

mtp335

Tue, Dec 20, 2022 12:24PM 32:40

SUMMARY KEYWORDS

men, women, jeremy, mountaintop, skin, life, crypto, skincare products, products, feminine, bed, skincare, feel, head, girls, gentlemen, x&y, attract, scott mckay, nice

SPEAKERS

Edroy Odem, Scot McKay, Jeremy Gardner



Edroy Odem 00:05

From the mist and shrouded mountaintop fortress that is x&y Communications Headquarters. You're listening to the world famous mountaintop podcast. And now, here's your host, Scott McKay.



Scot McKay 00:20

Greetings, gentlemen and welcome to yet again another episode of The World Famous mountaintop podcast. As always, I am your host Scot McKay as Scot McKay on pretty much every social media platform out there except Instagram where I'm real Scot McKay at real Scot McKay, that is the website is mountaintop podcast.com. And if you haven't joined our Facebook group yet, it is the mountaintop summit as always join us gentlemen, you're missing out if you don't, with me today as a gentleman who I'm just now making the acquaintance of he is pretty much a polymath. He's a man for all seasons. He's a renaissance of sorts. He is big into crypto. He's big into venture capitalism. He is the head honcho over at madman. And now he is interested in making you look and feel your best, which in his own words is the sexiest thing a man can do. Jeremy Gardner, welcome to the show, man.



Jeremy Gardner 01:21

Thank you so much for having me, Scott.



Scot McKay 01:23

Yeah, it's my pleasure. So tell me man, you have a you have a lot of different interests, you have a lot of things you're into, give us a little bit on the wandering path that's led you to your most recent endeavor of deciding, hey, you know what it's important for men to to look and feel their best.

J

Jeremy Gardner 01:41

Well, you know, I have had a really rough and tumble upbringing kicked out of a lot of schools arrested a lot of times, did not really have a very promising future. I showed some signs of promise I you know, I was intellectually capable enough, but I didn't perform well in school. And it was a really tough first 2021 years of my life. But fortunately enough, I happen to stumble across Bitcoin, and late 2013 2014 saw incredible promise in the technology, more so than as a money making exercise. I ended up starting what is now the oldest and largest nonprofit in the crypto space. And through that nonprofit, I met a brilliant 18 year old computer scientists and we actually ended up dropping out of school together to start the first startup on the theory and blockchain if you've heard of that, I became a very well known evangelist for Bitcoin and blockchain technology flying around the world promoting this startup I founded and had a lot of success with that and got recruited to a venture capital firm in San Francisco after that startup called blockchain capital. I was an entrepreneur in residence, but I ended up actually becoming an investing partner effectively that are because I brought them so many good deals. And by late 2017, I had made enough money from all my time in crypto, that I watched my own venture capital firm focus on the intersection of blockchain technology and social impact. Around the same time, I had really become a poster child for crypto, I was bitcoins party boy, or Playboy, depending on who you asked. I was flying around the world going to these parties on the cover of The New York Times Style section featured on ABC Nightline was unending, and I really burnt out. I burnt out on crypto, I burned out on Silicon Valley. And I got as far away as I could as possible. Despite having just launched this new venture fund, and moved to Miami, my house in San Francisco had been called the crypto castle. I started a new crypto castle in Miami. And the best way to imagine it was like a modern Playboy Mansion. It was in the heart of Miami Beach on the water had a yacht six bedrooms had a bunch of models living with me. It was absolute craziness. It was incredible. And I decided to do something even more radical, which was leave crypto for the most part beyond my investing and started a men's skincare company made man I had really had terrible skin which I would notice every time I was on TV or in a magazine and they hadn't put makeup on my face. And I needed to do something about it yet all these other men's skincare products. There were five seven step regimens, and way too complicated and I wasn't getting results. And I just had this hunch that I could simplify the men's skincare process yet while retaining high quality. And that's exactly what I went about doing. And so I've been building that for nearly four years. We love launched almost two years ago. Exactly. You know, it was really tough time to launch a skincare brand during the pandemic. And CPGs just struggling consumer packaged goods is struggling in general. But we're getting there. And it's been an incredible journey. You know, it's gone from really feeling hopeless, suicidal and depressed at a young age, to living the most incredible life imaginable.



Scot McKay 05:24

Jeremy, it seems to me most men don't give a care about their skin care, about moisturizing about anything like that, because it smacks of femininity. For all the times I hear men complaining and moaning about how women have cosmetics and makeup, to kind of make themselves look their very best out there. A lot of men complain that that's an advantage for women. And we as guys are pretty much left to look, you know, like our native selves. We don't wear makeup, or at least most of us don't. We can have shoes and a belt that match we can wear nice clothes, clean clothes, get a haircut, but makeup, skincare, stuff like that, you know, even though we're into vitamins, we're into supplements, a lot of us are we're into our health,

but in terms of making ourselves look better. That's sort of seen as a feminine enhancement strategy, not really something that real men are up to, how are you going to change that perception with these guys?

 Jeremy Gardner 06:27

Well, you said it yourself. I mean, you're you're talking to an audience that probably takes vitamins, they probably go to the gym, they probably eat well, that's all self care. I'm not telling guys to put makeup on. I'm telling guys to just like you put on deodorant every day so you don't smell bad. And you brush your teeth, you don't have sitting your teeth, you put moisturizer on in the morning, to give your skin it's best to parents and stay youthful looking and to wash your face at night. I mean, it isn't a far stretch for a guy that already is taking care of himself. And there's nothing particularly feminine about it. There's nothing feminine about having skin on your face, we all have it. There's no reason why we shouldn't take care of it. But yes, breaking through the stigma that cosmetics or skincare somehow feminine is an incredible challenge. And it's been an unimaginable battle. De stigmatizing skincare. For the reasons that you mentioned, guys see it as a feminine activity. But there's nothing feminine about having skin on your face.

 Scot McKay 07:37

You know, Jeremy, I'm not even sure anybody needs to know we're using moisturizer. I mean, if there's a stigma attached to it, screw that. Just use it and make your skin look better and look more handsome and look healthier. And I mean, like I said, Who has to know, right?

 Jeremy Gardner 07:51

Well, it depends on who you're talking to. Like, I wouldn't suggest you go and brag to the guys about your new skincare regimen, if you don't think they'll be interested, although you could be doing them a big favor and their life and giving them the confidence with better skin. But I can tell you this, if you walk up to a woman at the bar, and that you find very attractive, and you start telling her about her skincare routine, there's nothing that's going to want to make her bring her back to your to her place faster than that. I mean, there's nothing that arouses a woman more than tell her about your skincare routine, I it is a foolproof mechanism to impress and surprise a woman. And so it really just depends on who you're talking to. But I think you'd be doing your guy friends a favor. If you have a skincare product that you really love. And it's working for you. It's making you feel better about yourself doing them the favor or giving it to them as a gift. But yeah, you you don't have to talk about it something that occurs in your bathroom, it's something that can go under your shelf. It doesn't have to be a public activity that you're sharing on social media. But there's no reason why it can't be something that you use to enhance your own life and, and that of those around you.

 Scot McKay 09:03

What you just said is fascinating to me. Because I don't think anybody who is a student of men's dating advice has ever heard anybody say out loud, the best way to attract a woman and make her want to have sex with you is to talk about your skincare routine. What I'm gathering

make her want to have sex with you is to talk about your skincare routine. What I'm gathering from what you're saying is that a woman does not see this as feminine. They see this as a man doing the best with what he's got and taking care of himself, which demonstrates leadership and the ability to handle things. Not that hey, you're like me, you're a woman because you're using something that most men might consider to be I don't know something that rhymes with cosmetics. So what you're doing here is you're doing what I call chick whispering you're thinking like a woman and saying something that in your estimation, and in your experience ends up sending all the right messages to women, perhaps ironically to a lot of guys Correct. Just making sure.

 **Jeremy Gardner** 09:58

Yes, I mean Any work, any guy that has dated a woman that takes care of herself for long enough, has had that woman push skincare products on him, try to get him to use her own or use his or get him to adopt his own regimen. Because women care about this, this is you do most men that have been in a long term relationship with women that take care of themselves. They've had this experience. So it actually shouldn't be that counterintuitive. If you've had a lengthy release, you should be swimming care about this if a woman care about, you know, looking their best they want their mantle if their best it isn't as counterintuitive as it may 1 appear.

 **Scot McKay** 10:38

Yeah, especially if you're dating the Mary Kay lady. Yeah, she's gonna really push it on you. I would imagine, you know, I've dated a lot of women, I've had women talk about self care. I've never had women hint at self care, because I was pretty good about that, frankly. But I think most of them would be very surprised at the extent to which women see products of all sorts, skincare products, hair products, you know, lots of guys are encouraged to use gel or whatever, to make the hair look better by women out there. And indeed, sexual enhancement products too. I mean, this whole idea of women going to the slumber parties, and spending just buku bucks, Jeremy, on slicker II stuff and things to use in the bedroom. Women just love products in general, that enhanced life, especially if they're liquid, and in a bottle. It's just amazing. So the fact that a man would show up and acknowledge that, hey, you know what, I can understand why a woman would feel that way. And I'm kind of on the same page probably comes off to women, not so much as him being effeminate. But rather, perhaps the closest approximation that I can come up with is when you meet a woman, and she's super feminine and skill. But she's also a fan of your football team the way you are,

 **Jeremy Gardner** 11:58

or if you have matching astrological signs, or like the same music, it's common ground, you're building rapport with a woman. She's like, Oh, this is a guy that gets it. He appreciates something that I do. And he does it himself. There's nothing feminine her mind about you taking care of yourself.

 **Scot McKay** 12:16

Yeah. And this idea of a man getting it, you hit the nail on the head there, Jeremy. Women love men who get it. That's why if you're creepy, weird and pushy when you approach her and you're trying to power up, or you're saying weirdly sexual things, or you're presuming upon her invading her space, etc, she's not going to feel safe, she's not going to feel secure. She's gonna say, here's a guy who doesn't get it. He doesn't understand how dance this dance of attraction, he's too needy. He's too selfish, whatever it is, the message that sends to a woman and it's not a very healthy one, or a very positive one, or a very attractive one is that this guy doesn't know how to provide, protect and preside. He has no control even over himself, how can you have control over anything else, he's probably even going to be terrible in bed. So all these messages as subliminal as they may seem, are very real to women. And a guy who cares enough about his appearance to make himself look healthier, is probably headed in the right direction. Definitely,

 Jeremy Gardner 13:20

we're in instinctively, before anything, we're hunters, we're gatherers we are we are trying to you know, survive. And that hunter instinct, it can work with women, but long term biologically speaking, they're also looking for protectors, and someone that cares about them. And that will stick with them, not just bed them for night. And if you're trying to appeal to kind of their kind of deepest desires, finding that commonalities, very important.

 Scot McKay 13:53

There you go on delay. I appreciate everything you said. And I couldn't agree more. Now, a lot of guys have underlying problems that are keeping them from looking and feeling their sexiest best. That to be frank with you, or probably even affecting their sexual ability, their sexual prowess. Jeremy, most guys are chronically short on sleep. You know, sleep when you're dead is the mantra of every single guy out there. Most Americans in particular are chronically dehydrated, men don't drink enough water, not enough liquid, the food we eat, the way we just wing it through life, without any concern over our complexion over our skin or how we look. I mean, most men don't even give a thought Jeremy to how they're sleeping on their pillow at night. I mean, if you want to avoid looking like Keith Richards when you're 70 with all those vertical lines going down your face. Hey, here's a head okay, this is a freebie. Nice takeaway. come in ready? Don't sleep with your face scrunched into your pillow at night on your side. I mean all of these things. even as simple as they are get enough sleep, don't scrunch your face into the pillow mix in a glass of water here and there. Those things are routinely ignored by men. So is it really any wonder that guys don't give any thought whatsoever to actually going on and purchasing a product that would help their skin look even better?

 Jeremy Gardner 15:21

No, I mean, in retrospect, it's quite obvious. But that is actually why I love made man. And I'm so passionate about it. I've, you know, spent a lot of my career focusing on ventures, that you look at what the company is doing, whether I'm an investor or fund and you're like this could change the world, then people look at the fact that I'm selling men's skincare. And they're like, Jeremy, this is kind of out of character for you. But this is exactly why I'm doing it. Because if you can invest \$1 A day into your skin, which is about what our product costs. And you can

create a daily habit, like I said, wake up in the morning, put on the moisturizer. At the end of the night, clean your face, and develop a daily positive habit that you can feel good about, that maybe you don't get results overnight, or weeks. But over the course of years, in the course of your life, it has a dramatic effect on how you look and feel about yourself. If you can start that one positive habit, it serves as a foundation, a building block for other positive habits, because if you can do that, and say, Look, I've taken care of my skin every day for the past month, now, maybe I can start going to the gym once a week or twice a week, or start eating a little bit healthier, because I've proven to myself that I can start a new positive habit, no matter what point you're at in your life, you can do something new, that is good for yourself a daily ritual, and you start to invest more and more on becoming the best version of yourself. I mean, that is why I started this company is to provide that building block. And so yeah, there are all these small things like a great example is like guys don't invest in their beds, you spend a third of your life in your bed. And yet most guys do not invest in having a bed that makes them feel great when they wake up. They don't invest in Greek bedsheets, these small things could choose, there are investments that you make, that affect the rest of your life. And we live in a society that's predicated on short term gratification, and instant results. And there are long term investments we have to making your skin should be one of them, because the vast majority of a first impression is your face. And now unless you're getting reconstructive surgery or using makeup, there's not much you can do about it. But being hydrated, eating well. reducing your stress exercise and having a even a simplified skincare regimen like made man can make the difference in how you feel and work every single day.



Scot McKay 17:53

You know, I think a lot of men are very myopic about this whole subject writ large. You mentioned beds, and sheets. And once again, I think a lot of guys are thinking, well, that's sissy stuff that's for women. Well, you know, if you would like to have women over to your place, and have them go to bed with you and get naked and rub themselves all over you, here's an idea. have really nice sheets have a really nice bed. And for God's sake, gentlemen, make it all clean as a whistle. Clean up yourself. I mean hygiene, we could talk more about that I'm sure Jeremy, you know, this skin regimen is just one part of a good hygiene plan of action, isn't it? And yet, so many men are living with dishes piled high in the sink, they haven't cleaned their toilet or their shower in a week and a half a beat a week and a half my ass, a year and a half. They have an unmade bed with crappy sheets, and it probably with come stains everywhere. And they're thinking, Oh yeah, I'm just going to invite a woman out of my house and she's going to be happy to slither into bed with me and make the Wild Things happen. It isn't going to happen. And a lot of guys really are indeed short sighted on this. So what would you recommend for the guys listening Jeremy as maybe the subtle points of a strategy to build a life where not only are you more attractive to women, but your environment is as well, because I think this is all kind of interrelated, isn't it?



Jeremy Gardner 19:27

It's entirely interrelated. I mean, I can't tell you I mean, I have a lot of very attractive female friends, you know, the girls who see on Instagram on TV and is crazy. I they tell me these stories, you know, how, you know, they hadn't gotten laid for a long time and they finally found a guy. They went home with him and they were just so grossed out by his place like, like, imagine bringing home like a supermodel like Do you know one of these girls is just smoking

hot. You think you're gonna score? You don't get laid Your beds unmade their clothes on the floor, your sheets are dirty. Like what is stupid reason to blow an incredible opportunity. Like it really is. It's



Scot McKay 20:12

idiotic, it's brain



Jeremy Gardner 20:13

dead. And that's what it comes down to is like, let's get rid of this, like sigma have what is feminine and masculine taking care of yourself taking care of your home, taking care of your life and being the best person you can be. There's nothing masculine or feminine. It's just about being a good person and being someone that's attractive to whoever you're trying to attract. Because we attract whoever it is, we are like, we're not going to attract someone that's wildly better than us. So if you see that guy, that's with some girl that looks way out of his league, maybe he's short, or ugly, or like, you know, not dressed well, but he's with some smoking hot girl. You're wondering, basically



Scot McKay 20:53

just describe me perfectly. Yeah,



Jeremy Gardner 20:56

like, what you're seeing is a guy that's probably confident that has a shit together that has his life in order, and the woman sees past any sort of physical shortcomings is women don't give a shit about that. Yeah, girls say they like a tall, handsome dude, with flowing hair and big arms. They don't really give a damn about that. I'm a testament to that. Yeah, I'm tall. But like, you know, I've never given much concern to like, my physical like, like my physique or my clothing, because it's about who I am as a person that women really care about. And you know, a person that takes care of themselves and takes care of their life and takes care of the people around them. That's what really matters in the long term.



Scot McKay 21:38

Yeah, as long as they have nice skin,



Jeremy Gardner 21:40

nice skin is word of the eye. It's not an end all be all. What made man it's me. Like I said previously, it's just the cornerstone, it's this foundation of good habits and being the best version of yourself. Yeah, I'm not, I'm not trying to sell a silver bullet here, because it's not. But it's just, it's just incredibly positive foundation for being the best version of yourself.



Scot McKay 22:04

Yeah, and that's what women really do care about is doing the best with what you have, which we've talked about. And we've basically flogged that horse on the show time and time again, it doesn't mean men are going to believe it, they're always going to look at other guys out there and go, Well, he's got this that I don't have, therefore, he's getting all the women and I'm not



Jeremy Gardner 22:21

like, guys would say, Oh, he just has all these girls, because he's rich. I had all the girls when I was in college and broke, there was a point when I was homeless, and I was still getting laid off regularly, like, money doesn't matter. In fact, money most often will attract the wrong sort of one really nice designer clothing, expensive cars, it's not gonna attract the sort of person you're gonna want to be with long term,



Scot McKay 22:46

especially if you lead with the money. Exactly. And later that you attracted a bunch of gold diggers. Exactly. You said something a few minutes ago that I want to talk about. You are meeting women who look like supermodels. Okay, if that's your type of woman. I mean, a lot of guys like women who look like that. What you're basically saying is there are a lot of women out there who are extremely attractive, sexy to most men, and they don't have very fulfilling sex lives. They don't have very fulfilling relationships. And one of the things that you just casually put out there that I want to focus on for a brief moment, is this idea that men are disappointing them. We as guys don't have a clean environment, we make mistakes. We're pushy, we're greedy. And then what happens is even as, ironically enough, we're thinking, oh, all these women are going around rejecting all of these guys. And they can choose who they're going to have sex with tonight at the club, et cetera, et cetera. What men don't realize is the reality for a lot of beautiful women is they get their hopes up for a certain guy. And then he blows it. And this is one frustration after another for pretty women. They want a guy who's going to step up and show up. And that guy is so friggin hard to find for these women nowadays. Now, I know I'm speaking the truth because I talk to women and I talk to attractive women. And this is what they tell me. The problem with most men, Jeremy is we think like men, when we're trying to get inside a woman's head. We're thinking, Oh, well, this woman's go into a club, trying to get laid the same way. I'm trying to get laid. That's not what's on their mind. When women have dating problems, especially the attractive women who we really find desirable. It's not because men aren't asking them out. It's they have this incredible problem. Finding men who are right for them. We're going to treat them right. We're going to treat them with respect, who are going to clean up nicely and who aren't going to disappoint them. Men are disappointing women and over and over and over again. And the more we get right, the more we build our stack of advantages with women in a way that women, well, what they do is they read that as masculinity, they credit that to us as attractiveness. And then they feel comfortable with us, et cetera, et cetera, et cetera. You're talking about how a woman sees a guy who does the best with what he's got, and is attracted to him. It doesn't matter what his genetic gifts are as much. And we've said on the show before, Jeremy, I'll say it for your benefit. Most guys inherently are average looking. I mean, women are the beautiful creatures in this

species. We're not peacocks, right? We're the opposite. The women are the beautiful flowing, fantastically gorgeous creatures, we as men, are basically there to provide and protect where the utilitarians women can identify when we're that kind of guy. But in this postmodern world, it isn't even so much about clubbing the neighboring tribe over the head, and going out and killing a mastodon and feeding the family as much as it is fulfilling that primal need in a woman for a man who gets it, who knows how to provide how to protect how to preside, okay, the three P's, the guy who is the master of his own domain, that's when a woman feels most comfortable when a man has introduced her to his reality, and it's a safe place. And most guys just completely fumble this, don't they?

 Jeremy Gardner 26:38

Yes. So I'm going to try to break down what you said, scientifically, and in the least objectifying way possible if attraction or levels of attractiveness on a scale between one and 10. And you know, five is average. 10 is just goddess or God level, the attractiveness, what you can imagine is between, you know, one and three, you may maybe women have less sex, but between three and seven, you can say women are going to have about the same amount of sex, it doesn't, because guys don't have very high standards. For the most part, between eight and 10, though there's a precipitous drop off and the amount of sex women have the hotter women get, the less sex they have business higher their standards are. So if you're trying to sleep with a very, very attractive woman, the harder is going to be to do that, not because she's hot, but because so many guys tried to sleep with her. She's just going to expect basic things like your bed to be made your skin to be taken care of did your room to be clean? It's just that simple. It's just a probabilistic thing. And so yes, the fact is, is that if you want to get with the girl of your dreams, you're going to have to become the man of her dreams. And it's not it's not about anything materialistic. It's about who you are as a person. That's what

 Scot McKay 28:02

That we call deserving what you want around here being the kind of man that the woman of your dreams is going to want in return. And, you know, kind of to punctuate what you just said, which was a wonderful point, Jeremy. Women who have earned the right to be picky, aren't necessarily being snobbish about it. Now, it's just quite simply that so many men would seek to objectify them sexually, that they've got to fend for themselves to a much higher degree and look for the guys who are going to respect them and represent this man who really has her best interest in heart and I think that's a great conversation. Guys, you should be moisturizing you should be using made man product and what I'm going to do right now is I'm going to send you to a special URL that I've set up for you it's mountaintop podcast.com front slash made man ma d e m a n where you can find out about Jeremy gardeners products and I would highly recommend that you get some for yourself Jeremy you're gonna send me some right so I can talk intelligently about this or recommend it from the rooftops, right

 Jeremy Gardner 29:07

shoot me your mailing address, and we'll get you a whole gift box.





Scot McKay 29:10

Oh, man, I feel like a made man already in the best way possible. Because I'm not Italian. All right, man. This is how Texans become made men.



Jeremy Gardner 29:19

A made man for the 21st century.



Scot McKay 29:21

Very, very nice. Jeremy Gardner. Man, thank you so much for gracing us with your presence today. It's been a great show, and hope you'll come back soon.



Jeremy Gardner 29:29

Absolutely. Thank you for having me. And gentlemen, if



Scot McKay 29:31

you have not visited mountaintop podcast.com lately, you need to go there. Check out all the master classes we're doing a new one every month. And when you click on the link for master classes at mountaintop podcast.com You'll be magically teleported to the latest one and perhaps even a catalogue of all the latest ones. You can also get in on unsettled which is going to disrupt your life in the best way possible, which almost all of us need especially Post COVID You can click on the link for unsettled at the website. Also, if you have not talked to me for free for 25 minutes yet, that link is behind the red button at the top of the page at Mountain Top podcast.com You're going to find I'm exactly the guy you think I'm going to be. We can talk about your future with women and get you on the right track. Gentlemen, if you have not picked up the jeans and boots from origin in Maine, just yet Jocko willings company is all about discipline. It's all about excellence. It's all about over delivering. And let me tell you something, I believe that my origin jeans and boots will outlast me probably by 100 years or so. That's how well they're made right here in the United States of America. Key port is the absolute best everyday carry item you can imagine this is not your grandfather's swiss army knife, gentlemen, and until you go to keep port.com and check out all the gadgetry that you can build your key port device with. You'll you'll won't be as amazed as you could be about Keyport finally, heroes soap.com We're talking about looking and feeling our best about smelling your best. Hey, listen, heroes soap will make you smell like a man and listen if you have not taken a shower yet, with a member of the female persuasion, using their body gel, you are missing out on one of life's wonderful little pleasures. It's actually not a small pleasure. It's a rather large one. But you know I'm probably disclosing too much already. Use the coupon code mountain 10 for 10% off when you partake of any of the products from our three main sponsors all of which you can also find at mountain top podcast.com And until I talk to you again real soon this is Scott McKay from x&y communications in San Antonio Texas be good out there



Scot McKay 29:50



Edroy Udem 31:56

mountain top podcast is produced by x&y communications all rights reserved worldwide. Be sure to visit [www dot mountaintop podcast.com](http://www.mountaintoppodcast.com) For show notes. And while you're there sign up for the free x&y communications newsletter for men. This is Ed Royal. Speaking for the mountaintop