

EPISODE 242

[INTRODUCTION]

[00:00:10] AVH: Hey everybody, welcome to the podcast. My name is Ashleigh VanHouten. As of this recording, it is almost December, so full on cold for many of us and that also means for many of us, I mean - it doesn't have to but it often does, a compromised immune system. This is when we get cold and cranky and want to stay indoors, just eating and not moving because it's so dark and cold out there. I know I'm not the only one who thinks this.

But, I think we have to fight against it a little and I know that ever since I have invested in like real winter clothes, I mean, serious coats and boots when I'm in Ottawa which is one of the coldest places in North America slash the world in the winter. Seriously. Look it up. I have had a better time with outdoor stuff, activities and you know, I go outside and I kind of wear it as a badge of honor. Because when you go outside to walk or ski or hang out or do things when it's minus 35 or colder, celsius. It's kind of bad ass, right?

Anyway, I mean, ultimately, life goes on, whether it's cold or not and you don't want to just sit around waiting for summer every year for those of us who live in climates like this. You got to get out there and enjoy it or, at the very least, if you don't want to go outside of the sweater, just try your best to stay healthy, right? Because I don't think it's inevitability that you have to get sick just because it's winter. I think we can avoid it.

One way I think that you can do that is to drink a lot of bone broth. Which I refuse to acknowledge as a fad, just because you can buy fancy cups of it in cafes and boutiques in New York, and Austin and California. It's something that human beings have been consuming for a long time and it's chock full of vitamins and minerals and amino acids and things that will support your health.

It's also delicious and it's also pretty cheap and easy to make. Maybe that's an indoor activity you could do sometime over the winter. Or, you could just get our guest today, Sharon Brown, the founder of Bonafide Provisions. She can just give some to you instead if you don't want to make it.

They are Bonafide Provisions, they make organic bone broth and bone broth based soups, they're also a sponsor of the show and she gives us a good discount at the end of the interview in case you want to try some stuff out for yourself which I highly recommend. But she's going to tell us a little bit about her story, how she used bone broth to heal her son's illness.

Why her products are good but also some advice on how to make it on your own if you don't feel like buying it. Get cozy, wrap yourself up in a blanket that looks like a mermaid tail. I'm not the only adult who has a mermaid blanket, am I? Anyway, never mind. I hope you enjoy this interview with Sharon after a word about today's show sponsor, Perfect Keto.

[SPONSOR MESSAGE]

[00:02:59] AVH: Perfect Keto is a supplement company that supports a healthy lifestyle and diet and also a ketogenic one if you're into that. Founded by my friend, Dr. Anthony Gustin who is the only guest I've ever had on the podcast twice. You might want to check out those episodes. He's a super smart guy and they make a ton of different products that can work for keto diets or not so they've got exogenous ketones, powdered MCT, a keto collagen that I really like and they have this new product, they're keto bars, they're almond butter brownie keto bars. Which are borderline a little too delicious based on how quickly I ate the box that they sent to me.

Pro-tip, put them in the microwave for about 10 seconds and you have this actual warm, gooey brownie that also happens to have 10 grams of protein, pretty high fat, pretty low carbs, no added sugars or weird gross ingredients or weird aftertaste. It's not going to raise your blood sugar. It's a perfect dessert snack or treat that is going to keep you on track with a healthy or keto diet if of course you don't eat like five of them in a day like I did.

Don't worry about it. Anyway, if you want to try out their products, we've got great discounts for you, check out perfectketo.com/paleomag. Use the code `pmketobars30` for 30% off the bars just until the end of November. So I think you have a couple of days left on that and you can use the code `paleomag` to get 20% off anything.

Buy away, try away, let me know what you think and check them out.

[INTERVIEW]

[0:04:30.7] AVH: Sharon, welcome to the podcast. Thank you so much for being here.

[0:04:33.4] SB: Thanks for having me, I appreciate it.

[0:04:36.0] AVH: I am already a fan of your products and I know a lot about them but just in case our listeners don't, I would love for you to start by just kind of introducing them to who you are and your story and your background a little bit.

[0:04:48.7] SB: Sure, thanks. My name is Sharon Brown and I am the founder and CEO of Bonafide Provisions and Bonafide Provisions is a company that makes frozen bone broth as well as a line of soups and some fun new innovation that we're going to be launching soon that I'm not allowed to talk about.

[0:05:10.2] AVH: Man, you just started out the interview that way. Now I'm like, it's on my mind. Okay, we'll get to that part later, all right.

[0:05:16.7] SB: Okay. I'd love to share my story with you and how I kind of became this bone broth slinger. I have three children, my husband and I have been together for 30 years, we have three children and our middle son, he's 19 now. When he was six month old, he developed his first sinus infection and I did what most moms did 20 years ago. I took him to the conventional pediatrician and they put him on his first round of antibiotics.

He pretty much stayed on around of antibiotics for the first six years of his life on and off.

[0:05:55.4] AVH: Wow.

[0:05:56.1] SB: Yeah. He suffered from chronic sinus infections, ear infections, respiratory infections. He was on steroids, albuterol and the doctors used to basically say you know, he'll grow out of it and he won't really be affected by all these rounds of antibiotics. It got to the point

where he was actually having to go on rounds of 21 day cycles of antibiotics because the antibiotics weren't working for his sinus infections and ear infections anymore.

But we kept thinking, you know, he would grow out of this and we were just kind of following what the doctors would have us do. And it wasn't until I – he was in first grade and we went to a back to school night where you get to go back and meet the teacher that the teacher pulled us aside and said, you know, Blake is a fine young man but I want to let you know, I've been a teacher for over 20 years and he's exhibiting signs of ADD, he has problems paying attention and you know, given my history with these children, it's best to get them on medication, Ritalin, early. It's better for the parents, the teachers and the kids around them and so it's probably an avenue you need to start pursuing.

We left that teacher's meeting last night thinking this is crazy. My husband and I, we really need to get off this crazy train and of course he can't pay attention. I can't pay attention when I have a sinus infection. Why would we think that this little guy could pay attention when he's sick all the time. I decided to do just something different and drastic 12 years ago. I pulled him out of school that night and I decided the first thing I'm going to do is home school him and try and figure this out and so, I did that and then I started to do a little bit of research and there wasn't a lot of information back then. Particularly on the internet.

It just really wasn't a thing 12 years ago but I came across this concept of healing through food and that food could be medicine and it was really a new concept to me and although, we were a family that was 'healthy' and I say that in parenthesis, we were on this low fat diet kick, you know, skinless, boneless chicken breast and butter, that's sautéed and sprayed with margarine. We thought we were a healthy family and lo and behold, we really weren't a healthy family. This concept of healing through food was very new to me but as I started to research it a bit more even going to the library. I came across this concept of healing the gut and healing it with bone broth.

I, of course, had never heard of bone broth before but as I started to do research and understand it a bit more, the idea was that bone broth helps heal the mucosal lining of the gut. Because up to 85% of your immune system is in your gut, when you heal the gut, you heal the rest of the body regardless of what you're dealing with. I thought, what do we have to lose and I

was desperate. I felt like we didn't have anything to lose so I called my husband, he was a chef at one point in his career and I said, find some bones, we're going to make bone broth and he thought I was crazy but he did. We started to make bone broth and we started to sneak it in to everything that we made for Blake.

Whether it be waffles in the morning or vegetables that we were sautéing or meats that we were braising or smoothies that I was making for him. I put bone broth in everything that this little guy consumed and within three months - it was the first time since he was six months old that he hadn't had a sinus infection. Then, I thought okay, maybe it's because he's not around children at school, I kind of thought could this really be happening and then six months went by, nine months went by and then a year went by and we healed him using food. In fact, he's never been back to the doctor except for a broken bone.

[0:09:49.7] AVH: Wow.

[0:09:50.0] SB: Yeah. That prompted me to, of course, I was a mom and you know, once a mom finds something that works, that becomes your mission in life. I found myself sitting in parks for hours, talking to other moms going over to moms – if I see somebody at the pharmacy or if I was in the grocery store, I was talking to moms and so, I realized I had this passion for this and so I went back to school, I got several degrees in nutrition.

Opened up a nutrition practice and I started working with people all across the country, teaching them to heal through food but my biggest challenge in my practice was getting people to make their own bone broth. You know, six years ago, there wasn't bone broth, it just wasn't trending, it wasn't a thing. I approached my husband and I said, will you make bone broth just for my clients. So we can ship product, you know, this product to them so that they can comply and we can heal these people.

He said, "No, absolutely not." I begged him and a happy wife is a happy life. He did and that's how we started our business and we would sell out weekly and then daily and then we started selling it online and it started selling out online.

Now, you know, here we are, we are in the frozen set of grocery stores all across the country and our bone broth actually in the natural channel, outsells pizza and chicken nuggets which is kind of crazy.

[0:11:19.9] AVH: Wow, that's an accomplishment.

[0:11:23.2] SB: It's kind of crazy but who would have thought, right? That here is this mom that healed her son and now all of these people are kind of jumping on that bone broth wagon and using it for medicinal purposes which is - just warms my heart, all these people that are receiving the benefits of the bone broth.

That's our story and that's how I became a bone broth slinger.

[0:11:43.6] AVH: I love it, that's a fantastic story. One question though I have for you. When you discovered bone broth and started incorporating it into your son's diet, did you also do any research or make any changes in terms of taking anything out of his diet that was already there?

Were you guys eating a 'standard American diet' or were you trying to be sort of unprocessed foods or how are you eating and was there anything that you kind of took away as you added in the bone broth?

[0:12:11.0] SB: Yeah, I would say that we weren't the standard American diet family. I mean, you know, when my friends would look at us 12 years ago, they thought we were the healthy family, you know? We definitely weren't like a fast food family and we did cook much of our things from home. But we weren't cooking from scratch, we were using a lot of grains, right?

I'm 52 and I grew up in the generation where it's like, "Hey, as long as it's whole grains, it's good for you." Low fat everything. It was this huge paradigm shift that it wasn't - I'd love to be able to say that bone broth is just the magic pill but there is no magic pill, right? It's really a combination of things and what worked for, not only our family, but for those in my practice and the thousands of people I worked with across the country was really more of the paleo diet and paleo -

I didn't know 13 years ago that we had this child on a paleo diet because I didn't even know it was what that was. That's exactly what it was, it was lots of good fats, it was lots of – we did ghee and absolutely no grains. And then when we did do any type of I say grains, it was in the form of we would make our bread with coconut flower or almond flower and you know, then eventually, we did move kind of – we did allow like butter and some raw dairy into his diet when he could tolerate it. Absolutely no sugar, we didn't do any sugar for him for probably the first three months and that included fruit sugar. Of course, we added all of that back in eventually.

[0:13:52.1] AVH: Okay, that makes sense. You were mentioning that it can be tough sometimes to get people to make their own bone broth and I will say, when I was going through this kind of experimental phase myself, because I am absolutely on the bone broth and collagen bandwagon, big time and I've noticed huge improvements in my own health from incorporating that into my diet. And I cook a lot of food at home and I'm not a super fancy or accomplished chef but I like to play around with some things and I was like, I can make some bone broth and you can do it inexpensively because still to this day, if you go to a butcher, a lot of people are – I don't know what they're doing with bones.

But most people don't want them so you can get a lot of bones for relatively cheap and you can do whatever you want with it in terms of adding spices and flavors and things like that, there's a lot of fun that can be had but it can be, it's like a little kind of labor intensive maybe, especially for what you're getting out of it. I get why people might not want to make it themselves.

However, since you obviously have a pretty extensive background in kind of experimenting and playing with recipes and things like that, what are some tips for people who might want to make it on their own, maybe some mistakes they're making or ways that can really maximize the health of the product if they're going to make their own.

[0:15:06.5] SB: Yeah. You know, my motto and I don't really know if my investors love this motto, but they're very supportive of everything that I do. Make your own bone broth but when you can't, we're here for you. We're going to make it the exact same way that you do it at home and we're going to store it the exact same way that you do at home when you make a 10 quart

vat of bone broth in the freezer. So we don't have to add anything weird to the product. You know, to extend the shelf life.

It is a really easy process to do. I think that first of all, the most important thing that you need to do when making bone broth is you need to source your bones and make sure that you have well sourced bones. If they're not certified organic, you run into issues with heavy metals. Animals who are not certified organic and live on pasture, they store heavy metals in their bones because they're sick animals.

Just like humans, a healthy human is exposed to heavy metals and they secrete those heavy metals through their urine and their feces and it's not a problem. Unhealthy people will store those heavy metals in their bones. It's the same thing with animals. The first thing that you need to do is you need to work with either a rancher, a butcher, a farmer, a co-op, a farmer's market that sources their bones from certified organic, right? Pasture raised, either chickens or grass fed bones.

The second thing you want to do is you want to make sure that you use filtered water. We use a triple filtered water in ours and you're looking for a water filtration system that filters out things like fluoride, right? And chlorine, because those are really hard on the gut and then it defeats the purpose of the gut healing.

The second thing - or the third thing that you want to do is you want to add some type of chelating agent and that's just a big word for – it means a magnet. Apple cider vinegar or lemon juice and what that does is when you take the bones of an animal and you cook it for long periods of time, 18 to 48 hours because we've done labs and that's kind of the sweet spot where you get all the benefits of the amino acids and you add apple cider vinegar or some type of chelating agent, the apple cider vinegar acts like a magnet and it pulls all the nutrients, the collagen, the amino acids, the minerals from the bones and dumps them into the broth.

The longer cooking time gives you the higher yields of those particular things like the amino acids. And that's what really makes a great bone broth. Quite frankly, you don't really need to add a lot of things. We add garlic and onion but we did that originally with our beef and chicken for medicinal purposes, right? Because we know how good garlic is for gut healing and how

good onions are and that's – remember when we started making these, those recipes were for medicinal purposes for my clients.

That's really all we add and that's all you need to add, of course you can add more of a flavor profile by adding herbs or anything that you like but be careful there because if you're using it for medicinal purposes, you really don't want to have a lot of things that can be upsetting to the gut lining.

[0:18:24.7] AVH: That makes sense. What about – you talked a lot or rather doing my own research and on the website and things like that, about preservatives and other products, who use a lot of fillers and things like that.

Talk about how you kind of get around that with your products?

[0:18:41.9] SB: Yeah. You know what? There's really no way around making real bone broth, right? First of all, it takes time. We've tried, we've tried everything to try to make this product as affordable as we possibly can to the consumer. But you can't rush it, right? We've done our labs, like we started out with the 10 hour lab, a 12 hour lab, a 15 hour lab. Where we cook the bones for a certain amount of time and you're just not able to get the yield that's necessary for that healing for the high amino acids and we can get into the amino acids in a little while.

That's kind of the really important part and then of course, you've got to use like a specific bone to water ratio. You can't just water this stuff down. Then the third component is, you can't add filler broth and the crazy thing and we all know this. It's a really unfortunate side of the food industry, is that you think that there's a lot of regulation around products but there's not.

There is no regulation of what bone broth is and so retailers, what they're doing is they're jumping on the bone broth wagon and they're actually taking off what is known as either stock or just broth. They're relabeling it and putting it right back on the shelf and so I challenge you to walk down the shelf and you know - this is anything that you're buying by the way. This is where I put on my nutritionist hat and I take off my bone broth slinger hat and I say, read our labels because the crazy thing is that, five out of the 10 bone broths that are on the market, if you look at the ingredients, the first ingredient will say broth or stock. That's not even made with bones.

They can make that with a bouillon cube, they can make that with a powder and there's no regulation that says that you have to make bone broth with bones. For us, it's just not even an option because this bone broth is used by most people for medicinal purposes and it would defeat the whole purpose of that.

My caution to everybody is to just always look at your ingredients and if you see a bone broth that doesn't say that the ingredients are bones, that you can read all the ingredients and there are some type of filler broth in there, like a lot of times, you'll see like bone broth is the first ingredient and then the next two is stock and then the next ingredient is broth. That means that they've probably added a couple of bones and thrown it in to some Swanson's Broth.

[0:21:23.5] AVH: Yeah, it's such a sad state of affairs right now. Not only can the sort of not do what they say they're going to do but they can also be deliberately misleading because I'm somebody who has always paid a lot of attention to the ingredients list and I'm going to look and see what's on the back of a package before I buy it.

Even I, maybe before speaking with you would look at a product and if the first ingredient is broth, I would be like okay, well, this is bone broth so that makes sense. That's probably okay. I wouldn't know what that means. That's why we need to really kind of do our research and educate ourselves and make sure that we're not getting swindled, it's pretty bad.

[0:22:02.9] SB: Absolutely. You know, the same thing with kombucha, you know? There's a lot of really great Kombucha companies out there and now, everybody's jumping on the kombucha bandwagon, right? 15 years ago, we were crazy people for making our kombuchas and you know, having our own Scoby mushroom at home and growing this scientific project.

Now, so many companies have jumped on the kombucha bandwagon and they're using a powder to start their kombucha base and you don't even have to have the Scoby mushroom as a part of the kombucha to call it kombucha. It is and you know, any product, look at the label, if you can read the ingredients and then look at what they're calling it.

If it's kombucha, you need to find that kombucha mushroom in there, if it's bone broth, look for bones, that's what you're paying for.

[0:22:51.3] AVH: Yeah, absolutely. One of the other things that you guys I think do differently than a lot of companies and it's mentioned on the website too, is I guess you guys have like a higher concentration of actual collagen in your bone broth. Like when it's in the fridge or actually gelatinous. Can you talk a little bit about how that works?

[0:23:11.4] SB: Sure. You know, that's one of the ways that you're really going to be able to tell if your bone broth is a real bone broth and if the bones to water ratio is correct. If you make your bone broth at home, you're going to take your bones, you're going to add that apple cider vinegar, you're going to cook it for long periods of time and when you put it in the refrigerator all of the collagen is going to become gelatinous.

That's actually what collagen does. It's like jelly and so, that is a really good indication of - that you did a great job at home, right? Pat yourself on the back, your bone broth gelled or when you're buying one from one of the various companies that are selling bone broth that it's a real bone broth that they used the right types of bones. That they had the longer cooking time and that the bone to water ratio was good. Meaning, they weren't trying to kind of water it down.

[0:24:12.5] AVH: Okay. You mentioned amino acids earlier. Is there – we know that obviously, having sort of animal protein is the best way to get the full complement of amino acids that we need, right? Are there different nutritional profiles for the different broths or options because you know, we've got like the – a beef one and we've got a turkey one and so how does that work?

[0:24:35.9] SB: Yeah. No, they're all the same, however they will yield – some will yield greater amino acids than others. So for instance, the beef will yield a higher amount of glutamine than the chicken. However, I will say and this was just from my clinical experience, I would have people that would say, I can't drink beef bone broth, I just can't do it so I'm going to do chicken.

These were really kind of sick individuals, advanced stages of Crohns, you know, people who were having 15, 14 bowel movements a day. That were absolutely able to heal their gut using

chicken versus beef. You know, in that area, really, as long as you're using a good bone, you're fine.

As long as it's coming from an animal, not say like a fish, you're going to be fine. I think it is important to kind of talk about the amino acids and there's one I'd like to talk about because you know, this was science that I had no idea about, right? 12 years ago, I was a desperate mom, I was willing to do anything.

I just knew that whatever we were doing was wrong and I was willing to become any kind of crazy hippie that I had to, to heal my son. I mean, 12 years ago, you know, that meant that myself and other moms, we were making our own kombucha using our own Scobys, we were you know, we were buying cultures to make our own yogurt, we had yogurt machines, we were making our own bone broth, I mean, it really was like – you know, Little House on the Prairie back then.

Now, it's not so much like that and now, we understand the science behind it, right? There's four very specific amino acids that are important and I don't want to bore people and I don't want you to check out because I think it's really important to know this stuff, right? The why behind it.

It's like why am I drinking this stuff and what is it good for? But the most important amino acid in bone broth is the amino acid glutamine and glutamine is a power house amino acid for gut healing. When I was a nutritionist, I worked with people with every gastrointestinal issue you can imagine.

Crohns disease, celiac disease, diverticulitis. I mean, you name it and you know, I worked with many of the doctors here at UC Irvine, UCSD and the gastroenterology department. That's kind of a given but you know. People then, you kind of take it to the next layer. Other ailments that it helps. People with arthritis.

I was a GAPS practitioner so gap stands for gut and psychology syndrome and we used bone broth and the GAPS program to support and heals children with autism, ADD, ADHD, Dyslexia, dyspraxia because their direct correlation between the gut and the brain. The glutamine is what

heals the gut 85% of your immune system is in your gut and when you heal the gut, you heal the rest of the body.

The glutamine is really important because it's unique. What happens with the glutamine, it's the primary fuel that's used by the cells that line your gut and the cells of your gut love glutamine so much that they're actually able to absorb it directly quite quickly. You drink bone broth, you take anything with glutamine, those cells eat that glutamine as quickly as possible and when these cells are fed the food that they love, the cells will actually start spitting out a little bit of mucus and that mucus is what seals the mucosal lining of the gut and starts to heal the gut lining.

That's the power house behind bone broth. It's really the glutamine and there's several others, there's glycine and the glutathione and elarganine. The glutamine really is the power house behind it. You know, of course there's this wonderful effect with the gut and brain connection and if we have time, I'd love to talk about that.

[0:28:40.5] AVH: Please go ahead, I'm not going to stop you.

[0:28:42.7] SB: Awesome. I'm a GAPS practitioner and as I said, it's an acronym for gut and psychology syndrome and it's a book that was written by a doctor and her name is Natasha Campbell-McBride and she is a neurologist and she was actually a neurosurgeon and her son was born with autism and this was a long time ago.

And she knew that every approach to autism was all about healing the brain and it makes sense. You'd think like okay, these children their brains are not functioning and so we have to heal the brain. Well as a neurologist and in her studies, she understood that there is a gut and brain connection. When you were in utero there is a piece of tissue and that tissue breaks apart and one piece of the tissue becomes the gut.

And the other piece of the tissue becomes the brain and they are forever in communication via something called your enteric nervous system and so really, they're Siamese twins. And we have all experienced the gut and brain connection at least most of us because whenever we are thinking affects our gut and I will give you a great example. Most people don't like to public

speak and the thought of public speaking gives us butterflies in our stomach just the thought of it.

So we know that what we are thinking is now affecting our gut because we are getting gut butterflies. Well transversely, it's the same thing. Whatever you're putting in your gut has a direct effect on your brain and Dr. Natasha said, "You know what? I need to fix this gut because if I fix this gut I am going to be able to unpollute his brain and that is what I'm going to do." And so she created this program called GAPS that heals the gut to heal the brain.

And the fast forward story is she healed her son with autism completely just by healing his gut and then she went across the world actually and trained practitioners in the gut and psychology syndrome program and that is actually I was in her first ever graduating class and work with people all across the country. But the gut and the brain is so fascinating and really the best approach to things like anxiety and depression, autism, ADD, ADHD. Healing the gut heals the brain.

[0:30:55.9] AVH: This is such a good example that I never really put two and two together before because when you were saying - when people get nervous about something and they feel it in their stomach and I think everyone has felt that before in their life and know that it is a real thing. There is nothing made up about that. It is a very physical response to stress.

But the turning it around, the idea that you are having gut issues that can absolutely, tangibly, negatively affect how you're thinking and your mood and how you can move around in the world so it is funny because I never really flipped it and looked at it the other way but makes total sense. That is so interesting.

[0:31:38.2] SB: Yeah, it is and really what happens is the food becomes the source of toxicity to the brain. Most Americans, just by our lifestyle, the fact that we've all been raised on meats with antibiotics, meats that have pesticides. Our very toxic world that we live in. Most of us have tears in our mucosal lining of the gut. It is just the fact of living an American life.

And what happens is even something like an undigested piece of protein will enter itself into the blood stream. It will make its way through the blood brain barrier that access and it will become

a source of toxicity to the brain and so too often we are trying to fix the brain. I have worked with so many young adults with anxiety and depression. My own son ADD, ADHD and we are constantly fixing the brain but we've got to start foundationally with the gut and Hypocrites, it is really an over quote, right? We just skim over it but really all disease begins in the gut and he said that.

You know he was the father of all medicine and it is so true, when you fix the gut and I found that in my own practice regardless of what I was dealing with, when I fixed the gut, I fixed the rest of the body.

[0:33:00.2] AVH: And it is such a practical approach even for people who may not be convinced or may think that it's a woo-woo subject, which I really don't think that it is but for anybody who isn't really super convinced I think most of us can go onboard with the fact that healing your gut and eating healthy food can make you healthier and improve your health and improve your overall wellbeing.

So it is a no lose situation that if you do this and it does have positive impacts on your brain health and your cognitive function and all of those things, then what's the harm in eating healthier and trying to heal your gut, right? I mean it just makes sense.

[0:33:36.3] SB: Yeah, good point yep.

[0:33:38.5] AVH: One of the things that I thought that was interesting that you touched on earlier, another concept that I had never thought about before when you were saying you were trying to sneak some of these bone broth into every meal for your son like putting it into waffles and putting it into smoothies and that is something I haven't thought off because I use bone broth certainly with savory dinner meals and things like that.

And I drink it as a tea replacement because it is delicious but I never thought about hiding it in places where – they are unexpected. So are there some broths that maybe aren't as strongly flavored or if you mix a certain amount in to say like your waffle batter you are not going to taste it. How does that work?

[0:34:18.0] SB: Yeah, so when we were taking this whole food approach with my son, Blake, we were able to get him to drink bone broth for about the first week and then he was like, "I am done. I can't drink another cup of bone broth." And I mean you are dealing with a six year old, right? And so what I did was I just snuck it into everything and so what I would do and I still give the same advice.

So whether you make your own and you buy a bag of our bone broth or any other frozen brand of bone broth. You want to take the bone broth and you can defrost it in the refrigerator to a slushy state and then put it into ice cube trays and then what I would do was I would take the ice cube tray and I would just take a cube and I would add it into literally everything that I cooked for him. I use chicken because it is a great point, who wants to have a smoothie that tastes like a chicken bone broth?

[0:35:17.5] AVH: Some people maybe but I just can't imagine it right?

[0:35:21.8] SB: Yeah but the chicken it has a very, very low flavor profile. You will not be able to taste it in any of your smoothies or anything else and it adds that real whole sourced form of not only amino acids but collagen. And so I would grab one or two cubes depending on how many people I was making the smoothie for, pop those in he would never know it. If I was doing waffles in the morning, I would replace the liquid that it called for. I would do a grain free waffle mix.

Back then there weren't any grain free waffle mixes so we would do it by scratch, add in whatever it was, a cup of bone broth and so my goal was to get as much bone broth in as we can. For lunch if I was roasting vegetables or kale chips or whatever it was, I would add several tablespoons of bone broth to it. If I was poaching salmon that night, adding that to it. He didn't do rice or quinoa really grains for such a long time. But if I was doing a cauliflower mash, bone broth to that.

So you can just see that I snuck it into every single thing and even sweet things. I would put it into banana bread that I made, if it called for milk or any type of nut milk I would replace it with bone broth and I just started sneaking it into everything that I made for him and the chicken flavor is the easier one.

We have a frontier blend and we have a turkey blend that we launched this last year. And those have a pretty deep flavor profile. They have herbs to it and it is for people that are looking for more of this really savory kind of broth. And more of a flavorful kind of broth and you don't want to use those because those you would be able to taste the broth.

[0:37:06.2] AVH: Yeah, the frontier blend is my favorite because you had me on lamb and bison. I like that kind of flavor, so that one is my favorite personally. But yeah, so is there a baseline amount that people should be putting into their like incorporating into their diet to notice the maximum positive effects? I always go back to examples where you'll read on social media like turmeric is the new amazing wonder spice and everyone should have it and it is going to cure everything that ails you. And then when you actually read the research it's like you need to eat four cups of turmeric a day to notice the difference and I am embellishing.

But is there like if I start having a cup of bone broth like every evening with my dinner or something, is that going to be enough that my – for most people generally speaking that are healthy to absorb a good amount of nutrients or do you want to try to get as much in as you can or what are your thoughts on that?

[0:37:59.7] SB: Yeah, so first of all I mean I get this question of can you have too much and yes, you can have too much water, right? So too much of a good thing is never a good thing. And it really depends on what you're using it for. So obviously I am not allowed to give nutrition advice but I can tell you what I have done in the past with clients that I've worked with.

So people who are really chronic, in a very chronic state of illness, they have to drink a ton of bone broth. And that is when I would always say to them, "You know if you can do so and you can afford it, great but buy our bone broth. If not make your own bone broth but you are going to have to go through copious amounts of bone broth and so we are talking about Crohn's patients that are having 15 bowel movements a day, they just want a normal life and want to be able to go outside.

They are drinking 48 ounces of bone broth easily a day. That is the extreme for the example that you gave, yes, absolutely. Six ounces of bone broth you will absolutely be able to feel the

effects of it but remember that doesn't mean that that gives you the license to eat lots of sugar and eat lots of grains. Because sugar and grains are very difficult on the digestive tract.

And remember the whole idea behind bone broth is that you're trying to heal the gut and you're trying to heal the mucosal lining of the gut and when you are then kind of washing the bone broth down with a bunch of grains and a bunch of sugar, that's very difficult on that mucosal lining of the gut, you're kind of mitigating the effects, one is kind of getting rid of the other.

With a good diet, absolutely. One cup is perfectly fine.

[0:39:44.2] AVH: Okay, great. I mean, that's I think that's why finding the perfect optimal healthy diet is not the easiest thing in the world, you can't just follow someone else's plan because it really, as you mentioned, it's equally about adding healthful foods into your diet as well as removing things that are problematic. That's why it's kind of like a journey for people. You got to figure out the things that work and be patient and experiment and I think I haven't talked to anybody who is ever incorporated bone broth into their diet and so like, "No, this didn't really work for me."

I think that there's definitely something there and you did mention at the very beginning of this call because we are winding down now. Something about a very exciting new product that you can't tell us anything about. Have you changed your mind since the beginning of this call? Is there anything you can tease us with? I know again, maybe for people who haven't - who aren't as familiar with Bonafide but you also have awesome bone broth based soups that are really delicious. You got that. What's the next step?

[0:40:44.3] SB: Let's talk about the soups because those are things that you can get now and they really are kind of new. So you know, when you think about bone breath, the crazy thing is we always say in our office, we live in a bone broth bubble and we don't, we would like to think that everybody knows about bone broth but quite frankly, they don't.

In fact, I was at an eye appointment the other day and the doctor was saying, what do you do and so we just got into talking and his whole staff came in and they had never heard of bone broth. You think that everybody knows about bone broth that they don't.

We created this soup line and really, my heart behind the soup line was when I was a nutritionist, I used to tell people in my practice, this became again way back when, I would always say, "Eat soup. Eat soup for breakfast, eat soup for lunch, just eat soup." Because there are so many nutrients and you can change it up so often with all of the different rotations of the vegetables and the meats. You get the base of bone broth. So teach your kids to have soup a couple of times a week rather than cereals and bagel, and what a great shift that would be for all Americans.

So we came out with the soup line, the soup is all with our bone broth base and there is a couple of the soups that do have dairy but they're grass-fed dairy. Many of them are paleo approved and of course, they're all organic. So the soup is something that you can find now on our website and then in all Sprouts nationwide and then we're launching in other retailers as well soon. The other project — or yeah, the other project that we're working on, we can't tell you! But, stay tuned because we are going to make an announcement probably in the next eight weeks and we are so excited and I'll give you this: I will call you before we make that announcement to let you know so that you can be the first to kind of tell everybody.

[00:42:28] AVH: Okay! That's a nice deal. That makes my day, actually. That's good, and I will say, because you guys are fantastic. We at Paleo Magazine are huge fans of what you do and you guys support us too and you are sponsors of the podcast and so we do, and maybe I shouldn't be doing this, but we do have a discount, right? That you were giving to listeners, and we can maybe share that on this episode as well?

[00:42:51] SB: Absolutely.

[00:42:52] AVH: Okay.

[00:42:52] SB: So we have a discount that we're giving and you can go to our website and you will punch in the discount code and we are going to give you a discount for or bone broth. I also want to say that, DM us if you ever have a hard time finding the broth or if you just want to have a conversation. We really love just talking with our community and it's funny because we do a lot of that. We've developed these great relationships with all of our friends that love the product,

and so reach out any time because we love to hear from you. We love your opinions, we love your ideas, and we love to communicate with you.

[00:43:32] AVH: That's awesome, and I will just add to this, and we'll put it in the show notes. But the discount code that we've been working with is "onlybones", right? If you put that in at the end when you are ordering, you'll get 20% off just because you're smart enough to listen to Paleo Magazine Radio and because you guys are such a great sponsor of what we do, when this fabulous, exciting new information comes out and I'm going to be one of the firsts to know, I will pass it along and share it with everybody else.

But Sharon, thank you so much for taking the time to chat with us today, and I think as something we said earlier, there's nothing wrong with, you know, it's great to make your own salad and make your own soup and make your own bone broth, and that's a lovely, awesome thing to do. But realistically, we don't always have the time to do that. So it's great that there are companies out there that are willing to put the effort and the attention and the quality into make products that are as good or better than we would make on our own. So there's not shame in going out and buying some bone broth every now and then, and yeah, thanks for doing what you do.

[00:44:28] SB: Thank you, and thank you guys for doing what you do. I wish I had you and your magazine 12 years ago when I was healing my son. But thank you for what you guys are doing and keep fighting that good fight. We appreciate it.

[00:44:40] AVH: Absolutely. Thanks, Sharon.

[00:44:42] SB: Okay!

[END OF INTERVIEW]

[00:44:48] AVH: All right everybody, thanks for listening. If you try any of the bone broths or soups, send me a message on social media, @paleomagazine or on Instagram personally. My account is @themusclemaven, and let me know what you think. If you have a really good bone broth recipe or something that you make with bone broth that's super cool, let us know. If you

have any comments at all, suggestions, feedback, big foot sightings, whatever you want to tell us about, let us know about those too. Because I'm into it! And don't forget, all of you out there who like winning cool stuff, that we do weekly giveaway draws for great prizes and magazine subscriptions and cookbooks and all that kind of stuff on the Paleo Magazine website. So all you have to do is go to Paleomagazine.com/giveaways and you can enter to win whatever it is we're giving away that week. You don't have to buy anything or do anything, so it's a win-win.

All right, thanks again for our show sponsor, Perfect Keto. One of my favorite products besides those bars that I inhaled just prior to recording this audio is their keto collagen. It's a low carb protein powder, really high quality made with USA grass-fed cow collagen paired with MCT and healthy acacia fiber. It's good for sustained energy, no blood sugar spikes. It comes in unflavored, which is good for a lot of people because they don't want to, I dunno, drink vanilla milkshakes every day. It also comes in vanilla and my obvious favorite, chocolate, which is sweetened with stevia leaves. So head to Perfectketo.com/paleomag and use the code "paleomag" for 20% off any products you want to try. They also have an amazing nut butter, they've got powdered MCTs, nootropics, everything. Just because you're smart enough to listen to this podcast. Good for you for being smart!

All right, next week I'm chatting with Dr. Mike T Nelson. He's a regular on the Paleo f(x) speaker circuit. He's also an expert on human body mechanics and performance, including how to achieve optimal body composition and become stronger and more flexible and healthier. He has a PhD in Exercise Physiology, a BA in Natural Science, and an MS in Biomechanics and I get to ask him all the questions about how to be the best, hottest, strongest, healthiest humans we can be, and that topic really never gets old, does it?

So, join me next week and thanks again for listening.

[OUTRO]

[00:46:58] AVH: The intro music for Paleo Magazine Radio is a song called Stronger performed by Alter Ego and I hope you love it.

[END]