

**EPISODE 214**

[INTRODUCTION]

**[00:00:10] AVH:** Hello everybody, welcome to the podcast. If you are a long time listener, welcome, if you're new, where have you been? But better late than never so welcome to you too. All right, Paleo f(x), the big paleo health and wellness conference in Austin, it wrapped up a couple of weeks ago and this is my third time at the show. I don't know about you guys but I had so much fun.

I got to meet people that up until that point were only social media friends of mine and you know it's always better to talk and meet in real life. I got to moderate two panels at the show, both of which were super interesting to me and I think I did a pretty good job, I didn't fall off the stage, nobody told me to leave, it went okay.

I managed to wonder around and find some new products and companies and meet some new people that you may be reading about in the pages of *Paleo Magazine* in the near future. I was a guest on a couple of podcasts myself. You can follow me on Instagram @themusclemaven and learn more about those because I can only self-promote so much on this podcast but I think those will be pretty cool. I talk about *Paleo Magazine* and the podcast a lot on those podcasts.

But generally, I just had a great time hanging out with people who are as into healthy food and living as I am. I had quite a few people come up to me and talk to me about the podcast and tell me what they liked and tell me what they wanted to see and how much they were enjoying it and honestly, if you were one of those people and you're listening right now.

Thank you times infinity for taking the time to come up to me and introduce yourself and give positive feedback and give constructive feedback. It's a huge deal to me. I'm extremely grateful because I'm still trying to build this and grow this and learn and you guys all really inspired me to just kind of keep getting better and do a better job for you so thank you so much for that. I really appreciate it.

I think you know, generally, there were some interesting things that I saw at the show, like there was still like a lot of keto stuff, keto is still huge, coffee and coffee related things, things to upgrade your coffee, cognitive enhancements. All of those things were big this year as I think it may be the previous couple of years. We're definitely some sort of interesting trends and again, this might be stuff that we're talking about in future episodes of the podcast and in the magazine.

Ultimately, you know, it still goes back to the basics, eating whole foods, kind of moving your body, doing things that feel good, stress management, getting outside, like all those basic things, they're never going to change, right? There's going to be new supplements and new products and new treats and all that kind of stuff but it's really, it's just about the basics, get that stuff sorted out.

If you can, because it's easier said than done, then you can focus on all that extra fancy stuff. I think that's the general takeaway from the show but even if you aren't sold on the whole paleo thing which I can imagine, even if you are, just being at a show like this and being around people who are as motivated and optimistic and full of energy and full of a desire to help other people as these attendees are – is just incredibly inspiring like it's exhausting but it also put me in a pretty good mood being around such positive people.

I highly recommend you go next year if you didn't go this year. Whether you're like full on paleo convert or you're just into learning. I think that it's worth the trip for sure. Anyway per the usual, at the show, I managed to track down some folks and ask them what they thought of the show, what they were up to, what they were seeing, what's going on in their lives including *Paleo Magazine's* relatively new managing editor, Shawn Mahalik who I hadn't even met yet until the show because if you remember, I'm not actually in the *Paleo Magazine* office, they're based in Oregon so this is one of the few times in the year I actually hang out with my team just what makes this extra special.

This quick kind of episode today is just a bit of a recap from some of the folks from the show, some different companies that I kind of ran into and people I track down and made them get on the podcast with me, including Shawn. Before we get into it, I want to give you a quick word from our show sponsor Chomps.

They were also at the show, they won some best of *Paleo Mag* awards because they make delicious, healthy, high quality meat snacks which people seem to be pretty into. We actually chatted with Pete from Chomps on Facebook Live so if you want to head to *Paleo Magazine's* Facebook page where we post a lot of cool content, you can see that video and you can meet the man behind the Chomps as it were.

Here's a quick word about our sponsor before we get into the rest of the show.

[SPONSOR MESSAGE]

**[00:00:10] AVH:** Chomps makes healthy meat sticks that are multiple *Paleo Magazine* best of award winners, you don't have to take my word for it, these are very popular in the paleo community and they really do a good job of hitting those salty, meaty beef jerky cravings but they're infinitely healthier and tastier than your typical gas station variety.

They're made with 100% grass fed and finished open pasture beef, which not a lot of meat sticks can say for themselves, they have nine grams of protein, six grams of fat, zero carbs. Perfect for all you low carb folks and they are none GMO, they have no added sugar, gluten, soy, dairy or fillers, binders, MSG.

None of the bad stuff, all of the good stuff and they have four awesome flavors, they've got original beef, one with cranberry, one with salt and pepper and for those of you who like it spicy like I do, there's a jalapeno flavor as well which is really good. You can go to [chomps.com](http://chomps.com) to learn more and I have an exclusive promo code for you if you want to get some, you can put in the code paleo mag at checkout for 15% off your entire order and free shipping.

Do yourself a favor, get some awesome paleo snacks, go to [chomps.com](http://chomps.com) and let me know what you think.

[INTERVIEW]

[0:06:02.3] **AVH:** All right, we're going to test out this new podcast equipment. I'm with the relatively new, managing editor of *Paleo Magazine*, Shawn Mahalik, is that how you pronounce your last name?

[0:06:11.3] **SM:** Mahalik.

[0:06:12.4] **AVH:** Okay.

[0:06:14.8] **SM:** Mahalik is how it's usually mispronounced.

[0:06:17.1] **AVH:** Mahalik. Okay, that's good to know because as a person with a last name that also people mispronounce.

[0:06:22.6] **SM:** I thought it was Van Houten for a long time.

[0:06:23.8] **AVH:** Exactly, most people do. We're learning things about each other already. Okay, you have been with the magazine for how long?

[0:06:30.3] **SM:** Almost 11 months.

[0:06:31.3] **AVH:** Okay.

[0:06:32.3] **SM:** Getting up on a year.

[0:06:32.7] **AVH:** Okay, cool. This is your first time at Paleo f(x)?

[0:06:35.3] **SM:** Yup.

[0:06:35.9] **AVH:** All right. What are your thoughts so far about it?

[0:06:40.7] **SM:** It sucks.

[0:06:42.2] **AVH:** It's the worst magazine ever, right? It's the worst job environment. No.

**[0:06:46.1] SM:** I absolutely love it. It's very rewarding and I love working with all the great writers and contributors.

**[0:06:52.3] AVH:** Were you into paleo before?

**[0:06:54.7] SM:** Yeah, it's been almost 10 years now.

**[0:06:56.1] AVH:** How did you discover paleo?

**[0:06:57.8] SM:** I used to be significantly overweight, I was about 70 pounds overweight and most of that came from my one year at college eating campus food. There was an Arby's and the chicken popcorn, popcorn chicken bites was so good.

**[0:07:13.0] AVH:** You weren't doing jiu jitsu then I'm assuming?

**[0:07:15.0] SM:** No, I wasn't doing like anything physical or whatsoever. I was like 70 pounds overweight, I went vegetarian for like five months and was not – it wasn't working. I wasn't satisfied with it and that's when right around then is when I discovered Mark Sisson. Mark's Daily Apple.

I think that's when paleo was just starting to really become a thing, it's probably right around then. Yeah, I went paleo, it was a slow process, it took me a good three years to really become paleo, you know, where I was like 90% paleo. Because yeah, it was a hard transition but –

**[0:07:49.0] AVH:** You don't have any sensitivities or any issues like that, you just kind of wanted to improve your health and feel better and yeah.

**[0:07:55.0] SM:** Yeah.

**[0:07:55.4] AVH:** That's the same story for me.

**[0:07:56.8] SM:** I lost like 708 pounds since then, I've put on like 25 pounds of muscle.

**[0:08:02.3] AVH:** Nice. Okay. What are your initial thoughts about the show since this is your first time?

**[0:08:07.4] SM:** Yeah, it's been great. I love meeting everybody, it really was what I was most excited about here. So many people who I work with at the magazine who are either writing for the magazine or contributing in some way or who I'm just talking to about products or anything like that so it's great to put faces to names and voices and have that more personal connection with everyone.

**[0:08:28.2] AVH:** Are there any and I know that you know, obviously you still look relatively new but are there any either trends or like new things you're seeing that are kind of interesting or surprising?

**[0:08:38.6] SM:** CBD.

**[0:08:39.1] AVH:** Yeah. Which is the best, right?

**[0:08:41.9] SM:** Yeah, which I knew almost nothing about and then I wrote an article for the magazine back in November, December and suddenly it's everywhere, we get CBD coffee, I just had some CBD coffee and I've been given CBD sprays, CBD chocolate, it's yeah, it's everywhere right now.

**[0:08:56.9] AVH:** Key to my life, yes. CBD is the best. Okay, what are your goals today from second day of Paleo f(x)?

**[0:09:01.6] SM:** Just to meet more people.

**[0:09:02.9] AVH:** Sounds good, yeah, get some selfies, get some *Paleo Magazine* selfies?

**[0:09:05.9] SM:** Yeah.

**[0:09:06.7] AVH:** All right, well I'll let you go do your thing but thanks for chatting.

**[0:09:09.9] SM:** Yeah.

**[0:09:11.3] AVH:** Hi, I am here with Mark from Ritzfit and I would like for you to explain to our listeners what Ritzfit is before we go any further?

**[0:09:19.7] MR:** Absolutely, if you're familiar with Thrive Market or the Costco type model, we're bringing that back but we're kind of changing it in a way. Products are chosen to come on to the platform. You're going to pay a membership fee and then this is going to give you access to ingredient expert approved products which is very different than the bigger models like Thrive Market and Costco.

Where they're chosen for the buyers. It's not a phenomenal idea to bring people like you on, who are super passionate about ingredients and know it.

**[0:09:49.3] AVH:** Super smart, yeah.

**[0:09:51.7] MR:** You know even better than I do. I'm merely a consumer just like everybody else walking around here at the expo and it's really exciting, it's very different, very unique, we want to make it as much an educational platform as possible to create that 100% transparency, that consumers are indeed demanding now.

It will look different when you're on the checkout page, you know?

**[0:10:14.1] AVH:** It is really cool in and unique and it seems like almost the next step of the evolution of these and like you said, Thrive Market kind of companies that are trying to bring together healthy products, right? You're taking it a step further by being more discerning about products that that roll. Having this kind of varied world of ingredient or product experts. I think that's kind of cool that you have a very wide range of individuals sort of on your board.

**[0:10:42.1] MR:** Absolutely.

**[0:10:42.5] AVH:** Helping you through these products. Can you talk a little bit about how you chose the experts and who some of these people are?

**[0:10:48.8] MR:** Yeah, we really wanted to hone in on the supplement side of things and there's a lot of people out there that understand the supplement industry and kind of the sketchiness that goes on throughout creating those products, with a lot of fillers that are going on in that industry.

We really want them to bring on Matt Blackburn. He's created a DHA product called Mito Life and he's this really blown me away in terms of his knowledge with the supplement industry. We wanted to bring somebody on who knew herbs as good as possible.

Herbs are huge now so that's something you'll find. I've just really concentrated on diversifying the group of experts, and brought you on from the paleo side of things.

**[0:11:24.1] AVH:** Yeah, transparency here. I am also on the board and I'm happy to do it and it's super exciting, it's a cool, you know, it's a cool groove to be a part of. It makes sense for me because I'm this very fortunate edition working *Paleo Magazine* where I get access to a ton of products and again. I'm not a scientist or a doctor but I see a lot of this stuff, I try all of it. I am not going to put my stamp of approval on something that I'm not going to eat or I'm not going to enjoy. Yeah, it's really cool. Talk to me a little bit about some of the products that you've got right now?

**[0:11:54.3] MR:** We're doing a soft launch too, who we've pre-sold memberships to, and they have access right now and there are seven products that we're launching with. Hopefully I can pull them off the top of my hat, we got Brooklyn Biltong, we have Cow Confections who are here, Gold Nugget Ghee has a new mushroom ghee product.

**[0:12:11.3] AVH:** Explain how if folks want to be involved, if they want to subscribe, if they want to learn, explain how the chemical process online, how people get moved.

**[0:12:19.3] MR:** A great starting point is checking out the podcast so we have the No Diet podcast, that's a part of the process of approving each product. They got to come on and tell the story, they got to dig beneath the label. Tell us where the sourcing of each ingredient is coming from. Talk about the process from start to beginning to getting these things to the shelf.

I think that's a great way to kind of learn about the brand, you can visit ritzfit.com, it's just a landing page at the moment. We plan on launching about two weeks, today is what? April 28<sup>th</sup>, you'll have access to seven products and those will interchange – there's really no organized – like every month we're going to change is just when a vendor feels like pulling the product because we do have incredible prices.

If you look at places like thrive market, we're going to be better because we're concentrated less on making money on selling the products and more on the membership fees. We want to make it as easy as possible to get your hands on the greatest products on the planet and we think that we've figured out a way to do that.

**[0:13:12.1] AVH:** By being a subscriber. It's not like a subscription box where you pay a certain amount and you get sent a bunch of stuff, you're a member and so you have access to the great deals, to the products that you're in on?

**[0:13:23.8] MR:** Absolutely. We really wanted to just create this standard. Thrive Market is great, they have great products. There's still some stuff on there that we would probably give a thumbs down to. They're in the business of volume, we're in the business of hopefully setting that standard to where places like Whole Foods and Thrive Market and your bigger distributors can adjust to our standards and eventually make it more convenient.

**[0:13:48.2] AVH:** What do you think of Paleo f(x) so far?

**[0:13:50.2] MR:** Love it, it's just so intimate, you know, you go to any of the expos, east and west, a lot of junk there but it's just so hard.

**[0:13:58.7] AVH:** It's overwhelming.

**[0:13:59.3] MR:** It's super overwhelming.

**[0:14:00.3] AVH:** Yeah.

**[0:14:00.8] MR:** You know, if you follow your stories on Instagram, my stories, you can just see that you get to meet every person that you talk to through DM's and it's just so easy. I love it.

**[0:14:10.1] AVH:** It's cool, they get people together and people that are you know, you are friends with them on Instagram and you get to meet in real life. We got to meet for the first time, that's a pretty awesome thing, it's worth coming out here just because of that, for the relationships.

**[0:14:21.4] MR:** I love it.

**[0:14:22.5] AVH:** Where can folks – remind us where we can go online and where we can follow you on social media?

**[0:14:26.3] MR:** Yeah, just check out ritzfit.com or Instagram handle is ritzfit\_ and then subscribe to the No Diet podcast – you were a guest on there.

**[0:14:35.2] AVH:** Of course, great podcast.

**[0:14:35.8] MR:** Yeah, it was a lot of fun.

**[0:14:37.3] AVH:** Awesome, well thank you so much for being here and explaining your very cool, very innovative company to kind of think outside the box like you do. Thanks for being here and enjoy the rest of the show.

**[0:14:47.3] MR:** I appreciate you, thank you.

**[0:14:50.8] AVH:** All right, I'm here at the *Paleo Magazine* booth at Paleo f(x) with Ben from Dinner For Mary and we have been chatting on social media for a while, I'm glad that to connect in real life, thanks for being here.

**[0:15:00.2] BC:** Yeah, there's no better place for us to connect, I think, other than a giant convention dedicated to paleo.

**[0:15:03.9] AVH:** I love it. Give our listeners the elevator speech about who you are and what you do?

**[0:15:10.0] BC:** Sure, I'm a regular guy who has no official training in food or restaurant or cooking but about 10 years ago, my wife and I did a paleo challenge and after seeing the positive results we decided this was our way of life. I did all the research, made a conscious decision to go and learn as much as I could about how to cook healthy and eat healthy and all the right ways to make some of our traditional food paleo and healthier.

**[0:15:39.1] AVH:** How were you eating before?

**[0:15:41.2] BC:** Traditional American diet. Yeah, if we eat whole grains that's better and just try to limit the amount of junk food but –

**[0:15:48.1] AVH:** How did you discover paleo and decided to do the challenge?

**[0:15:51.5] BC:** It was through a CrossFit gym. I think a lot of people find out through CrossFit and I was skeptical at first, I'm like, it doesn't make any sense to deprive ourselves of some things. Then you know, some pride was on the line and so we did the challenge and within three weeks, I remember coming out of the shower and be like, "Hey, I have abs, this is great."

**[0:16:08.7] AVH:** That's a nice surprise.

**[0:16:09.3] BC:** Right, you know, we did the blood work too and we saw, "Okay, the fat loss is just a nice byproduct of what's actually happening."

**[0:16:18.3] AVH:** I think what's kind of cool and people like respond really warming and positively to what you do is because you're kind of positioned on your like you're cooking these meals for your wife.

**[0:16:28.4] BC:** Which I am, yes.

**[0:16:29.8] AVH:** That sort of I guess, not something we see a lot, we've got a ton of paleo bloggers and websites and stuff that's generally pretty straightforward, like make the express piece but here they are, you're doing this kind of sweet thing for your wife. Kind of talk about that, how you decided to go about that route.

**[0:16:44.0] BC:** Yeah, well. It didn't start out like as a purpose to do it that way but as it turns out, Mary's commute from work was a lot longer than mine and so I was the one coming home first and so I'm a naturally creative person. When I was in the grocery stores, coming up with what dinner was going to be, I started getting all these brain storms.

"Oh, I could probably make this with that ingredient." I was on Pinterest and I was like looking at other people's blogs. Then it just became this thing where I was trying to make our friends jealous on social media and I'd post pictures.

**[0:17:13.6] AVH:** I love that you just openly say that.

**[0:17:15.2] BC:** Yeah, for sure.

**[0:17:16.3] AVH:** Isn't that what everyone is doing?

**[0:17:19.6] BC:** I'd always start it with "Dinner for Mary," you know? To let everybody know, hey, this is what Mary's eating, what are you eating? You know, like I was saying, it started out just as necessity but then through the social media post, I started getting a lot of positive feedback from other guys that were doing the same thing in their relationships.

I would get these emails where "Hey, I just want to let you know that my wife and I, our relationship is kind of rocky, we weren't communicating. I saw your Instagram and I started cooking the same meals you were and now our relationship is so much better."

**[0:17:50.2] AVH:** That's pretty amazing.

**[0:17:51.2] BC:** That's when I realized, okay, I need to take this to like another level because I'm actually changing lives.

**[0:17:56.6] AVH:** And maybe making some husbands angry in the process for like setting a really high bar.

**[0:18:01.0] BC:** Yeah, there were definitely a few wives that were like hitting their husbands and “Why can’t you do that?” You know?

**[0:18:06.4] AVH:** Right, of course. Were there any sort of like, was there a learning curve for you because you said you don’t have a background in cooking or any nutrition or anything like that. What was the process of having to develop some of these recipes and then put them out there. Obviously, it’s very popular. You got a recipe.

**[0:18:23.0] BC:** Yeah, I got a cook book now.

**[0:18:24.2] AVH:** What was the learning process there?

**[0:18:25.9] BC:** A lot of trial and error and I highlight error for every maybe like one success story, there’s probably 10 failures but that’s how we learn and then you know, a lot of like I said, Pinterest, other people’s blogs, finding out what ingredients work together well and how I can kind of adapt in and go from there. It was just kind of like being a science experiment.

**[0:18:46.8] AVH:** Yeah. Being you know, I guess positive at it instead of kind of being intimidated and that’s one thing that I thought as I kind of got into paleo because I didn’t grow up to be good in the kitchen at all. I think one of the coolest things about paleo, certainly you can make it fancy five-star restaurant quality if you want to.

But one of the great things about food and paleo meals is that they aren’t so simple, it’s about putting in ingredients and then you can kind of play to make it however you want it, it’s almost like just being creative and being open to try new things.

**[0:19:17.0] BC:** When I would make a successful meal and then seeing the look on Mary’s face and a smile, knowing like, you just nailed this, that was all the incentive I needed to go back and

like see what else I can do. I mean, you mentioned like five star, I mean, some of my meals now, I'd cook for friends and they would say –

**[0:19:33.6] AVH:** I would eat espresso.

**[0:19:34.2] BC:** “This is better than restaurant quality, I would eat this all the time and we don't ever go out for food anymore, we don't have to because we can cook better stuff at home.”

**[0:19:41.6] AVH:** Tell me about the –

**[0:19:44.0] BC:** Like I was saying before when I started getting all these feedback from other people on social media. A lot of it was like, “What is your recipe?” I didn't want to bog people down with my posts with like tons of step by step things so after a while, I thought, okay, “I need to do a cook book.”

Thankfully, I have a background in design and I was able to kind of just do it all myself. Self-published through Amazon. Amazon's awesome, you can actually make a book through it and –

**[0:20:07.4] AVH:** You've got to talk about that offline because I want to do it.

**[0:20:09.9] BC:** I got really good advice from a close friend of mine that can do that route and so, I just put my head down for a few months and I already had the recipes. I already taken pictures of it for my social media. It was just a matter of just putting it all together and making it digestible.

**[0:20:23.7] AVH:** When did that come out?

**[0:20:26.1] BC:** Last June so it's almost been a year.

**[0:20:28.1] AVH:** Okay, what's the feedback so far?

**[0:20:30.1] BC:** Yeah, I mean, the feedback's been great, getting a lot of great reviews on Amazon from people saying, “I'm looking for a way to cook healthier.” One thing I did

intentionally with the book was I didn't want to make it seem like out of reach through the normal person. I see a lot of cookbooks out there, a lot of imperative cookbooks, they're great, they have beautiful photography but it's like, "Do I have to put a tree branch on my table too when I cook?"

There's a lot of thought put into this. All my pictures are the pictures that I took with my iPhone before I actually serve them, so they're real pictures, you know, it's not done up with like fancy things and all of the instructions and ingredients are accessible. They're simple and a lot of my meals can be made within like 20 minutes and I use like some really cool kitchen gadgets too, like air fryers and SUV and things like that.

**[0:21:17.0] AVH:** I've been hearing about these air fryers, they're good?

**[0:21:19.3] BC:** Yeah, they're great, I mean, I stumble upon one by accident like maybe six years ago in Costco and with some of the great paleo ingredients that are available now like pork panko and things like that. You can make a fried food, like a traditional bad food diet but it's a paleo version, you know?

**[0:21:37.6] AVH:** Yeah, like comfort food, better and rich – Because that's the other thing that you talk a lot about on the podcast too. Is it necessarily about being dogmatic and being – perfectly 100% compliant all the time. We all want treats, we need to balance our life and enjoy food but there are ways to make it healthier or more nourishing or less hard on your body because you know, sometimes it's like you have to balance, do I want to feel good or eat this thing that tastes good?

If you can find that balance where you know, you're eating like you said, pork breaded whatever, you know, you're eating like whole foods and stuff that's better –

**[0:22:15.1] BC:** Animal fat, yeah.

**[0:22:16.6] AVH:** You're still kind of enjoying –

**[0:22:17.3] BC:** You just nailed it because I tell people that all the time, especially people that are just starting out on paleo, get a little intimidated by it. They don't want to feel like so strict within the rules and I say, we can't be 100% paleo because we're so far into the future, the same types of vegetables, it doesn't exist anymore, but, what paleo does is it gives us a good path to follow to make better decisions about what we eat.

**[0:22:39.6] AVH:** Absolutely.

**[0:22:41.0] BC:** It's just about decision making.

**[0:22:41.8] AVH:** Absolutely. I could not agree more. What's one of your favorite recipes right now?

**[0:22:46.7] BC:** Well, I'm known for my paleo pizza, I actually sold them for a while out of our CrossFit gym frozen.

**[0:22:53.2] AVH:** What?

**[0:22:54.4] BC:** I looked to see what it would take to scale it up and it was a bit too big of an endeavor at the time. My pizza is like really well known within our little community. This is going to sound like the comfort foods but like the bagels and like the chicken fingers and things like that with the air fryer.

I have a really good salmon over cauliflower rice recipe, it's Mary's favorite and you know, at least a couple of times a month we make it because it's like, you know, Salmon, we can't go wrong with salmon.

**[0:23:21.7] AVH:** Or pizza for that matter.

**[0:23:22.6] BC:** Or pizza, right.

**[0:23:24.0] AVH:** Does Mary ever make you dinner?

[0:23:26.4] **BC:** Sometimes yeah, actually it's really funny because –

[0:23:29.1] **AVH:** Talk about that.

[0:23:29.4] **BC:** Now that the cookbook is out and there are sometimes where like you know, either I'm out home for work or I'm running late or maybe I'm just tired. She'll grab the cookbook and cook the meals that were designed for her out of the cookbook that was made for her. You know, it's this kind of like this weird meta thing.

[0:23:45.5] **AVH:** That's great, well yeah, you almost made it off the book, right? That's great, okay. Where can folks learn more about you and finding online and also get your book?

[0:23:54.7] **BC:** Sure, on Instagram, @dinnerformary and I post all the meals that I'm making for Mary every night, you can go to dinnerformary.com too, it has some more information about my background and what I'm doing and I'm on YouTube as well, there's links to that. I'm trying to do more videos of me cooking the meals and some of my special recipes that I developed.

I just came out with a bread loaf recipe, that's really popular and then Facebook as well, people can find me, the cookbook's on Amazon. Amazon prime, it's a physical cookbook and check me out there, *Dinner For Mary*.

[0:24:27.8] **AVH:** Thanks Ben for being here and for making paleo accessible for people.

[0:24:29.8] **BC:** Thanks for having me.

[0:24:30.8] **AVH:** And for making husbands step up their game, make some delicious meals for their wives. You're doing a good service for all of us, I appreciate it.

[0:24:38.4] **BC:** Thank you, I appreciate you having me.

[0:24:40.9] **AVH:** I'll let you know I'm going to maybe try this paleo pizza and let you know how it goes.

[0:24:44.0] **BC:** Yeah, definitely.

[0:24:44.8] **AVH:** All right, thanks Ben.

[0:24:45.4] **BC:** Thank you.

[0:24:47.7] **AVH:** I am here at the *Paleo Magazine* booth, day two of Paleo f(x). Angela from Tribali, welcome.

[0:24:53.7] **ABM:** Thank you.

[0:24:55.5] **AVH:** Thank you for being here, thank you for sending us some of your delicious products that everyone at the office is super pumped about.

[0:24:59.7] **ABM:** Good, I'm glad you guys enjoy them.

[0:25:01.4] **AVH:** Tell our listeners who you are and what you're doing?

[0:25:04.5] **ABM:** I'm the CEO and Founder of Tribali foods. I'm a recovering 35-year vegetarian now.

[0:25:10.6] **AVH:** Wow, congratulations.

[0:25:11.9] **ABM:** I know, right? I've seen the light, I've come to the other side.

[0:25:14.7] **AVH:** You were a vegetarian for 35 years and you have been paleo now?

[0:25:18.8] **ABM:** I have been paleo for about four years. Once I started incorporating high quality and more meats back into my diet.

[0:25:25.1] **AVH:** What was that process like as someone who is a vegetarian for so long, was it a moral issue, was it an educational issue, was it just, you've got to try something else because this isn't working?

**[0:25:34.5] ABM:** Yeah, I kind of attribute it to my system crash, my hard drive just wasn't working right anymore and I went on a journey for health and I had to find what was going to fix it and back when I became a vegetarian at an early teenage age, it was more about the healthiest way of eating.

I think we were all sort of scared of fat back then, that it was vilified and it's causing cancer, it's going to clog your arteries. You know, eat more vegetables, which is always a good thing. But I skewed so far into vegetarian veganism, even raw foodist for about a week that it just stopped working after 35 years.

I was an athlete doing CrossFit and marathon runner or cyclist and I was upping my approaching with protein powders, protein supplements, protein bars, just anything. To make sure I was getting around the protein, I think it did a number on my digestive system.

**[0:26:23.8] AVH:** Yup.

**[0:26:24.6] ABM:** After a while, I studied nutrition. I became a holistic nutritionist and realized that high quality animal protein is going to have a profound impact on the way you feel, the way you perform and just for nutrient density and nutritional profile. It just made such a big difference in my life.

I think to myself, what have I been missing, I'm eating more meat now to make up for 35 years of abstaining for it.

**[0:26:47.8] AVH:** We can't blame you, it tastes good.

**[0:26:50.0] ABM:** It taste damn good and I –

**[0:26:51.4] AVH:** Talk about your products?

**[0:26:53.8] ABM:** My products, I would almost venture to say, you know, people should prioritize quality over quantity. We don't need 14 ounce steaks for breakfast lunch and dinner.

We're high quality animal protein, so anything from grass fed and finished meats to bison, pasture raised poultry and turkey, pastured pork, wild cut seafood, I mean any animal protein, I can source. I mix blend and grind it with various herb spices, vegetables and purees, that's it. No grinders, no fillers, no additives, no preservatives.

I want that back label to read like something you would make at home. I'm grabbing stuff from my fridge, my pantry, you know, kitchen cupboards and making these flavor profiles I have Mediterranean beef and that kind of comes from my Greek background growing up in Greece and all the Mediterranean flavors, lemon, oregano, mint, parsley and umami because who doesn't love shitake mushrooms, right?

Red fish sauce or seaweed and then a chipotle chicken. And the chipotle is mild enough that often my kids love it. That's what we –

**[0:27:55.3] AVH:** And there are pre-made patties?

**[0:27:56.8] ABM:** They're pre-made, you know, in the freezer section and they are packaged and I guess people call them processed but it's like what I would do at home. I actually bought a refurbished grinder on Amazon and a white lab coat, I was like a mad scientist taking all these meats, grinding them, forming them into patties with my chopped little vegetables and herbs, putting them in the freezer with ziplock bags.

This is just at scale, it's just a bigger production of what I was doing in my kitchen. People are passing by and saying, you know, "Can I grab them Moroccan lamb or how about that southwest salmon." Mediterranean, I have all these great flavors. I mean, you can really mix and match anything to bring out.

I do it this way because although my kids eat them in a burger, you know, and between a bun, there was a lot of people that use it as center plate, the bunless burger with cauliflower rice, the zucchini noodles or chopped over salad. I mean, it's my four-ounce, single serving protein source.

**[0:28:49.5] AVH:** Making healthy eating easier for us.

**[0:28:51.6] ABM:** I know. We need it, I mean, we all love to cook fresh but life gets in the way and there's times where I want to be able to open that freezer and trust what's in it.

**[0:28:58.9] AVH:** Absolutely. I mean, because being realistic, we can't always make things from scratch. I think there is a difference, it's good to know the difference between the word processed, right? Like having your meat, high quality meat and spices put together in this package that is technically processing, but it's a very different concept than a lot of the processed foods that you find in the grocery store, right? It's not necessarily inherently a bad word, it's just kind of understanding the differences, right?

**[0:29:25.1] ABM:** Right, thank you for making that distinction and for me what was important when you look at them and you buy them right out of the freezer, they cook straight from frozen, you don't need to defrost. It was really important for me that you see the inclusions. So that you can actually see little particles of garlic and onion and shitake mushroom, it's all there. It's like what you would make at home without being this mushed up sausage like feeling.

**[0:29:47.8] AVH:** Right. Where can folks buy them now?

**[0:29:50.9] ABM:** We are in the So Pack region of Whole Foods which is southern California or Nevada and Hawaii. We also have a bunch of markets in California because that's where we produce and that's where we're at so Crystal Farms, going in the Gelson soon and we are rolling out nationally to super targets all across the US at the end of May.

We'll be on Thrive Market soon in their frozen offering and you could also buy us online on our website and on Amazon.

**[0:30:17.0] AVH:** Okay, everybody can get them now if they want?

**[0:30:18.3] ABM:** Yes.

**[0:30:18.6] AVH:** Awesome. What's the most popular?

**[0:30:22.4] ABM:** Well, I would say the chipotle chicken actually because there's two beefs, I think it's kind of split among the beef. I like them all but I personally love the umami, it's just a different flavor profile and it really makes a meal but we've got some other flavors in development.

**[0:30:37.9] AVH:** I was going to ask you.

**[0:30:39.5] ABM:** I'm coming out, you know, I kind of wanted to see what people want and what resonates. I think in this whole paleo world too, people are looking for a breakfast option for protein. You know, if you're not doing eggs and you're not doing cereals, what else is there to get some good protein, we're coming out with chicken and apple mini sliders and you could either use them as a breakfast, you can use it as an appetizer, you can use them as a snack, whatever. Chicken and apple, pork and sage.

Then I'm also looking at various other kind of proteins like bison and salmon, right? Who doesn't like a good salmon patty, salmon burger.

**[0:31:14.2] AVH:** You're speaking to the paleo community with that stuff for sure.

**[0:31:17.5] ABM:** Yeah.

**[0:31:17.9] AVH:** Very exciting. Okay, where can folks follow along with what you do online, on social media?

**[0:31:23.2] ABM:** Right, our handle is @tribalifoods and we're pretty big on social, on Instagram and on Facebook and my site is [www.Tribalifoods.com](http://www.Tribalifoods.com).

**[0:31:33.3] AVH:** Beautiful. Angela, thank you for taking the time, I'm very excited to try the new products, keep me posted of that. Enjoy the rest of your show.

**[0:31:40.5] ABM:** Thanks for having me.

**[0:31:42.7] AVH:** All right, I am here at the *Paleo Magazine* booth day two, Paleo f(x), I'm here with Elle Russ and we got to meet for the first time even though I feel like – well, I have known you for years actually because we talked on the phone years ago when I was doing the Primal Health Coaching certificate. I was one of the first 50 people to do it and I was chatting with you about it and I got to talk with you on the phone and I think we kind of hit it off right away.

**[0:32:06.2] ER:** Yeah, also, you wrote an article about my book for *Paleo Magazine*. We had a lot of communications there and my impression has always been awesome and if anyone has not met Ashley in person, I suggest you do.

**[0:32:18.3] AVH:** Do it.

**[0:32:18.8] ER:** Because everyone's vibe is, she's the nicest and most kickass, awesome and buff as hell.

**[0:32:26.2] AVH:** Thank you, I need to have you on the podcast.

**[0:32:27.0] ER:** In an awesome way.

**[0:32:28.0] AVH:** Can that be my new podcast intro?

**[0:32:29.4] ER:** I need work out tips from her for real.

**[0:32:32.2] AVH:** I'm into it, thank you. Tell listeners who maybe don't know yet about the book?

**[0:32:37.2] ER:** *Paleo Thyroid Solution*, you know? A lot of people think it's just you adopt this new diet and all the problems will go away. It's part of that, it can happen that way but the reason that paleo primal and ancestral living is the best for thyroid is because, being fat adapted are what we call high fat, approach low carb paradigm in this industry is the ultimate for blood glucose management, it's the ultimate for adrenal management and those things are tied really closely to how the thyroid functions.

You know, the book's been out for a year, it's a number one bestseller on Amazon and you know, people around the world are responding and I think it's because actually, the bestselling thyroid books and are in my patients and there's two others and I'll mention them here because they deserve it which is *Stop The Thyroid Madness* and also a book called *Recovering With T3* and then my book, *The Paleo Thyroid Solution*.

I think are really a solid set if you're attacking this problem. It's just been great and the response here at the event has been – you know, sometimes you forget that you affect people somewhere in a part of a world and you write something and you hope but you just don't know and then you are so shocked that –

**[0:33:38.8] AVH:** It's pretty rewarding to be able to actually connect with people. I think that's why the show was so great because we do often, we don't think about it we kind of exist in this hole where we don't – we feel like we're connecting with people because you kind of like, "I'm supporting you online. I like everything that you do" and all the stuff but you don't' actually in fact in real life, it's different.

When you come to places like Paleo f(x) and you get to see people in person and hang out with them and talk with them, it is important as connected as we all feel like we are online, this context is important.

**[0:34:07.5] ER:** Yeah, sure. Because we're at home with a microphone, right? We're doing this stuff remotely and it does feel that way but I felt the same way last night and in general in this event. Connecting with people that I've met or interviewed before that I've never met in person. I mean, I've almost brought to tears by some of my experiences with people. Actually, in fact you know, Kevin Belstore is one of them, Fever Brain, he had a traumatic brain injury, he speaks about it a lot, he's walking around, that guy was in a coma at one point, you know?

You just want to tear up at the success stories and the perseverance of people with their health struggles and to learn about that and connect with people in that way is just, it makes every damn year of my 30's that was ruined from hypothyroidism and you know, I mean that obviously in this late – makes it worth it, makes it really worth it now, you know?

**[0:34:50.7] AVH:** Yeah, as you've said, I mean, you wrote this book from a deep place of experience because you suffered from this yourself. Can you tell us like a little bit of back story of how you suffered and how you came to find the solutions that you found?

**[0:35:04.9] ER:** Yeah, what happened was is I came out to LA to be, you know, was an entertainment industry, I wanted to be an actress and you know, you have to be the right size if you're going to be a leading lady and now it's changed over the years but you know.

**[0:35:17.2] AVH:** Sort of.

**[0:35:17.6] ER:** A little bit, it's getting better but many years ago was you had to be a size two or four and that was the end of that. I thought I was doing it the healthy way but I was doing chronic on it, I was doing everything anti-ancestral, I was low fellow card disaster, hypoglycemic, a total mess, over working out.

Now, I did have the body but I was suffering inside with sugar addiction, food addictions, almost like, bulimic level, level of driving around the parking lot in a grocery store and making deals with myself, like if I find the parking spot then I can buy the donuts.

This self is a nightmare when you're going through it and I really – it doesn't matter if you're 400 pounds or you're just – you're thin. It doesn't matter that that stress.

**[0:35:55.4] AVH:** The dysfunctional mindset.

**[0:35:57.1] ER:** Yes, that dysfunctional mindset is a ruiner and so anyway, what it did is it led me into hypothyroidism. Now, I can't say that all that did that, red smoker, maybe, I have iron deficiencies, that could have done it.

It was probably a combination of everything. I'm actually from the Midwest which is called the goiter belt and a lot of people have hypothyroidism because there was a lack of iodine in our soil and salt and back in the day, that's why they started the iodized salt. You know, I'm not saying like, there's a lot of people from the Midwest who have it.

Then also too, the environmental factors, I feel like there were times in my teens that I was hypo when I look back and I see these ups and downs. I wonder if it had crept in then and no one knew because I do remember at 17, a doctor actually looking at me and touching my neck and said, "Have you ever gotten your thyroid checked?"

I think because I was probably very overweight and bloated, now granted, I was eating a ton of cheese and bread and bagels, that was in the like – yeah, what came first? Who knows.

Anyway, the struggle was so awful and then I'm in Los Angeles with these famous doctors and you know, anti-aging experts and I couldn't find anyone to test me right Couldn't find anyone to tell me what to do and I remained undiagnosed for two years.

60% of people are undiagnosed, the number one prescription in America is thyroid medication. 200 million people worldwide, it's a disaster, it's an epidemic and it doesn't need to be. It's easily fixable actually.

**[0:37:14.9] AVH:** Which lifestyle factors, that's the thing, not necessarily limitation only.

**[0:37:19.0] ER:** That's right. There's plenty of people who have turned it around in six to eight weeks, like a totally different person because they just cut it out, got the supplements, they started a need and boom, stuff turned around right away.

It can be a combination, it's how long do you want to put the effort in, sometimes you know, if you tried the natural approach for months and months and it isn't working, then you go, "okay, now I need to go to the hormones" but even then so, at least you've primed yourself to receive them and have them metabolize properly and that's the other point too.

Eating paleo primal and having that underlying primordial baseline is what's when allow for any of your own thyroid hormones that are working great, or the ones you're taking to get to where they need to go, to do the job.

**[0:37:56.1] AVH:** Okay, one of the things that I've always found overwhelming and I luckily do not have or suffer from these issues but the time between suffering and diagnosis which as you mentioned it takes years.

**[0:38:08.9] ER:** 20 years, sometimes 30 years, sometimes five suicide attempts because the person is absolutely depressed and amassed. Because you need thyroid hormones for your brain to function and it causes depression and I want to clear this up too for people listening with loved ones.

Often times, people really think that their depression is coming from – the body is falling apart, right? No wonder they're depressed, right, the air is falling out, they've got these symptoms. It literally is affecting your brain.

Yes, that's part of it but there is actual brain dysfunction happening when you're hyperthyroid. It's really important to know, I'm sorry, I was off track.

**[0:38:37.2] AVH:** No, I was just going to say, how can we, without giving away all the awesome information of your book but how can we fix this problem? The tough thing about thyroid dysfunction is that the symptoms can mean so many different things and they look so many different ways. How can we shorten that time between people beginning to suffer and figuring out what's wrong, how do we fix that?

**[0:38:59.6] ER:** No matter what your symptom in life, no matter what it is, you always check the thyroid first. It doesn't matter if it's mind or body because it's the master gland, it's going to affect absolutely everything.

I don't care if you got diagnosed with cancer, I don't care if someone is diagnosed with bipolar disorder, it doesn't matter. Be it mental, physical or it could be, "Oh you have polycystic ovarian syndrome." Hi, I was misdiagnosed with that. Did I have it? No, do I have it now or have I ever had it since? No. Do I look like I had it? Yes, why? because I was hypothyroid, you're going to get a disease you otherwise would not have gotten when you're in a hypothyroid state.

You can continue to patch up all the dominos falling around you or you can get to the problem and the root is the master gland at your neck called the thyroid gland. You got to start there and how do you get from A to Z? I mean, this is what I did. People kept emailing me and so from the book.

I would send them you know, a list of here is the blood work. Now I just made a free thyroid guide. If you just go to my website, [elleruss.com](http://elleruss.com). Just download the free thyroid guide, it's got all the blood tests you need to take. You know, it's got information on T3 only which is a very rare discussion and a last resort of taking thyroid hormones but it's something that I take and there's a discussion on there.

There's free podcasts about it. There's so much free stuff, you know, one of the things about this is that you spend so much damn money trying to go from one uninformed doctor after the other and then you realize, I guess I had to learn it all along and that's the message really.

If you're out there, you know, there are several people I talked to here today and I would say, "Okay, well what's your ferritin level?" Which is iron storage, very key to this or "What's this?" They're saying, you know, "Last time my doctor checked this they said it was fine."

I would go, "Okay, I still want to see it and you should know whether it's fine or not. Not just reliance, someone telling you that."

**[0:40:38.2] AVH:** Right.

**[0:40:38.8] ER:** You do have to work with them, you have to educate yourself, it's the biggest message really on this because this topic is so personal. Doctors who haven't through this or ever been – that's why the bestselling books are written by patients because we know it, we've been through it, we understood it.

Doctors are awesome but you have to arm yourself the knowledge and if you think you're going to get out of it and you think you're going to go to someone to fix you, you're going to do what I did for two years, keep just trying to find someone else to do it. Yeah.

**[0:41:04.3] AVH:** I appreciate that message because high level, that's something I'm always trying to push on the podcast, magazine, just life in general and that's why again, Paleo f(x) is so good because you have to arm yourself with the knowledge, you have to go out there and educate yourself.

There are so many other people out there smarter than I am that know all this and you can't take anything at face value. You have to read, you have to learn, you have to ask questions, you have to experiment with yourself a little bit. I think one of the things too is kind of reframing that, instead of making it like this overwhelming scary, so much information, where do I even start?

It's sort of like you know, it's your life's journey, you're trying to find health, the best lifestyle for you and that can be a positive thing. Every step you're making in the right direction is a positive thing, right? I like that you're offering too, you said you've got this free thyroid ebook.

**[0:41:45.2] ER:** You can just download it and honestly, you're not going to get mass email spam, it's just like go take it, tell you how to find a doctor in and out of the US. Who to look for online, people like Evan Brand or Dr. Ken Barry who do consults with people all over the world, they may not feel the prescribe you medication, but they'll get you on the right path and help you.

Resources for everybody to get the right test, how to maybe interpret it, just a lot of free information even including down to – here are some other causes of things you need to look at. Do you still have silver fillings in your mouth? Have you gotten tested for heavy metals? You know, this happened to me too and that is a thyroid screw upper so you know, there's lots of changes that we can go way deep down this well but to start this download the free thyroid guide, it's just a lot of great free information.

Also, for the people out there that don't have doctors or don't want to deal, you can go to places like [privatendlabs.com](http://privatendlabs.com) or [directlabs.com](http://directlabs.com). There's all sorts of self-testing places and some states won't allow you to do it but it's one of the best ways to do it because if you're searching for doctors, you don't know who is good, at least you've got your blood work and then you can take it everywhere.

Or if you just need to go test your ferritin on and see if your iron short is good, 50 bucks, done. Email to you the next day. Do you really want to waste that visit? So these are other ways that you can be on top of it.

**[0:43:06.8] AVH:** Okay, cool so where can people go to get the free book and also to get your real book and find out more about you online, where can they go?

**[0:43:14.0] ER:** Yeah, well every Monday, Primal Blueprint Podcast. We are talking about a bunch of stuff in there. You can search thyroid and you will see some free podcasts there to get some free information. Elleross.com and there is a tab that just says free thyroid guide. You can download that and my book is at Amazon, Barnes & Noble, online everywhere so anyone could pick it up but you may not even need it and that's okay like I am okay with that because I spent so much of my own damn money.

\$15,000 as a rogue actor 13 years ago with going to doctor to doctor with no results. I don't want people to do that like yes, sure by my book you might need it, but also here is a starter that is a real starter like there is juicy stuff in there and you know what? I didn't have that we have now what we're doing, I didn't have podcasts. There weren't podcasts back then. There wasn't even paleo. No one even used that word. There was no information other than the standard outdated 30-40 year old paradigm stuff and now it is out there. Now there is still lot to sift through, so you've got to really trust resources and you can listen to so many.

**[0:44:15.9] AVH:** Yeah and your podcast, Primal Blueprint Podcast is literary the first podcast I have ever listened to and I still listen to it and it is amazing. I mean listen, to our listeners this is how you know people are legit when you are offering up in creation first of all tons of great free resources but also saying like, "Hey you might need it. You may not but give it a try, learn, check my stuff out, if you like it, if you don't whatever." I mean that's legit. You are out there trying to help people not sell the book.

**[0:44:39.9] ER:** I really am and you could just Google and listen to a bunch of interviews of mine and probably get enough that you might need. You might not even need it but it's okay you know? So I am happy with that.

**[0:44:48.6] AVH:** I appreciate that. So do you have anything else sort of on the go coming up that you are excited about? You've obviously got this book that is keeping you pretty busy but what else is going on?

**[0:44:55.8] ER:** Yeah, I am going to do a course online for the thyroid because I've realized one on one coaching can be great but if you can affect people on a grander scale where they can continually re-watch videos and download about dosing protocols. So going through the book. Not reading the book but providing things that aren't even there. Personal experience and so developing that right now, I am still going to finish up the audio book which will come out.

And currently just for the people out there that want the audio book, that's great but there are visuals in the book that are important to see in terms of blood work, the contrasting examples that you can't grasp if you are autoing it. So even though there will be attachments I still say the hard cover book if you can, is probably the best comprehensive in terms of how you can seep it into your head.

**[0:45:45.4] AVH:** Okay cool. Well thank you so much for stopping by. Thank you for providing so much information for people like your podcast is one of the things that got me to where I am right now, literally, so I appreciate you and let's stay in touch.

**[0:45:58.3] ER:** Absolutely, thank you. Bye guys.

**[0:45:59.6] AVH:** Emilio, thank you very much for taking the time to be on the podcast. First of all tell us what you do in the company Pulse Centers and what Pulse Centers does?

**[0:46:10.4] EP:** Yeah, absolutely. First of all, actually thank you for having me on here and it is a pleasure to connect with you and everyone else listening. So my name Emilio, I do business development for Pulse Centers and we manufacture and distribute PEMF technology, it's low to high PEMF technology and for those of you who do not know what PEMF stands for or what it is, it's pulsed electromagnetic fields and so that is what the company is.

**[0:46:36.6] AVH:** Okay, so I am going to ask you some more detailed questions about really what that means when people come to your booth at Paleo f(x) and sit down and ask for this treatment. I know that there is a lot of conversation around EMF's and that being not a good thing. So can you talk a little bit about what it is that you offer and why that's safe and healthy and good for your process?

**[0:46:59.7] EP:** Yeah, absolutely. That is a great question. Right now one of the big topics is the non-native EMF's and trying to really bullet proof ourselves from that and so there is good EMF's and there is bad EMF's and there is a lot of doctors talking about this. Dr. Mercola talked about that at the Bulletproof Conference. He also talked about it at Paleo f(x) about the good and bad pulsed electromagnetic fields, that pulsed EMF's is good especially that it is more resonant to the body.

And it really actually Bulletproof labs came out with an article that talked about it and they actually have technology as well is that it washes you clean from the bad EMF's. So really having a system is really helping out balance. Having bad EMF's all over the place with this.

**[0:47:39.2] AVH:** Okay that is interesting. I've got to say you guys might be able to hear this but some of you hear it. Can you hear the hammering that is going on? You could tell that I am in my condo and of course it is quiet all morning. I called you on Skype and somebody decides to start like I don't know what they are doing up there but anyway, I apologize to anybody if that is distracting. Okay so I actually did try that the PMF's at Bulletproof Labs.

I was in Venice recently and I got to try it and they put it on my lower back and on my hips because that is where I have a lot of tightness and inflammation I think and pain but can you walk people through the process like they come to you and they say, "Okay let's do this" what exactly happens? How does it work? How does it feel and all of that?

**[0:48:19.9] EP:** Yeah, I will start off by painting a picture of what it looks like. For people who haven't even seen the technology like your charging cells, what does that even mean or what are you doing, right? So I like to start saying that we have three different systems. There is an Excel Pro which Ben Greenfield who has that is called the king daddy of all PEMF's which is awesome and then our X One which is a little lower and then our portable.

A lot of athletes and Olympians will use that, ours is the Pulse X, kind of a smaller little suitcase looking thing. Now each of those units can plug into five different accessories and the accessories would be a full body bed to charge the entire body, a full body chair to charge the entire body. Turning on different systems of the body since we very much are holistic and there

is a lot of systems in our body and then you can also, the other accessories would be rings, paddles and then a square pad.

If we want to target a particular area of our mind and body to bring maximum energy efficiency to those cells. Now as an introduction, what I normally tell people is that look, according to experts we have a hundred trillion cells in our bodies. Every single one of those is literally a wet battery that requires electricity and I think a lot of people think, "Hey look we are physical, we're mental and emotional," but people don't think of us as electric.

I mean when you think about cell signaling, the way our gut-brain access, our hormones how they communicate is through electricity. The ground has PEMF's coming from the ground. I mean that is the grounding whole aspect of it, right? So I think it is opening that door and saying, "Oh wow, okay we are electric." So given that each one of our cells is literary a battery it requires energy. That battery level so we are just like a computer.

We are just like a phone, if your phone is at 2% it's not going to be working well, right? The same thing with our bodies. So what this is essentially doing is optimizing the mind and body so that it can heal itself or recover faster or perform better. To really tie it all up you know based on our genes, epigenetics, the choices we make in our lives, how we have treated our bodies for the past years, that battery zero to a hundred can be depleted, right?

Or do you just soar, do you have pain? Do you have chronic pain? Do you have a disease in the body? Do you have chronic disease and I am going down the battery level because that is essentially what is happening. We are boosting that back up so that the body could do what it was intended to do, in terms of healing itself and then of course for athletes recovering faster and performing better. So we are giving it the raw materials and the energy to do what it was supposed to do.

**[0:50:45.1] AVH:** And physically the process is I did it at the Bulletproof Labs. I was sitting in a chair, the thing was underneath me and there was a pad that was put on me too but it was basically, if you could walk through it's basically like you are putting something on yourself where you are sitting or lying on something that is sending electric signals into your body in a sort of pulsing wave like kind of thing, right?

**[0:51:10.2] EP:** Yeah, I am glad you brought that up. So when you sit down on the chair and you know we can do various things so you talk about the pad, square pad, they put that on you. We can sandwich you or we can double pad some paddles and put it directly wherever you want. What is happening – and the revolutionary piece here – and by the way, this technology has been around since the days of Tesla, except we just advanced the technology since then.

So when you sit on a chair, lay on the bed, the revolutionary piece is here is that it is identifying any electrical or energy imbalances you have in your body and then it's going to charge those compromised cells in that area and once it's addressed that, it will move onto the next and to the next and to the next. So everyone who sits on the chair or the bed let's say, they're going to feel a difference like, "Oh I feel it in my gut or my shoulders or this or that."

And it could be something you are currently not in the path that they have experienced some type of mobility, dysfunction or disease in the body and it is finding that and people freak out. They're like, "Whoa it went exactly where I am feeling of what is going on," every time, 10 times out of 10 and so it's great that it is actually doing that and then really yes like you said, it is sending pulse electromagnetic fields through the body.

And it is really, when you think about the pulses, if you think about an impulse system. So think about a bell curve, every pulse that you are feeling is harmlessly slipping past the exterior wall of the cell charging the mitochondria, the nucleus, the organs and the cell and then reverberating back into the body over and over. So it is all that energy input.

**[0:52:33.0] AVH:** It is funny that you say that because I remember being kind of astonished when I did it that I have some chronic spots like inflammation and pain and stuff from I am sure imbalances or overwork or overuse or whatever and when they are placing this stuff on me and placing me on the pads, it was crazy how I felt it exactly where I wanted it to go. It was really interesting. Okay so can you use it, I don't think most people will have this problem but can you use it too much?

Can you do it too much? What is the sort of ideal amount that you can use this as a therapeutic sort of supplementary part of your overall health practice?

**[0:53:11.5] EP:** It is like a yes and no. Of course just like anything you can overuse something, absolutely. You don't go to the gym for eight hours straight, right? You have a diminishing returns which would happen. I've done it like four hours in a day spread out and everything and I have been feeling like a rock star. I try to do an hour in the morning, an hour at night. That is an ideal, that never happens because I am so busy but yeah, if you are just putting in insane amounts of hours every single day, yes.

Just like anything else there is an overuse of something. So what's great about this is that you don't need that essentially because we can go low to high, you can provide a therapeutic dose in a short amount of time, like even before this call. I've been super busy this morning. I had under 10 minutes before we jumped on and so I charged my sole pads with the paddles like right sole pads, left sole pads, the hip flexers, my heart increased heart rate variability and then my head.

Just because when I think about the different energy meridians in our bodies, the three main energy stuff those are some major high ways that really turn on the system. So yeah because it is very high powered you don't necessarily need as much – when I think about people and their time these days, time is the number one asset. So like I said, let's get in and get out.

**[0:54:21.6] AVH:** Yeah and it does seem like if you can use it for hours a day it is pretty hard to overdo it and most people don't have that kind of time. You are not going to be walking around all day with one of these things attached to you. I mean but I need to get myself one of these. Okay so do you have any information on some real sort of empirical studies that are showing? Because it is great for people to do it and say that it helps and it does.

When I did it the first time, this makes me feel super warmed up and good, like a million bucks. Some of it could be placebo, some of it could not be but it is one thing for people to say that it helps and it is another thing to actually have the studies and have some real evidence that this is doing something and improving people's health or what have you. So can you talk a little bit to that?

**[0:55:07.3] EP:** Yeah, that is a big thing. I wanted to talk about that one thing I just left out on that last piece that I want to throw in is that depending on where you are in that battery level that we talked about like if you have chronic disease or disease and like I said, you're phone is at 2% not going to be working well, the same with your body. So if you are so depleted, a person who is ill let's say, would want to maximize their hours, let us have as many hours on there so the battery gets really up there.

But anyway, we have a bunch of these courses since I do business well with the company. If you can go online you could see this or download this for sure. It is basically Penn's research behind the results and so some of the things that we can highlight here. If you look out there whether it would be Pub Med or pemfinfo.com that's another good one, a lot of research, the science behind all of this.

I was talking to Dr. Santuchi, she was one of our doctors in our network and they have about 10,000 double blind studies that I have no idea about PEMF and what's it's been used for across the board. Some of the main things like increases bone density, phase angle, like our actual developer and CEO of this actually has a ridiculous faith angle score from using this over the couple of years and so there is some more research and science being done about that.

**[0:56:19.9] AVH:** What's phase?

**[0:56:21.2] EP:** So phase angle is the durability of the cell membrane and they are starting to show a lot. We can go really deep with that but really having that is very beneficial. It has been FDA approved for bone growth. So if you can see there is a scan of someone who had fractured their arm and in nine days, you could see the clean fracture. It is fractured big time and in nine days, I think it was an hour a day on our system, it completely was kind of have that bone growth.

And so literally there is a lot of things that we can talk about what it's doing and people are like, "Well how is that doing that?" it is not doing the healing by the way. It is simply giving the body what it needs especially if there are certain times that whether it would be injury or disease in the body, sort of systems in the body are not working anymore. They are turned off and we work

as a whole and we are turning on those various systems to where the cells – it's like a raisin back to a grape.

Saying, "Hey we actually can do our jobs now and expelling toxins from a cell bringing more oxygen and nutrition into the cell and the next thing you know, you are getting better sleep there's more repair and rejuvenation. The cells were like, "Guys we are back online, repair that, rejuvenate that," so I think you can go to those two sites. You know the last thing I would say too because I mean you think paleo we're about nutrition and good health, eating and good habits and lifestyle.

One of the things I was reading when I was talking to our doctors was, I think in America we have a problem with absorption, like even if we eat a healthy diet or not there is a problem with absorption for various reasons. Well, the magnetic field draws everything into the cells, directly into the cells. So, whatever you eat or consume, whatever is going to deliver it in there but what is interesting is that what will happen is your blood vessels will dilate.

It will dump off the micronutrients, macronutrients, vitamins, minerals but if the body doesn't have the right milli-volts, the voltage, the energy, it cannot gather all of that and convert it into new cells in order to heal and so the body needs that energy. I can go on and on.

**[0:58:16.7] AVH:** Yeah, I know I like it. That is very helpful and I like that you talk with your hands as much as I do. It's helping me learn. It is great because I don't always get to see the people that I am talking to on the podcast so this is awesome. One last question because I can't keep you forever but tell us how Paleo f(x) was for you guys as a show like how do people respond to it. How was everything in general for you?

**[0:58:36.8] EP:** It was absolutely amazing. It was a beautiful experience. We thank Paleo f(x) and Michelle and Keith and everyone for having us and everyone coming over. We were packed nonstop. We had a huge line in our main booth right next to Key On. I was primarily up in the VIP lounge luckily and gratefully with a lot of the Paleo f(x) speakers that came on. So I was working on Doc Parsley and Paul Check and Ben Greenfield recovering every day in our booth from his recent incident.

So he was up there getting charged every day, so we were helping out with that. It was just such an amazing experience. I mean we made a lot of connections. We are talking partnerships and synergistic opportunities and I think being in Austin there is a lot of business owners and entrepreneurs, whether it was in the health and wellness fitness space, that really get the paradigm shift of, "Wow I can create a business, maximize the ROI by truly really healing people."

And really helping people and taking them to the next level and I think a lot of the people here at Paleo f(x) versus other conferences really got it. So it was like really great on both sides so I had a blast, I always do. It can be exhausting but I mean it is exciting. One funny thing too like I can talk about any Paleo f(x) speaker but the first person coming to mind right now is Paul Check and I remember his first talk on the first Friday, he only had five minutes.

And I said well jump on it we'll just max it out and so he is there getting pulses. Oh wow, he's very in tune to his body. He's like, "I could feel it, here it is, oh my goodness" he gets up after five minutes right before his talk and he says, "Emilio I feel like I just did an hour and a half on Tai Chi. I feel so good," so he goes to his talk, I didn't see his talk but then the next day I heard from multiple people that he was singing and dancing on stage and yeah so I was like, "Wonderful!"

**[1:00:18.6] AVH:** Awesome, that's so cool. Well I mean I think the fact that you guys were as busy as you were especially with these sort of high performing authorities who were there to speak, the fact that you were so busy shows that you guys are obviously tapping into something that's helping people, so that is pretty exciting. Can you tell people where they can go online whether it's a website or social media or wherever to learn more about your product?

**[1:00:40.7] EP:** Yeah absolutely, you guys can visit us at [pulsecenters.com](http://pulsecenters.com) and we are on all social media channels across the board at [@pulsecenters](https://twitter.com/pulsecenters). If you are here in Austin, Texas feel free to email me and I could set up a private demo for you if you like. It's [epalaflox@pulsecenters.com](mailto:epalaflox@pulsecenters.com). If the people that have our system now in Austin is on an academy across at Central downtown Austin, Texas "Train-Adapt-Evolve" and then of course we're in Conroy, Texas if you're in the North Houston area.

So those are some people that are really getting a lot of athletes and seeing some really good stuff in recovery and performance. So whether you are in those areas or you can go to our website, the last thing I'd say is our website. It is on the top right, there's a locate button and if you click that you can enter your address or your zip code and it will populate the various centers because there could be all kinds. We are just a manufacturer and distributor of this.

So it could be a doctor, it could be a holistic center, it could be a gym, it could be whatever but it will populate the centers that are near you that you can go and get a session and check it out.

**[1:01:43.7] AVH:** Awesome, cool all right the next time I am in Austin I'm going to hit you up because I would love using these products and I need to get one for myself but that is next steps. Anyway Emilio, thank you so much for your time and let's do this again sometime soon.

**[1:01:57.7] EP:** For sure, absolutely thank you.

[END OF INTERVIEW]

**[1:02:03.2] AVH:** All right guys, that's it for the Paleo f(x) round up. If you have yourself any awesome memories or fun experiences or pictures, I don't know if you were at the VIP dinner with me on Friday night where things are getting a little crazy, people were dancing and it was a real good time, somebody's got to have some pictures from that night. Anyway, if you have anything you want to share with us from Paleo f(x) send us a message on social media @paleomagazine, or myself @themusclemaven.

Let us know, we might repost if you have something especially cool or a fun picture so please do that and next week we are talking with a woman named Sophie Ventigilin. We bonded over our mutually Dutch last names but she is the creator of Squirrel in the Kitchen which is a really popular healthy food blog and she just wrote a cookbook called *The Autoimmune Protocol Made Simple* which is something we all want is for our diet to be made simple. So stay tuned for that next week, have a listen and we'll talk to you then.

[OUTRO]

**[1:22:32.8] AV:** Paleo Magazine Radio is brought to you by the Paleo Media Group and is produced by We Edit Podcasts. Our show music features the song *Light It Up*, by Morgan Heritage and Jo Mersa Marley, and on behalf of everyone at Paleo Magazine, thank you for listening.

[END]