PUBLISHED IN **Visionary Vogues** · Magazine column · web
PUBLISHED February 2026
Month as recorded by the author; no day is printed on the published page.
AUTHOR Ravi R. Iyer, MD
SOURCE https://www.visionarymvogues.com/activpower-science-wellness-tradition
RECORDED 23 November 2026 · record AR-2026-02-001

FEATURE

ActivPower: Where Science Meets Tradition to “Power Your Possible”

By **Ravi R. Iyer, MD**



Key art as published by Visionary Vogues. Retained as part of the record of how the piece appeared.

In May 2025, Visionary Vogues sat down with Dr. Ravi R. Iyer for an expansive conversation tracing his 42-year journey across healthcare, molecular science, leadership development, and human performance. That dialogue unfolded into a two-part cover series. The first explored his groundbreaking concept of Neuroalignment, leveraging cognitive alignment to drive high-performance teams and organizations. The second focused on The Iyer Clinic’s longevity and regenerative health program, its collaboration with AlignedMD’s concierge longevity network, and the integration of his wellness company, ActivPower Inc .

- In January 2026, Visionary Vogues returned to examine the

- origin story of ActivPower Inc., a company that began on a
- kitchen counter in 2007 and now stands on the threshold of
- global expansion. At its core lies a simple but profound invitation:
- Power Your Possible.

Origins: A Mother's Pain, a Doctor's Curiosity

- ActivPower was not born in a laboratory or conceived in a
- boardroom. It began in a kitchen.

In 2007, Dr. Iyer's mother was visiting and suffering from severe osteoarthritic knee pain. Conventional anti-inflammatory medications such as ibuprofen and naproxen brought intolerable side effects, disrupted sleep, exhaustion, gastric distress, and overall misery. On examination, inflammation was visibly pronounced. As a physician trained in biochemistry, peptide and protein chemistry, and synthetic organic chemistry, Dr. Iyer understood molecular mechanisms. As a son raised in Eastern India, he had inherited knowledge of traditional herbal formulations passed down through generations.

Rather than choosing one worldview over the other, he merged them.

He gathered herbs from the pantry and began compounding an oil over a two-week period. The result was applied topically to his mother's knee. The relief was significant. What began as an act of filial care became an intellectual challenge: could this be refined, standardized, strengthened?

A makeshift lab emerged. Extraction techniques were improved. Potency increased. The formulation evolved from Myomax Gold to Dr. Iyer's Oil and finally to Dr. Iyer Balm. His father, an engineer and chemist, contributed refinements to the extraction process. Patients at his clinic began using it. Athletes adopted it. Relatives carried jars abroad to Canada and Mexico. Growth was organic, built on lived results.

In 2018, a post-surgical patient who experienced profound relief urged Dr. Iyer to patent the formulation. With a $75,000 combined investment, $25,000 each from Dr. Iyer, a partner, and his accountant, ActivPower was formed. The company secured a patent, registered with the FDA as an OTC topical liniment, and transitioned to formal production. After touring manufacturing facilities in India to study best practices, Dr. Iyer returned to Virginia, raised angel capital, and built a full FDA-quality manufacturing facility modeled on those insights.

- The name itself reflected philosophy. "Activ" (dropping the final
- "e" in European style) suggested kinetic readiness. Power
- signified the universal capacity to act. Together, ActivPower
- captured potential converted into movement.

With Creative Director Chris Bettin, the brand mantra emerged: Power Your Possible. Not a slogan, but a mission to help humans and animals transcend perceived limitations by harmonizing ancient wisdom with modern science.

Philosophy: Molecules, Not Dogma

ActivPower stands at a philosophical crossroads, yet refuses to choose sides.

- Western medicine traditionally favors reductionism: isolate a

- single molecule, define its mechanism, and target a specific
- pathway. Eastern herbalism embraces systems thinking:

Dr. Iyer reframes the debate simply: life recognizes molecules interacting with molecules. It does not recognize geography or ideology.

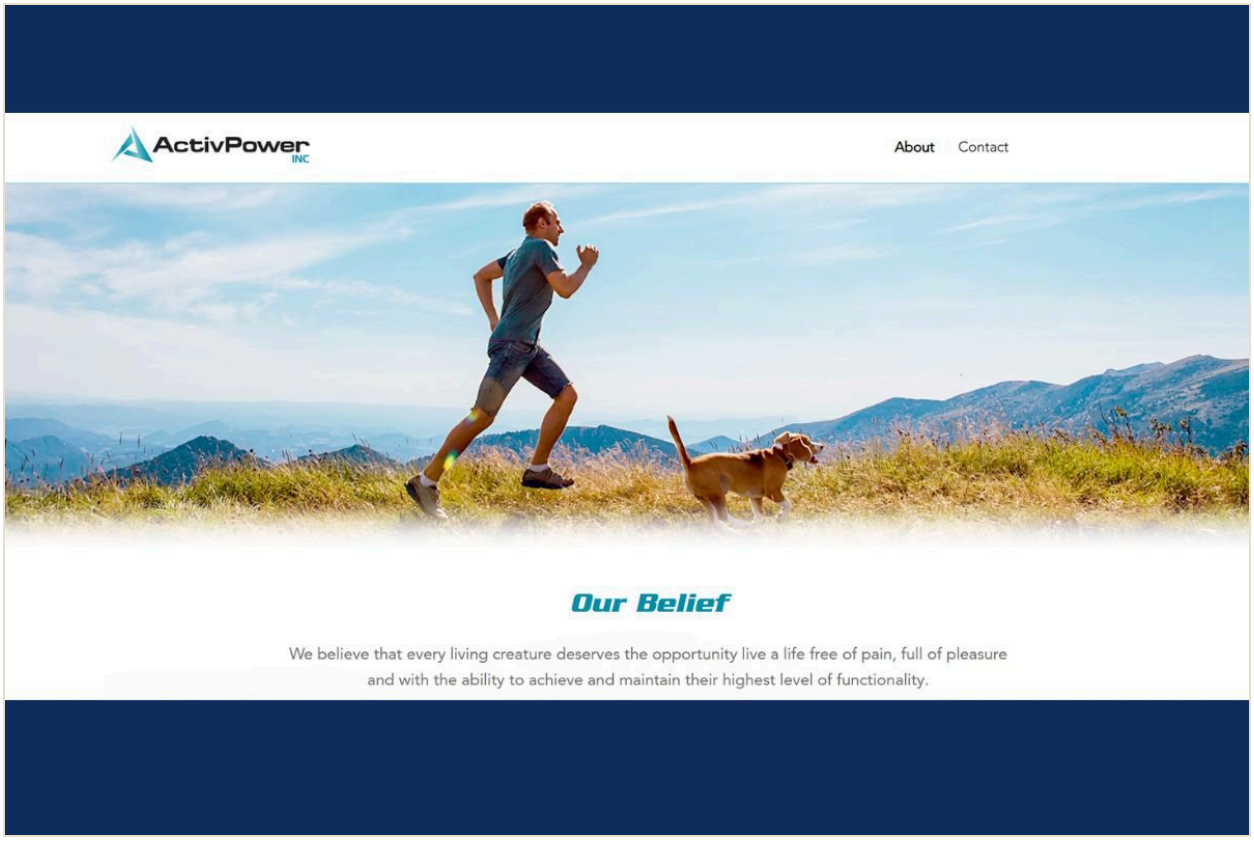
Regulatory systems often distrust herbal formulations due to variability in plant compounds, soil differences, climate influences, and challenges in batch-to-batch consistency. Additionally, natural compounds resist conventional pharmaceutical patent models. Yet pharmaceutical companies continuously study natural products to isolate promising molecules. Utility remains the north star: does it produce benefit?

Where ActivPower diverges is in preserving the complex chemistry of natural compounds rather than stripping them into singular isolates. The objective is synergy, multiple ingredients working cooperatively in proprietary ratios to maximize benefit while minimizing toxicity.

Three non-negotiables guide every formulation: 1. Safety – Utilize compounds established in scientific and medical literature as safe. 2. Synergy – Employ proprietary ratios that enhance effect without adverse consequences. 3. Stability – Ensure consistency, reproducibility, and batch integrity.

Dr. Iyer's training at the All-India Institute and Harvard Medical School positioned him to bridge these paradigms with rigor. ActivPower's flagship human supplement, Zeus, embodies this philosophy, designed to support energy, immune function, and inflammation modulation not through isolated potency but orchestrated balance.

What We Build: Cross-Species



Key art as published by Visionary Vogues. Retained as part of the record of how the piece appeared.

Wellness

From inception, ActivPower was envisioned as cross-species.

Biology rhymes. Mechanisms of inflammation, mitochondrial function, immune modulation, and tissue recovery echo across humans, dogs, and horses. Dr. Iyer's interdisciplinary background, spanning molecular biology, immunology, genetics, peptide chemistry, and medicine, enabled formulation strategies adaptable across species.

- ActivPower Inc. now operates through three synergistic yet
- independent divisions:

ActivPower IRx (Humans)

The human wellness division includes:

- Zeus – systemic wellness support
- AyuRub – topical muscle liniment
- Cognex – engineered for brain health and function
- HuBiome Plus – microbiome-targeted systemic support
- Lactimmune – gut immunological support
- An active pipeline includes mitochondrial optimization, male
- and female reproductive wellness, and intimacy-focused
- formulations slated for launch within 18 months.
- Since the pandemic, ActivPower IRx products have
- demonstrated consistently positive results with minimal adverse
- effects.

ActivPower Canis (Dogs)

- Drawing from Dr. Iyer's 20-year experience training German
- Shepherds in national-level Schutzhund competition, canine
- formulations were initially created to optimize the health of
- working dogs.

Products include:

- Atlas – flagship canine wellness formula
- ActoRub-K9 – post-exercise liniment
- ActoBand-K9 – resistance training bands
- Adopted widely in police-dog sport communities and by pet
- owners globally, these products have impacted hundreds of
- dogs over a decade with near-zero adverse effects.

ActivPower Equus (Horses)

- Given that many dog sport enthusiasts are also equestrians,
- equine wellness products became a natural extension. Market-
- ready formulations are scheduled for 2026 launch.

Why Regeneration, Not Just Relief

- Modern healthcare has historically centered on intervention,
- treating defined pathology. ActivPower pivots toward
- regeneration.

Youthful organisms regenerate rapidly; with age, this capacity diminishes but never disappears entirely. Regenerative science seeks to reawaken intrinsic biological memory, safely and sustainably.

- Rather than focusing solely on symptom suppression,
- ActivPower builds toward restoring vitality, resilience, and
- functional youthfulness across species.
- This philosophy mirrors a broader shift in healthcare: patients
- seeking agency, clinicians reclaiming purpose beyond
- insurance-driven frameworks, and growing demand for
- longevity-based models.
- Humility, compassion, and empowerment anchor product
- design, customer engagement, and corporate culture. The aim is
- not episodic relief but durable restoration.

Challenges: Personal, Cultural, Institutional

Every transformative endeavor meets resistance.

Personal

- The first challenge was internal. Could a physician
- simultaneously navigate manufacturing, finance, regulatory
- compliance, and entrepreneurship? Bankruptcy loomed as a real
- possibility.
- During residency at George Washington University, ICU chief Dr.
- Jack Zimmerman introduced a principle that became
- foundational: masterful inaction, vigilant readiness without

Dr. Iyer's operating maxim became: First say YES. Then figure out how. Imperfection was acceptable; paralysis was not.

Cultural

Skepticism was common. If the product worked, why weren't major corporations making it? Early dismissal of "native remedies" reflected market bias toward large revenue models.

Yet patient stories shifted the narrative. Individuals with severe osteoarthritis regained mobility. Cancer survivors returned to demanding physical pursuits. Word-of-mouth credibility built resilience stronger than advertising budgets.

Institutional

- Cross-species innovation inevitably challenges incumbents.
- Regulatory frameworks, fee structures, and compliance barriers
- often disadvantage boutique innovators.

The pandemic forced an operational shutdown. Upon reopening, customer demand surged, validating through loyalty.

Leadership Transition and What's Next

ActivPower bootstrapped growth through product excellence and disciplined execution rather than venture capital hype.

- In July 2025, Dr. Iyer transitioned the CEO role to longtime
- colleague Dr. Rajeev Khanna, MD, while remaining Chairman,
- COO, and Chief Creative Officer.

Dr. Khanna's leadership background includes Chair of Medicine at HCA Reston Hospital Center, Board of Trustees member of the Greater Washington Association of Physicians from India, Board

Director at Loudoun Medical Group, and CEO of AlignedMD's longevity network. Their 25-year professional relationship, built through clinical collaboration and shared crises, anchors the company's next chapter.

In September 2025, ActivPower signed a global manufacturing, marketing, and distribution agreement with Vilin Bio Med, positioning expansion into Europe, the Middle East, India, and the Far East beginning in 2026.

- The pipeline remains robust and proprietary, protecting
- formulation ratios while expanding therapeutic categories.

Beyond Products: Community and Synthesis

ActivPower's mission extends beyond biochemical formulation.

- Dr. Iyer actively supports arts, education, and community
- engagement. He serves on the Board of Directors of Morning
- Bishop Theatre Playhouse, Inc., a Theatre of Purpose
- organization connecting arts to education and
- entrepreneurship.

ActivPower sponsors TEDx events and supports faith-based and educational initiatives. The aim is synthesis, bridging science, medicine, and human expression. Health is not solely physical; it includes imagination, meaning, and possibility.

Personal Operating System: Integrity, Authenticity, Purpose

- Physician, entrepreneur, and leader, Dr. Iyer sees no separation.
- Discipline, calm under pressure, evidence-based rigor, and
- humane engagement define his leadership model.
- Daily rituals of early rising, creativity, and regeneration anchor
- productivity. Calendar integrity ensures promises become
- results.

The Erhard–Jensen triad, Integrity, Authenticity, and Commitment to a Purpose Larger Than Self, guides ActivPower, The Iyer Clinic, IR FocalPoint, and personal life. Integrity is the operating system. Authenticity and presence. Purpose the compass.

Legacy: Powering What's Possible

Legacy, for Dr. Iyer, is empowerment without interruption, from first breath to last.

From kitchen counter to FDA-compliant manufacturing facility, from human supplements to canine and equine formulations, from skepticism to loyalty, ActivPower's journey reflects a consistent aim: produce benefits safely, reliably, and reproducibly.

Power Your Possible is not branding rhetoric. It is an invitation rooted in lived experience, a mother's pain, a doctor's curiosity, and a conviction that regeneration and vitality should be practical realities across species and across lifespans.

In honoring both science and tradition, ActivPower is not merely building products. It is constructing a bridge, where molecules meet meaning, and possibility becomes power.

ABOUT THE AUTHOR

Ravi R. Iyer, MD, is a physician-scientist, entrepreneur, author, and 5x TEDx speaker who has spent four decades exploring a deceptively simple question: What makes human beings, and the organizations they create, perform at their best? A Harvard-trained physician, corporate strategist, and the founder of multiple healthcare and performance ventures, he is the creator of Neuroalignment, a framework for building high-performance organizations around the realities of human cognitive diversity. His work sits at the intersection of biology,

leadership, technology, and human behavior. Boardroom Reflections is where those worlds meet.

THE AKAASHIK RECORD

A permanent, complete and unedited register of the writing and public work of Ravi R. Iyer, MD. Each entry records where the work first appeared, when, and at what address, so that the record stands independently of any platform that carries it. Entries are never removed. © Ravi R. Iyer, MD. Recorded by arrangement with the original publisher; all rights in the original publication remain with its owner.

Name forms. One person, credited as Ravi R. Iyer, MD; Ravi R. Iyer; Ravi Ramamoorthy Iyer, MD; Ravi Ramamoorthy Iyer; Ravi Iyer, MD; Ravi Iyer; Ravi Ramamoorthy; R. R. Iyer; R.R. Iyer; R. Iyer. The author's name is Ravi Iyer, and has been for many years. His work is nonetheless credited under several forms. In India the canonical surname is Ramamoorthy and Iyer is the clan name appended to it, and where a form is entered under that convention the credit follows it: on the signed speaker release for TEDxChantilly he entered Ravi Ramamoorthy Iyer, and that talk stands credited on the TEDx channel to Ravi Ramamoorthy. The five ted.com event pages credit him under four different forms between them — Dr. Ravi Iyer at TEDxGary, Dr. Ravi Iyer, MD at TEDxHandley Blvd Women, R.R. Iyer at TEDxUMKC, and Ravi Ramamoorthy Iyer at both TEDxMontgomery College and TEDxChantilly HS. The Record lists every form the work is credited under, so that it remains findable under each.