

**Healing MS and Making Healthy Humans with Natalie Shultz
PMR 143**

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Tony: Hey, Paleo Nation. I'm Tony Federico, and you're listening to Paleo Magazine Radio, the official podcast of the original paleo lifestyle publication. Imagine that you haven't been feeling well. Imagine that you go to the doctor and after they reviewing your symptoms, they tell you that there's some very bad news. Imagine that you're told that you have an incurable illness. What do you do? Frankly, I don't think that there's a right response to this kind of news. It's presumptuous and disrespectful to assume that we know what's good and right for someone else. Nevertheless, it's hard not to be inspired by stories that suggest we have a choice: a choice to give in, or fight on. A choice to face darkness in search of light. A choice to live or die.

After being diagnosed with multiple sclerosis, an autoimmune condition in which the immune system attacks nerve cells, causing pain and other debilitating symptoms, Natalie Schultz was ready to make her choice. In our conversation, she and I discuss how she learned that she had multiple sclerosis. What is MS? What causes it? And how can it be controlled? The limitations of conventional treatment options, how the Wahls Protocol changed her life, why cheating on her diet isn't an option, and how she channeled her desire to help others into the creation of the world's healthiest cups and water bottles. But before we get started, I want to take a quick moment to thank the sponsor of today's show, Ancient Nutrition: makers of the original Bone Broth Protein. Since Bone Broth Protein is made from actual bone broth, you might be wondering how it tastes, or at least that's what I was thinking. I asked Ancient Nutrition founder Jordan Rubin what his friends thought of the flavor.

Jordan: Went to a friend of mine who works and anchors the NFL network and played in the NFL for eight years and had him try this. He was using another protein that was very, in my opinion, poor quality, but one of the top sports nutrition brands with artificial sweeteners. He said, "I'd drink this every day."

Tony: Not only do pro athletes love Bone Broth Protein, apparently kids do, too.

Jordan: My 11-year-old is like, "Dad, I didn't have my bone broth protein today!"

Tony: To try Bone Broth Protein for yourself, go to ancientnutrition.com and use the product locator to find local retailers of Ancient Nutrition products near you. All right, humans, it's time to get healthy. Paleo Magazine Radio starts now. Hey everybody, I'm here with Natalie Schultz. She's the founder of Healthy Human. They make BPA-free, I guess you would say additive-free water bottles and other healthy living products. Natalie, welcome to the show.

Natalie: Thank you, Tony. Glad to be here.

Tony: Absolutely. Let's start with your story, because you didn't just decide to begin making water bottles for no reason. You had a good reason for it. Could you tell us what that was?

Natalie: Right. Yeah, I didn't wake up one day and just decide water bottles was the

thing to do. I've always been in business and entrepreneur, but I got diagnosed with MS July 2014, and decided to treat fully with food and a healthy lifestyle, meaning clean living, clean eating. I can go into that as deep and wide as you want, but one of the first things I did was start drinking-

Tony: Before you get into that, tell me about what you were doing. What was your diet and lifestyle like when you got your diagnosis?

Natalie: That's what's really funny. I thought I was really healthy. I'm part owner of a raw food snack company, so I was very versed in food. I was very versed in raw food, vegetarian, vegan. This isn't to say I wouldn't eat a nacho or something on the weekend. I felt very educated, and I felt very healthy for the most part. When I got diagnosed and I started researching and realized I actually wasn't as healthy as I could be and began looking at preservatives and what food surrounded us, what was food, what wasn't food, and all the sudden grocery stores, to me, where I had already been shopping on the outside aisles, now, all the sudden, grocery stores really became this place of somewhere I really could hardly find anything I wanted to eat. It was a huge transformation that I went through over in a very quick period of time, changing my lifestyle, and looking at food very closely, and all the products that surrounded my life, whether it touched my food or not. If it was involved in my life, from the paint on my walls, to the clothes that I wore and what I washed them in.

Tony: What were you finding out? What were you finding out about the relationship between some of these environmental toxins, dietary toxins, and MS?

Natalie: The main thing that I find out is it's an autoimmune disease. That's where you had to start. I had to educate myself, what is MS? MS is an autoimmune disease. Autoimmune diseases, there's a lot of them out there. It can be arthritis. What I had to get to the core of, what causes you to react, your body and the environment? What causes it to react to what you're putting in it? It causes inflammation. The main cause for me that I find out, for my stress trigger, or that triggers my inflammation in my body is sugar and preservatives. The more I can cut sugar out and preservatives in my body, I now have this clean living house that I can contain and I can control, and I know I can literally eat today, because I'm so clean, if I eat something that's, I mean, I could never sit down and eat a nacho again. I mean, I just couldn't, because it's just not good for me. It causes inflammation immediately. I can feel it where the lesions are in my brain and down my spine. It's an immediate response for me, so it's an easy choice. It's a great wake up call for me to go, "Hey, you better eat right, Natalie!" And I'm like, "Yeah. I think I will."

Tony: Absolutely. You were saying that you were part owner of a raw food company. You thought that you had a healthy life to begin with. What were some of the things that had to go? What were some of the things that you were partaking of that you had to cut out?

Natalie: I think the main thing that I have cut out is pretty much anything that's prepackaged, for the most part. That doesn't say you're not going to find a bag of raw kale chips in my pantry today or maybe some bone broth that's prepackaged, or some, maybe some grass-fed beef jerky. You're going to find those things, but what I was looking at before, the foods that were prepackaged, I might have been looking at organic, or I might have been looking at raw, but the thing that I wasn't looking at was the sugar content. Things that our personal product was made with, I actually wouldn't eat today. We're no longer manufacturing, we've moved that to a consulting company, but I wouldn't eat it, because there were a lot of dates in it. It was a raw granola. There were a lot of dates. There were a lot of apples. There was a lot of banana. These are things I don't include in my diet today, just because of the high glycemic value to them.

Tony: Those are common in a lot of paleo products, as well.

Natalie: Sure. I'm absolutely paleo, but I call myself "highly modified paleo."

Tony: Sure. What does that mean for you?

Natalie: Highly modified paleo means I absolutely am closer to living in ketosis. Like you just mentioned, lots of paleo products have a lot of sugar in them. It's not that the products are unnatural. They are natural things. It'll be a natural form of sugar. It could be honey. It could be maple. It could be a date. For me, that doesn't work. I have to keep the inflammation low in my body, which is excluding all forms of sugar to the lowest common denominator as possible. Now that I've cleansed my body of most sugars, I can turn around and pick up anything that I typically would have eaten, even my raw granola, and it's just beyond sweet to me. It's amazing how your palate changes.

Tony: You said you extending this approach to paint on the walls, various other aspects of your lifestyle. Tell us about some of the symptoms that you're experiencing, maybe before you got diagnosed. What prompted you to go to the doctor in the first place, and then how those symptoms changed as you changed your lifestyle.

Natalie: Boy, symptoms. That's always what everybody wants to know, and I'll tell you, they had been going on for a very long time before I could put them all in a pile and know that, "Okay, here is something concrete that I can take to the doctor and say, 'Tell me what I have.'" I had been experiencing things since the birth of my second child in 2000. I had been experiencing symptoms that led up to my final, what now I know was a relapse in July 2014 that had me in bed, unable to walk, unable to talk, and unable to function, for about a month straight. That was kind of a, "Hey, Natalie. You might want to go to the doctor."

Tony: What did you think it was? Because obviously being sick for a month is pretty serious.

Natalie: Yes. Over that month, let me just say, it progressed to the point, to that. I didn't lay in bed for a month unable to move and no one helping me. What happened is it slowly progressed. At first, I just thought I was getting a little sick, like we all get. Maybe it was a little flu, maybe it was this, maybe it was that, maybe it was a migraine coming on. It slowly led into a little bit of vertigo, and I thought, "Okay, I must have a little bit of an ear infection going on." I had been tripping, though. I had been tripping a lot. My vision had gotten blurrier. Hey, I'm 44. I admit it. I thought maybe I needed some glasses. I'd been to the doctor. My vision was going. My brain was a little foggy. I thought, "You know, I'm just working really hard. Maybe I just need to sleep more. Maybe I need to do x, do y." I could excuse everything away as it kept popping up in my life, until it kicked me on my ass, and I couldn't walk, and I couldn't talk.

It was the scariest moment in my life when my husband carried me to the doctor, to the emergency room. He's scared to death, because he has no idea what's going on. We were immediately diagnosed after an MRI, as all the lesions show up. To me, I was relieved. I was absolutely, like, "Great. We can fix this. We have something I can go after, and I can fix it." They're like, "Well, there's no cure." I'm like, "Wait a minute."

Tony: Oh, man.

Natalie: Right. That's when I began researching.

Tony: What were some of the solutions they offered you for treatment of these symptoms? Because that's about all we get from our modern medical system.

Natalie: It absolutely was. That was their first answer. I understand that, and I appreciated them being there to help me at the time. I absolutely am not saying I don't agree with doctors. I just, they had given me an entire list of drugs. I don't even recall the names. If I read them, I know them. I looked at them. I looked at the side effects. I talked to people who had taken them. I just took it in my own hands to research it, and found out that the side effects alone, you had to take medicine for. It's the better part of \$50,000 a year. I'd be injecting myself every other day. They don't cure you. They don't actually make you any better. They're just supposed to halt getting any more lesions. So I wasn't really going to get any better.

I was exhausted. I couldn't get out of bed. This is a main thing with a lot of MSers. We just get this fatigue. When I say "fatigue," it's beyond you stayed up all night, or you worked too hard. This is a fatigue that comes over you that you can't sleep away. I thought, "A lot of these drugs are going to make you more tired. A lot of them ..." You know. I couldn't imagine not being able to work. I couldn't imagine not being able to talk, not being able to see. I have children. I was like, "I can't imagine not seeing their faces." It just scared me to think that I'm not doing anything to reverse what's happening

inside my body. I just knew something was wrong. I was like, "Something's off here." I've never taken drugs for headaches. I can count on one hand how many times I've taken an antibiotic. I've always been a big proponent of taking more of a natural route.

Tony: You're already kind of primed for that.

Natalie: Yeah. It wasn't new to me. When you're diagnosed with a, basically, it was a scary disease to me. I didn't really know about it until I studied it. Once I studied it, really learned what was happening inside my body, I was more than 110% convinced it was what I was surrounding myself and putting inside my body that was causing the trigger to release the MS. You know, it is part genetic. I do believe that. It was in my body. I absolutely triggered it through my lifestyle to come out the way that it did. That's what I believe.

Tony: Let's get into how those symptoms changed as you changed your lifestyle, and what your thoughts and feelings were. You were basically told that there was no cure.

Natalie: There was no cure. "Here's the neurologist's number. Come in, let's talk about what drug list you want to take. Let's talk about what drugs you want to take first and over the next year, we're going to just roll through them until you find a cocktail that you enjoy." Basically, that's what I was told. I left there and I said, "I'm not doing it." I told my husband I'm not doing it. He agreed. We started researching, and when I found Dr Wahls' protocol, it made so much sense to me, because one, she was a doctor, so she was speaking from one side of her brain, but yet she educated herself with the food, which was the other side of the brain. She brought those two worlds together for me in a way that I completely understood, and I bought into 100%. I was like, "This is exactly what I need to do."

Tony: She obviously suffered from MS as well, so there's that personal experience side.

Natalie: I'm watching her live it. She's living it. She's studying it. She's got proof. I was like, "What more do I need?" I literally stopped reading every other piece of literature out there and I went full force. It's my Bible. It lays next to my bed today. I constantly am rereading it. It's such a huge source. I think it's spot-on. It works. It absolutely works for me. I've recommended it to so many family- I have a lot of cancer that runs in my family. I have amazing amount of family now that is eating the Wahls Protocol that has seen huge results. It's just amazing, the reach that one person can have. It's really neat to watch. You asked me a question and I think I deviated completely from it.

Tony: You're following the Wahls Protocol. Maybe give us a little snapshot of what that looked like in terms of food, and then how your symptoms started to respond to that.

Natalie: Right. Within three days, I had read the book, and I started implemented as

fast as I could. What that meant was I personally took it as, so this lifestyle, what can I eat? I never thought of it as what can't I eat? Because if you did that, it would be ... It's not a good way to look at it.

Tony: It's depressing.

Natalie: It's not a good way. Yeah. I was like, "What can I eat?" I just concentrated on that. I cleaned my kitchen out. I filled it with the things I could eat, which are fresh fruits, fresh vegetables, grass-fed meat, wild caught fish. I had all kinds of free range, I had free range chicken, I had uncured bacon. People are hearing, "Wait, you're eating bacon?" I'm like, "Yes, but it's nitrate-free. It's uncured. There's no sugar." You go in, you have to really educate yourself. It's like, "Yes. Real food exists, and it's delicious, but you have to pack your fridge with it." The other thing that Wahls says that's really interesting that is not as paleo as a lot of, that I see in the paleo world, she packs it full of a rainbow of fruits- or vegetables, not fruits.

There's a lot of leafy greens that I eat in one day that I don't see a lot of just general people eating that way, even super vegetarians I'm not seeing eat that way. I think that's the big key, actually, is the array of food. The vegetables, having that rainbow in your life every day and on your plate. I have personally moved more towards eating about 80% of that raw every day. I just enjoy that. My palate has changed over two years. The raw food really, I just like it a lot more. Now in the summer, I eat yes, a lot of raw, but in the winter, I'll make more stews. Yeah, that's basically how I eat today. I don't eat a lot of, there's definitely no preservatives. There's not a lot of prepackaged food happening. I buy it all fresh.

Tony: Going from bedridden, offered \$50,000 a year of medications, what did you start to notice? Because you're saying that you basically were super fatigued and feeling sick all the time.

Natalie: Yep. I was feeling sick all the time. My speech was slurred. I couldn't think. I couldn't work. Another MS friend of mine actually said, acquaintance, he actually said when he got diagnosed, he was blowing bubbles for about a year until he started reversing his MS. That's about how you feel. Within three days, I started feeling better after implementing-

Tony: Really?

Natalie: Yes. The quickest thing I did was started drinking more water. It wasn't spoke about a lot in the book, and that's what kind of spurred my company, because that was the quickest thing I could do. I was like, "I can do that." I knew that I was dehydrated, and I had no idea. I felt better immediately. Amongst adding all these fruits and vegetables to my diet, and flooding my body with nutrition, it took me about three months. If I had to put a timeline on it, because it happened so gradually, it's hard to say, but people always want to know, "How long did it take?" Within three days, I started feeling better.

I took a picture every week, and you can see it in my face. Up to about three months, I changed completely. I had lost 30 pounds, and I didn't consider myself overweight. I had lost 30 pounds. My skin looked completely different, much healthier. My brain fog lifted. My foot drop had started to dissipate. My fatigue was completely gone. Things just started coming back. All of my migraines, my pain in my body began to leave. I have shaking really bad. I have really bad tremors from it. If I don't eat well, they come back. All of these symptoms come back immediately. I'll start to slur my speech. All these things, if I eat well, and I did eat well for those three months, as clean as I've probably ever eaten in my life, and I pretty much reversed every symptom I had going on in my body.

Tony: What did your neurologist have to say about that?

Natalie: I haven't been back to him. I didn't have a need to. People are always like, "Hey, are you going to go back and get an MRI?" I said, "You know what? I considered it for a while, and I thought, 'Why do I need that MRI to tell me how I feel, because I'm functioning today, and I feel great, and I don't need to put my body through that MRI to prove to anybody else that I'm doing well.'"

Tony: I think it would be nice though to give them a "I told you so."

Natalie: I will someday.

Tony: You mentioned that the water aspect is what gave you the idea to start your new company, Healthy Human? Can you talk about that?

Natalie: Yes. I actually am co-founder with my partner, Richard. We were already working together creating a company, and we were focusing our efforts, we had already gone down the rabbit hole and were focusing our efforts on a branded product, and had settle on a water bottle after my MS diagnosis, because it was such an important part of my life at this point. Every day I'm dragging around this recycled glass bottle with a pop top. I would drop it, because at that point, my grip was gone from the MS. I was like, "Okay, this isn't working." We can't do glass.

We settled on stainless steel because that is, between glass and stainless steel, those are the two purest forms that you can drinks from. Needing the highest quality of product in my life, because of my lifestyle now, it was a natural fit. We immersed ourselves for a year straight in learning everything stainless steel, everything water bottle, how do we need it to function? Basically, when you look at the bottle today, I can tell you specifically why I designed every aspect of it.

Tony: Paint us a picture of your water bottle and the rationale behind the different features.

Natalie: The main thing, the first thing I wanted to attack was I carry this thing around with me every day, and if I drop it, I don't want it to break. There's the stainless steel. Number two, I needed it to keep things cold, and I needed it to keep things hot, no matter what liquid I put in there. If I was putting bone broth, or if I was putting coffee, or if I was putting my infused water with essential oils, I needed it to stay chilled. I live in Charleston, South Carolina. We're running 90 to 100 degrees now, so I'm leaving my bottle in the car, I'm taking it to the beach, I needed it to stay cold. Hence the double-wall insulation came into play for sure. That's where that came from.

Then I needed to know that my lid, I could carry this thing around easily. The lid design was very important. I wanted it to be able to be comfortable, that I could get a good three to four fingers in there, so I could cart this thing around with me. I wanted men to be able to hold it, and not just women. We designed a lid very specific that men and women can carry it easily. That was something I couldn't find on the market. The lid handle just was no large enough. Then when I flip the lid over, a lot of them would have a stainless steel bottle but they would have plastic on the underside of the lid. I wanted the underside of my lid to have that stainless steel as well, the 18-8. Every part of my liquid that touched anything would be that stainless steel.

That was the other thing that I did that really, and to this day, I always look at every product out there, and I'm like, "Wow, guys. This is a great-" There are some other good products out there. We're not the first one to ever invent a water bottle, and we'll never be the last ones. What we did is we made it better. We took the ball all the way to the goal. That's the way I feel with it. Every detail of it was thought about. When you put it to your lips, your lips are only touching stainless steel. When you touch the outside, there's a coating that has a wee bit of a grip, because honestly, I had a little bit of a problem with a grip. I want it to fit in car holders, carrying this this around with me. I needed multiple sizes. I wanted one for this and one for that. Every detail was thought about.

The small little details, like if you've ever had a water bottle that the lid didn't, you would have a different size lid for every water bottle. Every single stein that we sell, the lid is interchangeable. I didn't want to have to search. There's a lot of little touches that just living in this space for so long, I knew what had to be. We've got some new lids coming out now that will be nice complements, that of course will fit any stein that you already own, so you don't have to rush out and buy a different one.

Tony: One thing that I liked, just looking over your products, is how it's resistant to bacterial, I guess microfilms and things like that, because it doesn't have those little pockets. All the smooth edges prevent the bacteria from forming. That's one of those things, a lot of people, they don't rinse or scrub their water bottle very well, and then they're potentially drinking mold and various other nasty things.

Natalie: Yeah, that's a big problem with water bottles. Thanks for bringing that up. I'm
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a clean freak. I'm super OCD, always have been. I like things to be really clean. When we designed this, we made sure there was no crevices or cracks that bacteria could lurk. When you look at our lid, you're like, "Wow, that's a really simple designed lid." Well, that was on purpose. That's for the cleaning purpose. Even when we have our coffee lid and our sport lid come out, you're going to notice how simple they are, because I wanted to be able to get in to every little nook and cranny, or be able to soak it. I'll tell you, the best cleaning tip for these puppies is you use baking soda and apple cider vinegar. Any stainless steel water bottle. You soak it overnight with hot water. It should take any residue from any past drinks that could be in there. Yeah, works great.

Tony: You've been nominated in the Best New Paleo Product category for Paleo Magazine's 2015 Best Of Awards. You're the only certified paleo-friendly product outside of the food and beauty category. It sounds like people are digging what you guys are doing. Can you tell us about the reception of your products?

Natalie: Yes. That was super exciting when we got nominated, being that we had just launched in October 2015. To find out we were nominated, I was like, "Whoa, that's just an honor." Our products have been absolutely, I have to say, how I launched them was completely online. We really focused on online. I went after, I had started an MS page for followers, just sharing with how I ate. I had a large following. I went ahead and just started talking to those people. I thought, "You know what? These people already now what it means to eat and live healthy, or they want to know." There wasn't a lot of education on my side. It was a quick hit. I went in and I just went after the people that already were living a clean life, or wanted to live a clean life. I just showed them the product. It's been great. We actually made a paleo line of colored water bottles that just came out, because we've had such a great reception to being certified paleo-friendly.

Tony: Awesome. When you say "a paleo line," what does that mean?

Natalie: Yeah, it's just literally the colors, because some of the top foods, as you know, that us paleo people are avocados and eggs and bacon, and of course, I added water, because I think it's an absolutely essential portion of any diet. I call it "the original B.A.E.," of course. It's an avocado color, it's an egg color bottle, and it's a bacon color bottle.

Tony: I love it. Bacon color bottle sounds like it's got my name on it. What's coming up next for you and your company. What's on the horizon for Healthy Human?

Natalie: Yes. Like I said, we launched online. We've been online completely. In the horizon, you are now, this is a big announcement, we are going to be hitting store shelves in 2017.

Tony: That's big news. Very cool. Congratulations.

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Natalie: Thank you so much.

Tony: Any stores that we would recognize? Maybe some places you can send people to, or have people start asking for the Healthy Human products?

Natalie: We have been in talks with Whole Foods, and we've had some other places ... I'll probably keep the other ones a little quiet, but we have been in talks with Whole Foods. DICK'S Sporting Goods did contact us back in November of 2015 when we first launched. We were not going into retail at that time, but we may now.

Tony: All right. If anyone's out there listening and you shop at Whole Foods or DICK'S, start demanding a Healthy Human water bottle to be stocked on their store shelves. Help Natalie and her company get them into the retail locations. Natalie, for somebody who wants to get one of your water bottles right now, what would be the best way to do that?

Natalie: Best way to do that, you can go directly to our website at healthyhumanlife.com, or Amazon. If you buy on Amazon, we are located on Amazon here in the US, and we are also on Amazon UK, and soon to be on Amazon Canada.

Tony: Great. Is there anything else you'd like to leave our audience with? Any, perhaps, lesson or takeaway that you've learned going through this experience?

Natalie: Lesson or takeaway ... Gosh, just drink more water. I'm kidding; this is like my message: Just drink more water, and we're going to help you do it. I love that I've been saying that lately in some of our marketing: We make you drink more water, safely.

Tony: Keep it simple.

Natalie: That's right.

Tony: Well, Natalie, congratulations on your healing journey. Congratulations on your entrepreneurial journey, and I wish you the best of luck moving forward. Thanks for coming on the show.

Natalie: Appreciate it. Thank you.

Tony: That was Natalie Schultz, founder of Healthy Human. To find out more about Natalie and her company, go to healthyhumanlife.com. Next week's show will be a Paleo Radio Bite featuring personal trainer and natural movement coach Jen [Pilates 00:29:11]. Here's a preview.

Jen: Handstands were something I always, like you, I'd play with them for a little while, and I'd be like, "Nah."

Tony: Yep.

Jen: I made the commitment, wanted to do it. I had to do it for the GMB Trainer cert. I was like, "All right. I'm just going to get this done."

Tony: Nice.

Jen: I would block out, I tend to be an over-doer. I would set my stopwatch and make sure I didn't practice them for more than 10 minutes.

Tony: To find out how Jen learned how to handstand, including progressions that helped her along the way, you'll have to tune in to next week's show. To make sure you don't miss it, be sure to subscribe to Paleo Magazine Radio on iTunes, or favorite us on Stitcher. Before I go, I'd like to thank the sponsor of today's show, Ancient Nutrition. Adding extra connective tissue building collagen to shakes, stews and coffee has never been easier, thanks to you. I'd also like to remind everybody that the new issue of Paleo Magazine is on newsstands now. It's got tips for fall foraging, a fresh five-day meal plan, and a workout routine that uses clubs. Yes, clubs. You can download digital issues directly from Amazon.com, and subscribe to the print publication on paleomagonline.com. Paleo Magazine Radio is brought to you by the Paleo Media Group. Our show music features the song "Light It Up" by Morgane Heritage and Jo Mersa Marley. Paleo Magazine Radio is produced by me, and on behalf of everyone at Paleo Magazine, thank you for listening.