the equation altogether. Instead, ARX

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combines our patented motorized resistance with our custom computer software to provide you with the world's safest, most effective, and most quantified form of resistance training ever. When you train with ARX, you're training to your perfect level of resistance, both positively and negatively, 100% of the time. No more guessing what weight to use, ARX does all of that for you. Instantly, and automatically. We'll also track and measure every second of every rep, so you can quantify all of your workouts to find out if you're improving and by exactly how much. Whether your goals are bigger muscles, increased strength, stronger bones, or just to look good in a bathing suit, ARX can help you achieve all of these and more, but do so in a fraction of the time it would take compared to traditional equipment.

Mike Pullano: If you're looking for the most efficient, most effective, and most quantified piece of exercise equipment on the market today, then look no further than ARX.

Lawrence Neal: Thanks Mike, that all sounds really impressive. If you'd like to learn more about ARX, visit arxfit.com and mention that you heard about ARX on the Corporate Warrior podcast to receive an exclusive deal of \$500 off shipping and installation of your ARX machines.

Lawrence Neal: Yeah, where I guess I'm slightly skeptical is firstly, you know, if you've been training on the machine for a number of years, you're going to have the skill down. You know?

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Mike Pullano: Sure.

Lawrence Neal: Every machine has a skill aspect and-

Mike Pullano: Absolutely.

Lawrence Neal: So a lot of that negative strength is because you're becoming very good at the skill. And I would kind of challenge you and almost disagree that I don't think people that are using gravity based equipment or barbells or machines, that they're not getting a good negative workout because I just feel like it's less efficient. I feel like, yeah, I totally agree with you, like you're matching the strength curve better, potentially, with ARX. Well not potentially, you probably are. But I still feel like if you're using a very well designed machine, maybe you need to do slightly more volume, maybe it's less efficient, maybe you need to do multiple sets. But it's like why ... For instance, let me give an example, so let's say you did concentric chin-ups, a failure, and then you did four or five like negative sets, like 30 second eccentric sets, so that you pretty much couldn't hold your body weight up anymore and you were just falling down. I mean-

Mike Pullano: Mm-hmm (affirmative).

Lawrence Neal: If you remove, I know there's concerns over safety and efficiency, but if you remove those things you're still, in my opinion, going to

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get an equally effective workout at the end of the day. Is that not true?

Mike Pullano: I would say equally is the operative word in there. Because at no point in time ... You're still dealing with the static weight, right? So unless you're finding some way to vary the resistance that I'm not familiar with, then your body weight is still the limiting factor. So yeah, you will have to do a lot of volume and you can absolutely fatigue the negative that way. But you're not going to perfectly fatigue it and you're sure as heck not going to get that top end of eccentric force because frankly you don't even know what that is. And that's where ... I mean I'll push at let's just say a thousand, but I'll resist at 2200. Just for like a very, very small microsecond, I am ... My frame and my structure, my muscles, my bones, and everything connected are taking on that load. And then it's changing, it's gone in a second and now it's 2100, 2000, 1900 ... That's a different ballgame that we're talking about. You can get there. Do not get me wrong, you can absolutely get there. [crosstalk 00:45:29] just as wiped doing body weight work than I have on ARX. But it's a different sensation and it's ultimately a different stimulus that I'm receiving.

Mike Pullano: And your original question, which is how can this possibly be more efficient? That's the reason, is that this stimulus is constantly changing and giving us exactly what we need 100% of the time and we don't need all that extra volume anymore. It's a perfect rep every

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time. There's no time where you pick up a dumbbell and you're like, "Well the first ..." You know, "I'm going to do three sets of 10 today." And the first two sets, you're just breezing through them, right? Or just trying to create a little volume, create a little stimulus, and then eventually you guessed the right weight and then you find the right resistance and then we fail at rep 28, 29, and 30.

Lawrence Neal: Just to ... No, that's a good response. Just something that's come into my mind which I wanted to ask you is, you know, there's a lot of ... Obviously, as we know, I don't really mention names but there's a lot of guys doing research in terms of what are the optimal approaches for hypertrophy but they often talk about that in the context of multiple sets. And more traditional weight training exercises. Have you had much in the way of pushback or feedback from that group? Because this is obviously very, very aligned with high intensity training and typically single set to failure type training and it's even more so in this case because like you say, the resistance curves are so closely matched that it's even more efficient than before. So have you had much in the way of pushback or feedback from that that group that I mentioned?

Mike Pullano: No. No, I wouldn't say we've had any pushback, but we also haven't had a ton of feedback. What I would love to see is a group to take an ARX machine and try to repeat a lot of those studies. Because I have a feeling that a lot of those will play out to be true, but they'll actually be quantified now in a way that they weren't

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before. I mean anybody who reads enough research knows, you start digging in and you're looking at the study design and the cohorts that they used and there's always standard deviations that they're throwing out there, right? So that's good science and that's as good as they can do with the bar, the barbell or the Biodex leg extension or whatever they're using. But this is a whole other set of quantification that we can add to that and I would love to see if whether or not the research we're doing in the weight world actually proves itself out on ARX or if we unlock some things that otherwise weren't known because we were using a more traditional tool like a weight.

Mike Pullano: I have a feeling of which way it would go, but I'd rather that they just-

Lawrence Neal: So what do you do?

Mike Pullano: Go with ... Yeah, they'd prove me right or wrong. All I know is that the combination of a perfect negative and a perfect positive and everything in between, I get to the point of quote-unquote "failure" so much quicker than I ever did before. And then I quantify that fatigue, that inroad, every time I exercise. So I'm like, "Oh, today was a 35% inroad." And 35%, you're like, "Oh, well why wouldn't you go to zero?" Well you can't ever really get to zero, otherwise you'd be dead. But you can absolutely like keep going to deeper inroads, but for me that just doesn't seem like it's actually benefiting me in the future, on my future workouts.

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Lawrence Neal: Yeah. Stimulating [crosstalk 00:49:22]

Mike Pullano: [crosstalk 00:49:22] Right, so like if I can just get the minimal effective dose, and I know what that dose edging is each time, and for me it's roughly around like 30 to 40% of eccentric fatigue. Then I don't keep working out just for the sake of doing it, just because somebody told me I had to do three sets of 10. I'm not going to just finish it because, well, that's what somebody told me or that's what a magazine or that's what my protocol is. Sometimes I'll cut my workout short if I reach that fatigue in six reps versus, you know, last week I reached it in 12 reps. I'm like, "Oh man, I'm very under-recovered." Like I did the same workout last week in twice ... It took me twice as long to reach that fatigue. And I'm just watching that percentage go down with each rep. I'm like, "Oh boy. Last weekend's catching up with me and I shouldn't have gone out and I got poor sleep. And then all of a sudden," I'm like already at my 30% number way before I thought I was going to be when this ... We always say like when the steak is done, when it's cooked, take it off the grill. You don't need to keep going for the sake of going.

Lawrence Neal: That's a good analogy.

Mike Pullano: And that's what the software really does for you, it gives you that incredible realtime feedback to know, "Okay, we're hitting a number today. We're hitting a number of fatigue or a total amount of output today. And then we're cutting it," and we know what that is as we're

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working out instead of a total guess that we decided before the workout that this is what we're doing today.

Lawrence Neal: I think ... And I asked ... I remember when I interviewed Mark Alexander ages ago, I remember briefly talking about ... Well I thought it was really exciting about what you're doing, which is the ability to record data across all of the businesses that you partner with and then all of their clients. And then potentially collect all that big data in a cloud and actually interpret and use it to figure out what is the optimal kind of approach to designing training protocols for people. I'm guessing since I spoke to Mark, that's probably come along a little bit. I'm sure there's potentially issues with data being private and stuff like that, I don't know.

Lawrence Neal: Do you want to ... Is that something that you guys do? Do you want to elaborate on how you might be using this data for bettering exercise for everyone in terms of being able to bring it all together up in the cloud and interpret it?

Mike Pullano: Yeah, yeah, for sure.

Lawrence Neal: Or interrogate it, I should say.

Mike Pullano: Yeah, no, that's absolutely ... That's the mission down the line. Right now, we're definitely aggregating a lot of data. There are a lot of people ... So you've got to remember we've rolled out some new things in the last few years, one of which is our automatic mode.

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And what that allows us to do is before, we had a lot of people doing, let's just say, 10 sets of leg press. But they were screwing up with each rep so they had to physically control the machine. So there'd be a trainer pushing a button back and forth and they would screw up all the time. Just actually, just being human, right? And so you didn't get the exact same workout every time, so then your numbers ultimately wouldn't actually be consistent from workout to workout. Just like slightly off.

Mike Pullano: So if we're really chalking up, talking about researching and looking at that component, it's ... You need to be able to control for many more variables, time and time again. As of last year, now we have automatic mode, it gets rid of all of that user error and just runs this perfect program. And what I think is going to happen now, now that we've gotten a whole bunch of people using that and a lot of people are running the same types of protocols. And you know, we have a Facebook group and just generally when we interact with our clients, like they're always asking us, "Hey, what do you think about this protocol, that protocol?" What's amazing is most of the time we don't talk to our clients for a while, or our customers, and then they'll come back and they'll arrive at the same thing that we arrived here in Austin, with. Amongst our own personal team, we're like, "Yeah, you know, I don't really know why I would really do more than 12 total reps in a workout." And so maybe that's two sets of six, or maybe it's one full go of it and you just rip all 12 out, or three sets of four.

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Mike Pullano: But the total volume and the total amount of inroad and the total time under load tend to be roughly in the same ranges. It's also equivalent to a lot of the same ranges that you read in Body by Science or hear in our little sphere here in the HIT world, we're proving those out all the time. And also we're disproving a couple other ones too and we're saying like, "No, that's really not true." Like 90 seconds is good but it may not be optimal. You could get a benefit but what's the most benefit I can get out of this? And so if I do a 90 second workout on ARX, it's like yeah, I feel good but like I only fatigued 5% maybe today. Well I need to keep going, right? So we don't try to hold a dogmatic approach, we just let the data dictate to us what we should be doing. Should we continue on?

Mike Pullano: And as we grow the user base, more and more of those people are all looking at those numbers and eventually what we'll do is probably do like meta study where we can take a lot of people who have specific cohort, run them all through the same exact protocol on the same machine that's all calibrated to the same level and we can really start to garner some really awesome insights into what is working for people. And as that continues on in the world, right? Like blood testing is more accessible now, there's DEXA scans in more cities so we can look at bone mineral density and lean muscle mass gains. There's so many aggregate technologies that can be added to this study that we can really look forward to. It's really good actual data that will either prove or disprove the stuff that came before it.

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Mike Pullano: So that's where we're kind of thinking about it in the future, but a lot of that was the mechanical side, a lot of that was the product side. Just building the foundation and getting it all to work in unison, and also to have a very consistent experience across all the machines. So we're there now and it's an amazing to think about what we can now accomplish as a collective and not just as one company selling machines.

Lawrence Neal: Cool. And you've got ... There's a few competitors I can see coming out of the woodwork. Certainly obviously being very much in the center in a podcasting sense, I do get people messaging me about alternative machines.

Mike Pullano: Sure.

Lawrence Neal: What makes, and I can't even remember many off the top of my head to be honest, in terms of the brands, but you obviously see these coming up. Do you consider ARX to be a leader and what makes it different and potentially better than the competition in your view?

Mike Pullano: Yeah, so with any good piece of technology, competitors will absolutely show up. And frankly, we welcome everybody into this world with us. ARX is the first to do what we're doing in terms of the whole process of our software, what we track, the experience that we provide, the organization of our machines and how we've built them. I mean nobody's doing what we are doing, currently. But that

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will change, absolutely. And as that does, what we're going to see is what we talked about before this podcast, is there's a huge trend coming where we're getting the word out and we're one of the first people to do this, that the stimulus that we've been using, the tried and true, isn't 100% optimal. And if we can have a better stimulus and a better experience that keeps us safe the whole time, that quantifies our data, I mean this is ... We're in 2018 now, I mean we're moving to a new generation who expects the same progression in their workout that they expect from their iPhone, right? They don't want the same iPhone from 20 years ago, they want a brand new iPhone that does brand new things and keeps pushing the envelope in terms of what is possible using whatever technology is available to us in 2019, 2020, 2030, whatever.

Mike Pullano: That's ... It's almost like it's very sad for us, that we just kind have all accepted this state of affairs. And so yeah, I would love to see more people do what we're doing. It will benefit the masses. We are the first though, and we're the first in the thoughts ... We want to be a thought leader, we want to be the people out there who are looking to devise those studies with the Brad Schoenfelds of the world. I just talked to Andy Galpin at Paleo f(x), I mean a lot of those people are starting to pay attention to this idea because it's super intriguing, but it will assuredly have a curve that will take some time and we want to be on the front of that and we are on the front of that, kind of dictating what the new pieces of equipment should look like, what new things should we track, what new protocol

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should we start instilling and offering up to our customers and to the world to say, "Let's go test out 40% inroad and see what happens." Or create something brand new altogether.

Mike Pullano: So this is the world that we're in and we're happy to be the leaders of it, but we know that there's going to be people behind us. Yeah, the best that we can do is build the best product possible and we have the most experience doing that in the world and we'll continue to try to stay on the front of it for as long as we can.

Lawrence Neal: You know, I think you will win. And you'll win because you're first. Simple as.

Mike Pullano: I mean there's something to be said for that in every industry, right? So we definitely want to capitalize on that as much as we can, but we're also not ignorant to the idea that there will be people that want to try to create knockoffs of this. Typically those are cheaper and ... Cheaper in terms of like the experience and they take things away. We want to always provide the absolute best experience for our customer, but also then if we've garnered enough momentum in that world, like we can also take ... And Mark's talked about this multiple times. Take different approaches to the market and look at home users and look at ... Yeah, just all sorts of different avenues for us to penetrate the market, but right now we're the only ones who're really doing it the way that we feel like it should be done. And with that comes, yeah, the first to market the benefits.

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Lawrence Neal: Yeah. No, that's interesting and it's exciting to see where things will end up. Not end up, because obviously it's a continuous journey, but exciting to see what the future holds for ARX. And I guess one final discussion point I wanted to address with you, Mike, it's something that obviously my listeners are very passionate about, is this pursuit of optimal muscle hypertrophy. You know, just to get a bit of context, obviously my podcast has explored this over a long period of time. You know, when I started doing this show, I wasn't really very aware about the limitations of genetics, and I felt like ... I thought there was more difference in protocols than there really is and I've kind of come to understand that, you know as Skyler Tanner would say, biology is the limitation, not the protocol. I think that's how he said it, I might have completely butchered that.

Mike Pullano: Sure.

Lawrence Neal: And obviously that's true, we know that. Just seeing, looking at the genetics and the research in that area, we can see that is like the main determining kind of factor when it comes to optimal gains. However, you know, we're still interested in understanding where we can move the needle even by the smallest amount so long as that doesn't mean that we have to work out 20 times a week and eat protein every hour. And I remember talking to ... I think you might have said this to me a bit and I know Jason's a big fan too. And Jason, for those who don't know, is the CMO for ARX. But I think both of you have mentioned to me, certainly Jason has, that he's

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got incredible ... In fact, I know you have Mike, actually now that I remember. You know, a lot of gains in terms of muscle hypertrophy from doing ARX. You know, you hear that right and I'm a big fan of yourself and obviously Jason, so this isn't a slight against you guys but obviously you do work for ARX, so it's like people hear that and think, "Well of course those guys are going to say that, they're biased," right?

Mike Pullano: Mm-hmm (affirmative).

Lawrence Neal: Which is totally understandable that people would think that. And everyone's highly skeptical because they've told certainly if they're a longtime listener to the show, that ARX is not, whilst it's a very good tool and good tool in terms training muscles to fatigue and doing it in a very efficient way and I love all of that, it's perhaps not going to be superior for muscle hypertrophy versus any other tool. But I feel like you guys agree with that statement. So do you want to give your thoughts and I know we've talked about it a little bit already in terms of the negative but I'd love to hear how you think about that stuff.

Mike Pullano: Yeah, and I'll-

Lawrence Neal: Big question.

Mike Pullano: No, I'll immediately say that, by no means, no one on our team are hypertrophy experts, right? I'm sure there are plenty of people that

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dedicate an entire career to that, of which you've had almost all of them on this podcast, I would highly recommend that you go back. If you're wondering the answer to this question, Lawrence has done a great job of really putting together kind of the who's who in that world. What I'm always curious about is when I hear people talk about studies when it comes to hypertrophy and the best set-rep combinations and what they find is we have a lot of real ... We don't have research level data, but we have a lot of real life data and it's not just from our team. I mean these are people we've trained. Mark, our CEO, has had two facilities in Austin, Texas that ... Mark's been training for 16 years there, but ARX has been there for eight years, if I recall correctly. So this is by no means a new technology that is like, "Oh, we got to wait and see what happens with this." We see people grow, we see people grow via DEXA scan, so we actually see the data. They come back and they're like, "Yeah, I added bone mineral density, but man, I put on three pounds of lean mass and I come here once a week."

Mike Pullano: So what we always try to entice our customers to do is get together with a local DEXA scan company. They're kind of the gold standard bod pod, there's a whole bunch of them that you can utilize out there but DEXA's the least invasive in our opinion. And go and find a place like that to do a pre and post with your customers. And we see this over and over again, in fact we have a company called DEXA Fit. They're out of the States and they have DEXA machines throughout multiple cities and just in Minneapolis though, they've

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done a pilot program where they two ARX machines in one room and they have a DEXA scanner in the other. And then they have this other machine called the Fit 3D that will actually ... It's like the caliper test to see whether or not your inches are going up or down, because you can add muscle mass and you may not see it because you might have other things on there like too much fat mass covering it all and vice versa, if you're trying to lose fat and add muscle. Like it changes all throughout the whole body, your arms might get smaller but your legs might get bigger. And so it'll measure all the actual digital readout of all of the inches, circumferences, and things of that sort.

Mike Pullano: So they've been doing this probably for almost a year now and any time I talk to Brandon up there, he's just got another story for me that's incredible. His story was like he put on 13 pounds of lean mass in the course of six months, right? He is one of the execs for the company, so he doesn't have a ton of time to actually be working out. He's just cranking through workouts doing simple, one set each move. I think he was doing a once a week protocol and he was just doing DEXAs every month to figure out where he was trending. And after that, it was like 13 pounds. And then he has 10 other ones after that one. Of all those people with similar results, five pounds here, four pounds here, 12 pounds there. But it's the "don't trust me, let's let the data be the truth." And so we just keep seeing this process over and over again and most people are doing like a really good one workout a week at max. Most people are

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doing what people will do twice a week and it's just proving out what we already know, now using different tools, other than just measuring with a caliper or a tape measure around my bicep.

Mike Pullano: I love when I hear like the latest meta study that Schoenfeld puts out or any of those guys because it's like, "Oh, we can go try that now on ARX," and then we can actually test it to see. Have we done that? No, it's a very complicated process in order to recreate those things. But I wouldn't doubt that somebody does that very, very soon in the coming year or two, where they're actually trying to replicate those things and figure out, "What did we get right? What did we get wrong?" And we have this great tool as a diagnostic to find out exactly by how much. So I don't know if I kind of skated your question but also answered it in the same time.

Lawrence Neal: No, you did I think. So this interesting followup question to that is ... That's awesome, that like all these people can actually see the lean gains based on DEXA scans and then obviously looking at how it's really correlating with improvements in strength on the actual software. But what I guess I'm interested in asking is many of my listeners will have been doing strength training and probably high intensity training four, five, 10 years, maybe longer. It's my opinion, and this is ... You know, I've only used ARX a couple times, so you know, it's a limited opinion at that. That if you're already someone who's been doing that level of strength training and also, you know, you hear a lot of anecdotes of people and I'm even skeptical of

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these to be honest, that people that go from high volume training, you know, four or five sessions a week to maybe one or two sessions a week that are more intense like a Body by Science approach or any high intensity training approach, that then claim also to get gains during that phase. When I actually think that the vast majority of the gains obviously come within the first couple years of training regardless of the protocol.

Mike Pullano: Sure.

Lawrence Neal: So I'm always a bit skeptical of that and obviously people are kind of a little bit biased about their own results. So anyway, long question made shorter, I guess I'm wondering do you think anyone who has been training for a long period of time or been doing high intensity training for a long period of time is actually going to get greater gains moving to ARX? I mean, I'm not doubting for a second that they won't be able to maintain or get stronger and obviously make their workouts more efficient but are they actually going to see greater hypertrophy, do you believe?

Mike Pullano: In my opinion, you always ... If you're going to look at hypertrophy, like the best stimulus possible is what you're always trying to seek, so that you can get the best possible result, right? So stimulus, adaptation, stimulus, adaptation.

Lawrence Neal: Yeah.

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Mike Pullano: So if we're trying to get a better adaptation, we probably need to look at how to get a better stimulus. But then this goes back to what we originally talked about where ... Let's say we optimized the stimulus with ARX, and I do believe it is a more optimized stimulus than weights can provide. By how much? I have no idea.

Lawrence Neal: Yeah, I can see that. Yeah.

Mike Pullano: But I absolutely know that we're hitting levels of stimulus that cannot typically safely be reach in pretty much facility you're going to walk into. You're just not going to be able to do it. And then you're sure as heck not going to be able to quantify it. So if we have a great stimulus, awesome, but the adaptation is where people tend to fall off the map and they just keep searching for a better stimulus, a better stimulus, this new rep range, this new protocol, whatever. But then they get a little lost because yeah, that's just one way to create a signal but the adaptation doesn't happen, then we don't grow. So I guess for where we think about things is ... And we love what our customers and the trend that we're seeing is that people are spending a lot more time talking about the adaptation side of it, and by that I mean the part leading up to the adaptation, so that's recovery. And I love that because that's where all the magic happens, right? Like there's nothing that ... Well there is something that happens, like we're getting muscular damage, we're applying tension, fatigue, all of those things. Those are all great stimulus and signals, but what happens after is the reason we're doing it.

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Mike Pullano: So if you're going to have an optimal stimulus like ARX, you're going to have to provide optimal recovery components so that you can have an optimal adaptation. And I think that full chain is starting to finally be put into a singular business model, of which a lot of them have ARX on the front end of that, and then they have cryo units and then they have Normatec boots and cold tubs and whatever other training or recovery tool that they can fit financially, square footage wise. And they're trying to optimize that recovery side. That is going to change your hypertrophy more than anything. You can do a ton of volume but if you don't recover, well you're going to stay the same size. You might even go the opposite way, might even lose size, become catabolic all the time.

Mike Pullano: So I don't know, that's my thoughts on things and I just love know that when I am going to take the route of, "Hey, I want to grow, I want to add hypertrophy training to my workout," I feel confident that I'm going to have the optimal stimulus and then I start ... All of my programming is really ... It's like very small time, I think about it on ARX because it doesn't require a ton of time anymore, doesn't require a complicated set rep combination. And then I just, "Okay, stimulus, check the box. Great. Let's focus 100% on how do I recover so that I can have the best adaptation." So it kind of flips the model a little bit, when you know you got your bases covered on the front end, now all they have to worry about is the recovery side.

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Lawrence Neal: Yeah. No, I think that's a good answer and I think it's kind of safe to say that, in terms of the tools available to us, I feel like ... I think this is a good way to kind of summarize it, is ARX will get you what you can't get.

Mike Pullano: Whatever you got.

Lawrence Neal: Yeah, in terms of optimizing that response training, I feel like it probably can. There's no reason for me to think otherwise. But yeah, I suppose yet to be proven as if all that's superior, if you're not talking about efficiency and safety and matching resistance curves like ... It sounds quite clear to me that it is perhaps superior in those domains but most of hypertrophy is obviously determined by so many other things. So no, I think that's ... If that's fair for me to say, would you say at this point Mike?

Mike Pullano: Yeah, I would agree and it's really about how do I optimize the stimulus and do it with all of those things you just said. Like if you're not doing it safe, that's going to come back and bite you, right? It may not happen in the first year, it may not happen in the fifth year, but at some point in time it's going to come back and bite you. And your goal to search for this higher output stimulus then you're going to be like, "Ah, I need to start doing heavy negatives." And then you're doing liftoffs for the bar, for a bench press, with like 600 pounds but you only can really bench 300 pounds. So these are all different ways that we toy and play, but then we also are changing ... We're moving the goalposts on what is safe now and

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what is ultimately going to be the thing that we can ... Yeah, it's not going to hurt us in the end, it's just the opposite of what we're trying to achieve.

Mike Pullano: So I love, again, just the simplicity and the stress-free approach that I can take towards my training and training, honestly, anybody else. I was just at a certification course for a different technology [inaudible 01:15:03] NeuFit. And there was a bodybuilder there and I started just kind of chit-chatting with him and asking about what his day looked like and his routine. I mean I kind of knew what he was going to say, but as they start going through it, you're just like, "Oh my God." This is a very, very strenuous, difficult process that he's going through and I could help him at least get back, I don't know, everyone's training different but probably like 75% of the hours that he's spending in the gym, can just be no more anymore. And he can spend all of his time now on the recovery and making sure that his diet's correct and he's going to step on stage in three months so that's extremely important stuff to him. But he's still got to keep his training up.

Mike Pullano: And God forbid he has a life, right? God forbid that he has a girlfriend, God forbid he wants to read a book, have a hobby, do anything other than what he's doing. And that's just ... That's a box that a lot of people have been put in because the stimulus is failing them. They don't know any better. That's not true, that's not true at all. They just don't have access to anything better.

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Lawrence Neal: Oh no, I don't know.

Mike Pullano: That's what we want to change.

Lawrence Neal: I don't think ... I disagree, I think they don't know. I'm going to be controversial, I just think they don't know in a lot of cases.

Mike Pullano: There's probably ... Yeah, statistics will say that there's probably some people that don't know better, but once I started explaining that to this guy, his eyes lit up. He was so intrigued, he was like, "Oh my God. Really?" It's like, "I don't have to do all this volume training?" I mean yeah, you're going to do volume because that has definitely shown to improve hypertrophy, but to what point, right? There's a margin of utility at some point and diminishing returns. So just more is not better. The right amount is better. And that's what I love about the data, that's what I love having in front of me day to day. I know I'm in a stressful environment, and I'm falling off the map of my fatigue, you know, four or five reps before I did last week. I'm going to cut the workout, because I'm not prepared to go to that level, the numbers are telling me something otherwise and I'm going to listen.

Mike Pullano: And it's just, again, such a stress-free environment to workout in and it's just a stress-free way to approach a protocol. But again, we're still a new company, we're still a new technology and our goal is to get it out to the masses. Not just to the bodybuilders of the world but like my mom. I want my mom to have perfectly loaded

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eccentrics for bone mineral density as she ages, and only spend 10 minutes of her week doing it. We want exercises at some point in time to be just almost like an afterthought, like it's so simple now that we just sit down. I just work hard and I leave and it all works out well in the end. I mean that's pretty darn cool to think about in the future and we're there, like we're approaching that and everybody who gets on board with ARX, with us, is telling us the same thing. They're like, "It's so great," not only for their own personal benefits but they get to help so many people who they otherwise would've never considered training, because of all those variables and all the safety and yeah, everything that goes with it. It could be easier.

Lawrence Neal: If you ever crack the bodybuilding market, I will be very surprised. Maybe in time, like you say, maybe it's just inevitable that this type of technology will be very hard to ignore, come a certain point in time. But my God, the dogma in that community is very difficult to crack, so that's going to be interesting to see.

Mike Pullano: And if you look at kind of the history of the people who attempted to change the industry and provide new technologies ... I was just doing some research the other day about kind of all the women's trends that have happened over the last 60 years and the slenderized I think it was called ... No, "slenderella." If you look at some of the tech and tools they were using for what they thought was changing the physique of women, you're like, "Oh man, I

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don't ... That's a tough sell." But if you're trying to make a change now today and you have a software component with quantifiable data, now it's not about the messenger anymore. It's not about Mike, it's not about our team, it's not about ARX. It's just about the data, and if I get a bodybuilder or anybody who's skeptical on the machine and I can show them we proven some data, I don't need to do all the hard convincing. I don't have to play the ego game and try to battle that. I let the data speak for us, and that's where things are different I think with ARX and what the movement we want to create moving forward is.

Mike Pullano: We have this unbelievable resource in the data component and that's why Skyler Tanner, who's been on here a bunch of times, he's here in Austin and his claim is what? It's like twice as strong in ... Twice a week-

Lawrence Neal: 12 minutes a week or something.

Mike Pullano: Twice as strong in 22 minutes a week, twice when you come in. He loves alliteration, I totally butchered that but all right. He shows them that though. He doesn't just promise it and then six months from now says, "Hey, do you feel twice as strong?" He literally prints out something or shows them on the screen and says, "You are 63% stronger than you were when you walked in the door. Do you want to continue training with me?" How could you possibly say no, if you're a customer? And if you do, I don't want you as a customer. Like those are ... You're clearly on a different thought

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process. But the data speaks and the data wins every time, so don't believe me. Just see the data for yourself.

Lawrence Neal: Yeah. I'm on Skyler's website now, which is smartstrengthaustin.com which is ... Skyler's still in Austin. And the tagline is, "22 minutes twice a week equals twice as strong." So-

Mike Pullano: And I think on this podcast, last time you said he's a year and a half into it. Like he's never-

Lawrence Neal: He's killing it.

Mike Pullano: Not one time seen that promise fail somebody.

Lawrence Neal: Yeah.

Mike Pullano: I mean that's an insane ask.

Lawrence Neal: That is, actually.

Mike Pullano: As a trainer, like get that for everybody that you could possibly walk through the door and that's going to be a very, very difficult proposition for them. But that's why the new model is working great for a lot of people, is they don't have to be like a celebrity trainer or have been doing it for 20 years. They can just show that this technology is going to do the "heavy lifting," quote-unquote, for you. And it's going to work out in your favor. And as it happens, it's like, "Oh, we're 10% better today, 5% better the next week, 35%

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better over the course of three months, like we're working towards our goal."

Lawrence Neal: Yeah.

Mike Pullano: I mean to show that to any customer is gold and Skyler and everybody who's adopted that very quantified approach is doing very well for themselves.

Lawrence Neal: Yeah. There is a number of interesting, successful kind of ARX case studies. Obviously we had you and Abe on EverStrong in San Francisco and he's absolutely smashing it. And I recently learned also, is it Marcelo over in Australia who's got a few ARX facilities? Are you able to talk to us about that or is that a ... I don't know if that's a little bit secret. But I'm-

Mike Pullano: No, it's ... No.

Lawrence Neal: He's having a lot of success as well over there.

Mike Pullano: Yeah, yeah. So they did a little different model, for anybody who's looking to look them up. Intense Health, they're out of Perth, Australia. I did that install and it's a very, very long ways away from Austin, Texas. But yeah, they're absolutely ... I mean, they started just in a very small ... I think it was 500-600 square feet facility and now they have multiple facilities in the course of the last year. I think they're at four right now. A very simple model though, and using the data to really bring the people in, using the data to ultimately keep

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the people too. So, Marcelo used to have to kind of walk them through the whole process and say, "Hey, have you read this book? Maybe take an excerpt of something and get them backed around the principles of it." And that would be the selling point. But now he can really just say, "Here's a flip book," and I think Skyler does this. He just prints out people's reports and says, "Look, this is somebody your age who I took from month one to month five. Here's their results. We did some caliper testing and this is their body fat that we ... You know, inches they lost around their hips or underarms or whatever."

Mike Pullano: And you can just go through that consultation process now and have amazing selling tools that really differentiate you from every other trainer that's going to be around the block. So yeah, Marcelo's doing great out there, they got plans for more facilities in the coming future. But yeah, that just warms our heart to know that we took he and his wife's business and quadrupled it in the course of a year. And that's what we want to do, not just for them. It's around the world, we have people that are constantly looking to start one facility with plans for two, three, five, 10 of them. And the data is going to be the reason why they get there. It's not going to be just like another marketing showdown between Soul Cycle and Flywheel. Who's got the best marketing and who's got the celebrity trainer that showed up and posted something on Instagram? These are hard data points that are true and real and then you get a

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testimonial from your customers that support all of those things. It's really a no-brainer in terms of your marketing.

Mike Pullano: I think Abe and Owen in San Francisco are 100% seeing and reaping that benefit now. They're both excellent sales people, but at the end of the day they kind of just point at the screen and say, "Do you want to continue with me or not? I mean here are the results."

Lawrence Neal: Awesome. Mike, this has been a really, really fun and productive ... I've learned a lot about ARX today, really appreciate you taking the time to come on the show. For all of the listeners, to find the show notes to this episode, please go to corporatewarrior.co/arx ... Actually, shall I use that ... I just figured that might not actually be the best idea. Let's do [/pullano](http://corporatewarrior.co/pullano) ... So corporatewarrior.co/pullano, P-U-L-L-A-N-O. And the reason I'm changing it is I think I might have the other link going somewhere else. And to find the list of all the episodes of the podcast, please go to corporatewarrior.co/podcast. And until next time guys, thank you very much for listening.

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