

EPISODE 275

[INTRODUCTION]

[0:00:20.8] AV: Hey, everybody. Welcome to the Paleo Magazine Radio. I am your host, Ashleigh VanHouten. I hope you're doing great. I hope you're feeling good. I hope you're having a great summer.

Today is a deep dive into a lot of the things that we like to talk about on this podcast. I had a pretty in-depth person-to-person conversation with a friend and a very successful, ambitious person. His name is Ian Berger. The conversation went all over the place, but I think in a good way. Ian is a young guy, he's only 28. He opened up one of the first CrossFit gyms in the New York area when he was only 18. Talk about an overachiever, making us look bad.

He has competed in the CrossFit Games, I think some seven times, both personally and as part of a team. His team actually came in 4th of the games in 2016. He's been a coach to others as well. He's coached other athletes. He just recently started his own supplement company that deals with recovery and performance for athletes and others, and also incorporates everyone's new favorite plant medicine, CBD.

Of course, I'm interested. The company is called Altrufuel. We're going to talk about all of that and more in this pretty long chat. We were actually able to catch up recently in New York. When I was there, we got to record in person. I apologize, the sound isn't great, like you can hear us very well, but there's some background noise, because look, you're always in a loud public place in New York, okay? I can barely afford rent. How am I going to afford a special recording studio? You got to give me a break. Podcasting isn't exactly a rich person's game here, so I appreciate your patience.

I really want to get together and sit down and talk to him and we were able to do that and I think the conversation is worth the background noise, because Ian is just a super, smart, sorted out, enthusiastic and curious person. He's got a lot to say about training and business, the future of competitive fitness. He's got a lot to teach about CBD and just being the healthiest person that you can be. I really hope you enjoy our chat.

First, new sponsor alert, do not fast forward, this is a good one. It's a company that I have had in my cupboard, basically since they first came out consistently. I probably use this product maybe more than I should. I'm even going to say that during the sponsorship ad, but the company is Birch Benders. You're probably already familiar with them, because they're amazing and they're everywhere, including Target, Whole Foods, Walmart, literally everywhere.

They make paleo pancake mixes that are super easy to make, because you literally only have to add water. You don't even need an egg. They are somehow at least as fluffy and delicious as regular pancakes. I personally think they're better than regular pancakes, but your brunch guests, or your kids, or whoever that might be picky, they're not going to know that this is a healthier version of anything. They're made with almond, coconut, cassava, flour, they're sweetened with monk fruit.

They also have other pre-made mixes too. They've got a banana, a paleo banana pancake, they've got a protein-enhanced one. I think they have a keto one too. They're so good. They even now have a paleo and keto-friendly syrup, if you're into that. Here's a pro tip from me, if you're too lazy to make pancakes, I just put a little of the pancake mix in a mug, add some water, put it in the microwave for a couple seconds, voila, you have a mug cake. You top it with some honey, or some cacao powder, or some maple syrup or something, 2 seconds, tasty paleo mug cake, didn't even have to use a pan. You're welcome.

All right, so Birch Benders is giving my listeners a 20% discount. That's better than average, guys, on their order if you use the code paleomag20. Head to birchbenders.com, pick yourself up some delicious, yummy pancakes and let me know what you think. That's it. On to my chat with Ian Berger.

[INTERVIEW]

[0:04:02.3] AV: I'm glad that we are finally pressing record, because I feel every time we get together and have conversations, we have these awesome, fun interesting conversations I'm like, "Why am I not recording this?" Because that's the life I live now. I'm that weirdo, where

every conversation I'm having I'm like, "Shit. Man, we should've recorded this so other people could hear it." I'm glad we're doing that.

[0:04:21.3] IB: Yeah, our last time, our first time actually connecting face-to-face was incredible and I was like, "Oh, man. This needs to be shared. There's so much information. I'm just mind-blown."

[0:04:31.7] AV: I know we've hyped it up. Hopefully, we can have an interesting conversation again. Hopefully, we could do it twice.

[0:04:36.6] IB: Big shoes to fill.

[0:04:37.5] AV: Yeah, exactly. Thanks for being on. I appreciate it. I would love for you first, before I get into any other questions to just tell our listeners a little bit about who you are and your background.

[0:04:47.8] IB: Of course. First off, thanks for having me. I'm old and it's so weird for me to be on your show. I've been a fan for a while and the opportunity to just chat with you, or share a message is something that I'm super grateful for.

[0:05:00.7] AV: Thank you.

[0:05:01.6] IB: Who I am? My name is Ian Berger. I've been in fitness now for about 10 years. I'm predominantly in CrossFit. I have been to the CrossFit Games twice on a team, placing 4th place in 2016. 28th last 2018. I went to regionals a bunch of times and I've run and operate a gym and just had – been had coaches working on everything in the CrossFit space, from project management and app development which is a good team to just coach in.

[0:05:39.3] AV: Before, I'm going to interrupt you all right, because you – not only did you run a CrossFit gym, you opened and ran one of the first ones, right? Or one of the first ones in the world, when you were like what? 18-years-old?

[0:05:49.2] IB: Yeah.

[0:05:52.9] AV: No big deal. Most of us are getting drunk in the woods and you're opening up a CrossFit gym. So cool.

[0:05:59.4] IB: I played soccer my whole life prior to that, so when I – I hit that point in my soccer period where I was burned out and no longer wanted to do that, I started CrossFit. It was a seamless transition and as all CrossFitters will tell you I'm drinking [inaudible 0:06:15.7]. I shared with my father who's an avid CrossFitter and a CrossFit games competitor.

[0:06:22.8] AV: Is he still competing?

[0:06:24.3] IB: He is now competing in US Weightlifting. He's actually going to nationals and he's third in the world right now for his age category.

[0:06:34.4] AV: What? That's crazy.

[0:06:37.7] IB: I got some good genes, I guess you could say.

[0:06:39.0] AV: Yeah. We need to find out more about him. Get him on the podcast next.

[0:06:41.9] IB: He's a character.

[0:06:42.1] AV: That's amazing.

[0:06:43.2] IB: I'm sure you'd have a really interesting conversation with him.

[0:06:45.4] AV: That's awesome.

[0:06:47.5] IB: I was in Bolivia that time right when I first started doing CrossFit. I was playing soccer there. It was on the sports of partying really hard and that soccer no longer fulfilling that bucket for me. I had this revelation one morning, coming to a moment where I woke up and I was like, "Oh, man. The path that I'm on is going to lead to one destination, either death or loss at some point." I made the decision where I challenged my father to open a gym with me,

contingent on going to college and getting into NYU, a program that definitely was in over my head at the time.

[0:07:26.2] AV: What program is that?

[0:07:27.1] IB: It was a sports management and marketing program that has 6,000 applicants and 300 get in. My mom made that, the deal breaker if I could get in, or I have to apply and see it happens. I got in and we opened the gym. It was a crash course in operating a small business at 18.

[0:07:49.6] AV: Yeah, I guess so. It's crazy, because I mean, I've never been a particularly good athlete. I've always been interested and always been doing something, but I'm not a super gifted athlete. I know my younger brother played soccer and he was really good, and just from being in this world and knowing a lot of athletes, it's a really hard thing to be a good athlete when you're a teenager, because those two forces oppose each other.

The discipline and the sacrifice and the work that it takes to be a successful athlete and also trying to be a functioning normal teenage kid, is very hard. All teenagers struggle with that at times, where they're trying to either, I don't know, do well in school, or maybe they're playing an instrument, or maybe they're – whatever it is that they're doing. They also want to go out and be a stupid teenager. It's a lot of pressure on athletes, especially.

[0:08:38.4] IB: It was and wasn't. For me, now that I have done it, I have the ability to say that it was a saving grace for me. I found soccer super early, like four or five. It was one of those scenarios where I'm scoring five to six goals on my peewee games and they're putting me with other kids. It was no other sport after that. It was just the path that I took and became my identity really quick. I took a lot of external validation through my parents and my community, through the accolades that I achieved in soccer.

[0:09:09.9] AV: Again, that's all very normal though, right?

[0:09:11.8] IB: Yeah, a 100%. For me, for me there was no real pressure. Maybe I didn't feel it at the time, until maybe I started getting a little older and realizing that a professional career, or

had a choice of college was something that was looming. That maybe how you perceive me was that contingent on that.

[0:09:31.5] AV: You opened up a CrossFit gym when you were 18. You got into this NYU program, so you were doing both at the same time?

[0:09:38.9] IB: I was. It was one of the most challenging parts of my life that I've ever experienced. It groomed me for everything else to come and made chaos something that I thrive in. I'd be coaching first thing in the morning from 5:00 a.m. to 8:00 a.m. at the gym and then doing my homework on a commute in. My gym was around in. I was going to school in the city, so I'd do my homework and read on the train and then go to class and come back home and coach in the night time. There was never any downtime and I had to really be strategic about when I trained for myself and how I planned my time.

I was bought in to CrossFit that forgetting in the business aspect of it, I just want to shine in a group and I'll share with anybody what I could. I felt that this was the best way to change your life and the best way to help people with I wanted to compete. I mean, I guess, I could say it was my real first love. I mean, beyond soccer, this was just a different feeling. When I found it and there was no bureaucracy of whether I got to be successful based on the coach choosing me, or who else was on the team. Really just how hard that worked. It really resonated.

[0:10:50.9] AV: I think most of our listeners probably. I mean, there's a lot of CrossFitters I know that will listen and shrug. We'll see if they're actually listening to my podcast. I did the CrossFit thing too for many years and I've still taken a lot of elements of CrossFit into what I do today.

I moved here to New York in 2008 and I was going to CrossFit and I see black box, I 100% did the same thing, I was obsessed with it because it – I mean, it does a lot of different things for different people. For women, I think it's that concept of yeah, we can be super strong. We can do things that really, honestly, the average population, a lot of people think physically we are incapable of doing.

Before CrossFit was mainstream, I think that the average person assumed that women just don't have the upper body strength to do a pull-up. Military standards are different for men and

women, because we think that we don't have the physiology for it and to go into a sport where within months, I'm doing muscle ups and I'm push-pressing my body weight. That's incredibly empowering.

[0:11:57.0] IB: It paved the way for women. I mean, I was raised by a mother who was working out as long as I can remember. My aunt was one of the first trainers and a total badass.

[0:12:09.6] AV: Yeah. This shit really runs in your family, doesn't it?

[0:12:11.8] IB: Yeah. Well, yes. I don't think I've ever been gifted as an athlete. I just have a really –

[0:12:17.1] AV: You have an athletic family.

[0:12:18.2] IB: I have an athletic family and I have a good workout family. That work really hard. I get along way better with women than any men, because –

[0:12:28.1] AV: Cuter and smell better. Yeah.

[0:12:30.2] IB: There's always that. I've been surrounded by strong women as long as I can remember. Seeing this transition of going to CrossFit and being surrounded by even more – It was almost this renaissance of going to be strong and the privilege of being friends and dating and now being engaged to such powerful and [inaudible 0:12:52.8]. Now that the culture is shifting towards strong women, it just feels like a natural –

[0:13:04.4] AV: It's about time. Yeah. I mean, and for everybody in CrossFit, men and women, I think one of the things that's so appealing is that there's infinite progression. There's infinite possibilities. It's not like, "Okay, well now I'm good at basketball." It's you can always learn something else, get better at something, get a heavier lift, whatever. There's always the next step and that keeps people excited.

[0:13:28.5] IB: It's humbling and I had this discussion with a friend the other day that's like, "How are do you continue to do CrossFit?" CrossFit has mean so many different things to me in

different points in my life. What it means now, it's just a level of maintaining and continuing into different areas of fitness of you never can master it. No matter how good you get, there's always going to be something that just gives the you that butt and be like, "Hey, dude. You're not that good. You need to work on this, this and this."

What CrossFit made me realize and what I've loved about CrossFit besides just the being humble and making you leave the door is just the community. I think that made it so, like what I loved it about it was just that you had this community of people that's just driven through that. It almost sucked people in that had this mentality, "I want to work hard and we're going to suffer together. At the end, we're all going to high-five and maybe drink some beers."

Especially in the beginning at how this wouldn't stop change your fitness feel, that was just I felt a really part of it.

[0:14:34.4] AV: Yeah. It's like, treat others how you wish to be treated and that's created a community that you don't – you really don't see anywhere else. I mean, again, coming from a bodybuilding community too, I can spend – I mean, I have gyms that I go to where I see the same people every day and I don't say shit to those people. Sometimes that's okay too, but it's a very different experience. You're getting a lot of different things out of it. Okay, that's funny.

Yeah. I mean, I wrote my master's degree thesis – I did my master's degree in communication and I wrote my thesis about the CrossFit Games and about the year that they took it from regionals and sectionals to online essentially. Because that's unheard of in sport competition. The way that they managed to again, bring a global community together to compete is something that again, no one's ever seen before.

The implications that that could have for things like when you think about college football tryouts, or whatever, if people could bring that online and you could post videos of you doing your 40-yard sprint or whatever, stuff like that. Just the idea that that stuff is possible, that you can bring together such a bigger group using the technology that we have.

[0:15:45.4] IB: I think we should see it in other areas of life, which is cool, especially in count, like YouTube and all these different platforms and social media. That's created the ability for

someone who doesn't have the resources to have immediate resources, to have to go to multiple gigs. If they're posting YouTube videos, or posting on Instagram and focusing on their followers and their likes, it's not viable. You know what's going to stick and what doesn't and not necessarily that's a great thing, but it's definitely transitioning out like refined health, or how – that the qualifying process ends for different things exist. I think in sport, you're going to see that an issue.

[0:16:28.8] AV: Yeah, it's really interesting. I mean, right now for anybody out there who's still in school and is still drinking the CrossFit Kool-Aid, if you Google I guess my name and CrossFit, that, I don't know, whatever, I'm at least up to a couple years ago, I was the only person who had a published thesis about CrossFit, because I was getting random messages on Facebook and some. You can get messages from people you don't know and you don't check them and they're like eight-years-old.

I checked it one time and I had a dozen people who were like, "Yeah, I found your thesis about CrossFit and I'd like to talk to you about this and that." It was a super fun, cool experience. I got to speak to a lot of people in the CrossFit world and whatever, and do a bunch of research. It was really cool.

Because nobody else I guess had taking it to that nerdy degree people would reach out to me and it was too late by the time I got back to them. If you're planning on doing a thesis, involves CrossFit, hit me up, because mine's out there in the world, if you want to read it. I think it's 60 pages long. Maybe you don't.

[0:17:26.6] IB: That's so funny that, because I do that my senior project in CrossFit too. In college, we had to do – basically, create a project that is essentially you think would be a big hit, right? Mine was bringing CrossFit to college campuses and essentially, making it a college sport, working to more on sports.

[0:17:50.8] AV: That's cool.

[0:17:51.5] IB: It was super fun.

[0:17:52.9] AV: Yeah, we'll have to exchange papers some day and nerd out on that.

[0:17:57.1] IB: You would judge me hard if you ever read my writing. It's terrible.

[0:18:00.6] AV: All right, well good. Maybe there's one thing I'm better at than you are. That would make me happy.

[0:18:04.1] IB: Without a doubt.

[0:18:05.7] AV: What's the deal with – we're getting off topic here, but I thought I heard James Fitzgerald talking about they're trying to bring the sport of fitness, or CrossFit, or whatever something like that as an Olympic sport at some point. Do you know anything about this?

[0:18:18.9] IB: Yes. I actually have a friend who's involved in it. I think it's US Fitness, or US Training or something. One of my good friends Justin [inaudible 0:18:28.7].

[0:18:31.8] AV: It's all right. Yeah.

[0:18:34.3] IB: They are making different countries and governing bodies to bring organized teams and individual support of fitness to almost on Olympics or recognize. I think they're making a good [inaudible 0:18:47.5]. I think Gretchen Kittelberger was behind it and experimenting the efforts there. I don't know too much behind it, but yeah.

[0:18:58.6] AV: All right, so bringing it back. You finished this program at NYU and how was that?

[0:19:06.1] IB: It was incredible. It was an incredible challenge. It was my first delve into people that really cared about academics and athletics [inaudible], which was a harsh reality. When I was getting B's and C's, I was stoked. When others are getting B's and C's, they're crying. For me, it was a full change with regard.

[0:19:27.4] AV: Being an athlete, going up through school where people of course, that's all they give a shit about, that's all they encourage. Interesting. Yeah.

[0:19:34.7] IB: Yeah. It was definitely different. I learned a lot about just the politics of being a student and entering the workforce, which I didn't really have that much exposure to. It also just was a really good delve into something that wasn't sport. I learned a lot about the business of sport.

I learned a lot about marketing and being creative and collaborations and things that I would eventually introduce to different areas of my life and different jobs that I've had. The biggest takeaway from NYU was that I found out who I didn't want to be. It was super helpful and that's something I like to do.

[0:20:22.5] AV: What did you not want to be?

[0:20:24.6] IB: I didn't want to be [inaudible 0:20:25.4]. I did try for a few months, for three or six months and I just – it wasn't for me. Just nothing about it – fueled me nothing about it, maybe feel good. I knew immediately that this was not who I would be, or I wanted to offer or considered or something.

[0:20:47.3] AV: I mean, finding out what you don't want to do is at least as important as finding out what you want, because I think it's fine too – you can have goals and want to achieve them and then you can change those goals and that's fine, but knowing the areas you don't want to mess with can save you a lot of time and energy and heartbreak in a lot of cases.

[0:21:04.9] IB: Yeah. Along my fitness story and along all the jobs that I've had, everything has been a lesson and foundational. What means mostly what I want, what I don't want and it's quite good and I'm fortunate enough to have a lot unique experiences for a 28 year old.

The biggest takeaway back to community was that I always wanted to serve, right? Whether it's helping people through their fitness, coaching fitness, whether it's offering products that are going to enhance their life, whether it's offering knowledge, or – I want to be aiding and optimizing people's lives, versus just monetizing and feeling not good.

Realizing that and realizing that everything would [inaudible 0:21:56.4] and the decisions we make aren't just short-term, was something that led me astray and led me off to being alive for a lot of things.

[0:22:11.2] AV: You still have the gym?

[0:22:13.1] IB: I don't. I sold the gym in 2016, maybe the beginning of 2017.

[0:22:21.7] AV: Was your dad doing day-to-day the business side of it, or what was he doing?

[0:22:26.4] IB: We were doing it together.

[0:22:28.4] AV: Is that his full-time job though?

[0:22:29.6] IB: No. My dad runs a [inaudible 0:22:30.8] center business. He runs it full-time for the both of us. Admittedly, got from the house that we just wanted to keep the lights on, make a little bit of money to help me pay for college. Really just offer CrossFit [inaudible 0:22:42.7]. It could've been a business, but we just never had the time, nor –

[0:22:50.9] AV: Dedicate fully to it. Yeah.

[0:22:53.3] IB: It was one of these things where we missed so many amazing people. I can't tell you how many people have walked through those doors that now live with CrossFit [inaudible 0:23:01.6] or in the gym, or it's not their [inaudible 0:23:06.7]. I mean, I don't call it wasn't either considered a failure or something that I [inaudible 0:23:14.0]. It raised me to knowing that not everything in life has that, have that bottom line.

[0:23:30.5] AV: Were you sad to sell it?

[0:23:32.1] IB: Oh, a 100%. It came a point though where I knew this, because I lost in touch with them. I lost in touch. I'm in all the time. I decided to be keen in dynamics. I had all my life enrolled to pursue that CrossFitting and gets there, because there was just something that would [inaudible 0:23:54.6]. Meaning, I didn't know it was in community. I didn't really know –

I've never CrossFit. When that happened and it started from a nuance and I could see that I'm starting to take away from my family is after this and my own, there was no [inaudible 0:24:16.6]. We couldn't survive. We could've kept going. Could've kept moving the needle a little bit, but it just wasn't –

I also didn't want – I knew that I be passed it, but I didn't want to leave it in someone's hands that I didn't feel could pull any. I also didn't want my family to feel stuck, indebted to this business that I started and not [inaudible 0:24:43.3].

[0:24:46.6] AV: You worked on app development. How has no one created an app that's like a hookup, like eharmony, bundle type thing just for CrossFitters? Or does that exist and I'm just out of touch?

[0:24:54.9] IB: I'm sure that it exists.

[0:24:56.9] AV: I mean, I guess, you don't mean, look, you just go to a CrossFit gym, you'll find somebody?

[0:24:59.6] IB: I think that's a great concept, but I think there's so many –

[0:25:03.5] AV: Almost unnecessary.

[0:25:04.8] IB: Yeah. There's definitely a lot of mingling going on between doors of CrossFit gyms, so –

[0:25:11.2] AV: A 100%.

[0:25:12.7] IB: I think an app would just complicate that.

[0:25:14.7] AV: Yeah, almost irrelevant. Okay.

[0:25:16.2] IB: Yeah. It's also, it's like moving to it, like if posted –

[0:25:19.4] AV: Everybody knows you're being in.

[0:25:20.9] IB: Yeah, everyone knows.

[0:25:22.0] AV: Everyone knows you're into CrossFit. Yeah. Because you're wearing a t-shirt.

[0:25:24.7] IB: It's probably time to [inaudible 0:25:26.2] like a bar over heads. You really don't – your separate dating profile for that.

[0:25:34.2] AV: Excellent point. Yeah. Excellent point.

All right, so how was competing in teams versus individual?

[0:25:42.8] IB: Good question. Individual was completely different than I think it has always been [inaudible 0:25:48.4]. I'm so used to just being to work for it and popping out with my teammates, that I never really had the ability to – my first year competing individually was a total shit show.

[0:26:00.5] AV: No, you can square all over this place. Yeah.

[0:26:02.5] IB: Okay, good. Yeah, a total – Yeah.

[0:26:04.9] AV: Was it more stressful, more scary?

[0:26:08.0] IB: Yes. I delve into the unknown and I didn't really won in the open. Yeah, I won in the process. I was very fit, like and on to some I achieved everything. I felt like I needed to train more. I needed to be zone-valid and all these things changed once I made it to regionals.

[0:26:27.3] AV: Gotten your own head about it.

[0:26:28.7] IB: Oh, my God. Completely, I was terrified. Also, like we were talking about offline, I idolized a lot of these guys and I was repeating it. It's not necessarily a struggle, but losing your people that were on the main set. It was like Doug Orlando and Gabe [inaudible 0:26:44.8], all

these guys that were household CrossFit names. I was [inaudible 0:26:50.8]. I was going up against them. I mean, you put them on this pedestal and you already lose, because you think that you don't belong here.

The first here was a total shock. I found my footing, did a lot more individual competitions, but the main set is just I'm at the rightest balance of being confident, which I really [inaudible 0:27:15.7], where you have to have this in a way, great confidence that makes any workout and only that you are as good, or better than the one next to you.

[0:27:25.5] AV: You belong here. Yeah.

[0:27:27.1] IB: That was super helpful. I also had this mindset when I woke up every day, I want to do my best. There was no one I would work, or eating or sacrifice that matter. I would distinctly, that's what consumed me. Women, [inaudible 0:27:46.4] nothing else matter, except my getting better at CrossFit.

I started hitting a point where not that it wasn't people or anything, but it just had a little bit more of a relaxed feel to it. I wanted to get to the games and needed to be golden. I made the shift to team, because I felt that was the best way to secure that bet with [inaudible 0:28:11.2]. It wasn't just to get to the games, it was literally to try to win. We put everything on hold. All of us coming together to try that, put an effort in winning games. The sponsor is none of this lifestyle and got fit for 12 months and did our best shot, which was incredible. I feel that I thrive better in that atmosphere than in individual. I also feel like the individual mindset for competition is something that's really part to sustain, especially when you start hitting a little success, right? You start getting solely complacent and you start easing that [inaudible 0:28:50.3]. Not that you need, but you do need something in the end, a little a bit to like, be that's out a bit of crazy.

[0:28:59.8] AV: Yeah. Funny side story, I took a CrossFit strongman certification from Rob Orlando a decade ago and almost died. The very first thing we did was we were flipping tires and I basically bicep curl a 400-pound tire and ripped my shoulder open. I actually almost – I would literally almost – this started a six-month period of physio around the side shoulder surgery, because I fucked myself so badly the first minute of that course.

[0:29:26.0] IB: Probably, you're the reason that in his courses he says, you have to life your legs and knock your biceps.

[0:29:30.2] AV: A 100%. He also was like, "All right, no one's hurt them self during this course." Yeah, and I'm raising my hand trying to, because my shoulder is ruined. I did. Here's the badass thing. This is the CrossFit mentality. I finished the entire day doing yoke carries and farmer carries and all the – what's the ball? Atlas stone. Badass. I love that shit. I definitely hurt myself real bad. Thanks, Rob. It was a great class.

It's interesting though. The competition thing, I've said this before and I feel it's a douchey thing to say and this is I guess, the difference between something like me and you, because you're a better person. I've always been into individual sports. I haven't ever been much of a team person and maybe that's because I wasn't really good at it. I played a little bit of soccer, but whatever. I was a swimmer and then I did some gymnastics when I was a kid and then I did powerlifting, whatever.

There's something about the pressure of it, but it's also when you accomplish it, you accomplished it. Yeah, you always have help, of course. It's like, you have no one to blame but yourself, then you also are like, you can pat yourself on the back when you get your deadlift, or whatever it is. Because if there's a little bit of individual glory there, that's exciting.

[0:30:44.6] IB: A 100%. It's high risk and high reward. I think that that's cool. As long as you know how to steady yourself out.

[0:30:53.3] AV: Of course. On the flipside too, when you have a team, I mean, you rely on those people, which can be an incredible bonding experience, but also frustrating, but also they rely on you and that's huge too. Because I always felt like again, going back to swimming, or bodybuilding, whatever I'm doing, I don't have to rely on anyone else, but they don't have to rely on me. It's just me. I don't have to worry about fucking up somebody else's chance. I don't know. Maybe it's just again, the introvert nature where I'm like, "I don't have to deal with anybody, good or bad for any reason. I'm just going to go out on my own and try my best."

[0:31:29.4] IB: You spoke about it a little bit, about the delving to entrepreneurship. I would be the last person that I am way more full and I have others, or have someone that's relying on me. I would get shit done. When it's just me, sometimes I [inaudible 0:31:46.7], or move up slow on the trigger. [Inaudible 0:31:50.8]. When I have a group of people that are relying on me, or need me to be the best version of me or needs something to be accomplished, I am definitely a better guy.

[0:32:03.4] AV: That makes sense. I mean, we're social creatures, right? It makes sense that we want to work within that helping others and working together with people. I think that that's a natural thing, probably more natural than my like, "I'm in it for myself. All the glory." Anyway, All right.

[0:32:22.5] IB: It's just different ways to look at –

[0:32:23.9] AV: Sure. You can do both. You can experience both in your lifetime. There is learning experiences either way, for sure. Okay, so let's talk about entrepreneurship. When you finish your program and you sold the gym, you're competing in CrossFit, what else is happening?

[0:32:41.0] IB: Before that, I was running – while I have my own gym. Each one graduating and sold the gym, I was running the first-ever MGPL franchising Europe, The Europe finals. It was basically COEC CrossFit, that was televised and teams and it was becoming a pro sport.

[0:33:00.3] AV: Whatever happened to that?

[0:33:01.6] IB: [Inaudible 0:33:01.8]. It was one of these, I call it now with a big bang and gotten to some issues and had a hard turn monetizing [inaudible 0:33:12.0] structure. It was amazing.

[0:33:18.2] AV: The concept of it is great.

[0:33:20.0] IB: Yeah, it was so much. There was so much interest. For me, I went to school for sports marketing and management. Getting to apply to basically a fantasy sports and be the G-man of a perfection classic team was a dream job. I really, really enjoyed the ability to apply all

things and learning – whether it was strategic sponsorships, ad placement, contract negotiations, all these things, but with CrossFitters and other shared practice. Then travel and then geek out about the best strategy to win matches, or these –

[0:34:03.2] AV: How did you land that job?

[0:34:07.1] IB: In 2013, I graduated college, I got connected with – someone's like a big brother [inaudible 0:34:12.3] who now runs NYU. At the time, we about freaked out. There was a situation that handled regionals while he was competing. I saw something and maybe I even resisted at the time. I had a bad luck, like a bad judging dispute, something that most people would lose their minds over, right? Probably the facts metric in the 90s. He was like, "Oh, you must be so upset." Nice workout. Let's go.

He's just going and looked at me and he was like, [inaudible 0:34:50.1]. I was like, "No." I won at the time and he was like, "Ah." Our relationship started with sponsoring with his supplement thing. Need you for a support. Then after that, we just bonded and he said, "Come work with me." I'm like, "I don't know. I'll be back for that. I only gym." "Will you give me a trainer shot by one factor?" I said, "No." I was doing a lot of other things, common thesis that we'd learn what's going on.

Along the way I was maybe pointing some hours. I get to sit up in on meetings and work on projects with him and learn things that were just invaluable, while they were [inaudible 0:35:33.8] this negative fitness for longer. Then the MPGL connected about. They knew my background and had given me the opportunity at 23 to be a gym of this team. It was really just right place at right time.

[0:35:51.0] AV: Also really important to have and this is something I've struggled with in my own life is finding mentors. Not to say that there aren't a ton of people out there that I absolutely look up to and can learn from and do learn from, but having that actually be a formalized process, where – so how did that work?

[0:36:11.6] IB: Not to mention it, I don't think I've ever referred to him as a mentor until fairly recently.

[0:36:18.5] AV: You almost don't see it at the time? Yeah.

[0:36:20.0] IB: I didn't see it at the time and I looked at it as a friendship and he was my boss. I admired who he was and what he was building and I just tried soaking all in, you know what I mean? There was nothing that I wouldn't do, in terms of work to help him be successful and I didn't anything in return.

It wasn't like I was [inaudible 0:36:44.2] for each job, or I just wanted to be part of this community that he was building and it was bought into the version and get yourself. Put along that way. I learned incredibly just by sitting in meeting, on phone calls. Now that I've done it, I'm like, he was really was mentoring me and I learned so much.

[0:37:07.7] AV: I really think that it's important for people who of any age, so your 20s, 30s, 40s, 50s, whatever who are looking to build relationships like that. I think it's important for people to know and this is taking back my selfish comment earlier about just wanting all personal glory, but I think one of the things I learned early on in terms of building relationships that will help you is to not go into it with just that attitude.

One of the best ways to get people to respect you and want to help you is to offer to help someone else, right? It seems like – I'd almost say like, "Damn millennials," because technically you're both millennials, but there is sometimes an attitude for young people who are getting up there and are eager to be successful and climb the ranks all the stuff, is to just be one-track mind about like, "Okay, who are the strategic people that I can get in with and talk to and that I can help propel myself, whatever?"

We all know that we're all in it for ourselves to a certain extent. That's human nature. We want to be successful. We want to get things for our self. That's the way it works. If you are blatant and overt about that and if you aren't focusing on how you can help other people, you're not going to build quality relationships. You're not.

[0:38:26.4] IB: I agree with you a 100%. I've had in every level of where I am today, I've been somewhere between, but never have I ever continued a relationship and I'm sure you felt the

same way and you felt like it wasn't mutually beneficial, or that someone was trying to get something just purely out of them, not want the best for me. I think to go into a relationship, whether it's imprinting relationship, whether it's a business relationship, whether it's – you've used that mentoring or friendship, and for anything outside of just wanting to help and serve in your friendship and community is just going to lead to a bad place, right?

Any intentions would be – what was in the relationship, because it's not, but just self-serving, isn't that good anyway, for anything I feel like.

[0:39:29.0] AV: Yeah, I agree. I think that you never lose by – one of my favorite things to do in this world, because one of the things that I can provide value for in this industry is connecting people. That's what I do.

[0:39:40.2] IB: Incredible.

[0:39:41.3] AV: That's basically my biggest value add in this world at this point. It's being the paleo world and being a writer and being a podcast host, I get to meet a lot of amazing people. It's been one of the most rewarding things for me is I can be like, "Hey, you know, we should definitely meet," because you guys would really get along.

That stuff, there's no ulterior motive, other than obviously, it brings me some pleasure to have two pole people meet each other, but that shit comes back to you. If you just look it, like how can I help other people? That stuff comes back to you.

I think that something that people need to internalize a little bit more, because again, I think it's silly to ignore we are self-serving and to a certain extent, selfish. If that's the thing that you're leading with, it's not going to end well.

[0:40:30.5] IB: There's enough out there for everybody and to over-involve or to take advantage of people, or have the expense out of your well-being, or just to rise and stand out for – to climb the ranks or anything that's going to be almost leech-like, it's just – it's going to come back.

[0:40:55.3] AV: Yeah. You have to think it's going to come back. Yeah.

[0:40:57.4] IB: Enough to let you know, you need to [inaudible 0:40:58.3] under the knife. The things you do and the way that you conduct yourself, like I showed you offline we were – I mean, develop by layer has moved up. The first chapter is having depth, right?

[0:41:15.4] AV: Goes right into it.

[0:41:16.2] IB: Yeah, it goes right – death and fear. It's like, we're all going to die, right? It's inevitable. Along this journey, you have this [inaudible 0:41:25.3] however you want it is, you got to conduct yourself for something that you're going to be – hope they would [inaudible 0:41:31.3].

[0:41:33.7] AV: If you die tomorrow, how do you feel about how you've lived your life up to that point.

[0:41:37.3] IB: Yeah, exactly. You can gut yourself as an asshole, or were you a standup human being, right? Not to be totally cliché, but what do you want people to say in your obituary? It's really become what – you don't want someone to say, "He was an asshole."

[0:41:53.3] AV: It's funny that you mentioned that specific example, because I was just talking to Ben Pakulski yesterday, who is a body builder and a very successfully business owner and he's somebody that I look up to a lot, because I think he's one of the most thoughtful people I've met. That sounds like, well of course somebody is thoughtful, that's not true. Most of us, a lot of us spend a lot of our time going through life very much on autopilot.

The amount of thought he puts into the things he does, the people he interacts with, the stuff that he's learning, he's a very thoughtful person, so I respect what he has to say. He literally mentioned that exact same thing like, think about if you could sit in on your own funeral, what would you say about you? What would your legacy be? I think that that's something, of course, we don't try to think about on a daily basis, because it's morbid. If we can look at it from the positive spin, like how can I use this exercise to be a person that I feel good about? I think that's a really important thing.

[0:42:51.9] IB: I think if you have a child, or if someone who you partner, you want to be someone who leaves a legacy that they have a thought of. There's conscious decisions being made on a daily basis, but how to do that right? Every step along the way in this journey that we call life, you're always going to need to confront it with maybe something, or different paths.

That decision ultimately has to lead to more of who you want to be, versus what you have. Then that's obviously again, a conversation. I think just in terms of business and in terms of even just finding a mentor, someone who's always going to keep you in those weeds of what are my morals, right? Okay. Yeah, I can make a lot of money and our margin is going to be amazing, but who are you hurting and what good are you doing for the world?

[0:43:47.2] AV: Are you hurting or are you helping? Yeah. I think everybody has a 100 choices every day, little choice. It's not always into, but do I want to start a company and step on everybody to get there? There are a lot of very tiny choices you can make every day about do I put my partner for my own desires?

Or do I like to take the time to reach out to somebody and ask if they're okay, instead of just going about – a lot of little things in that. That again is empowering, because it doesn't have to be that's big, like I have to climb this mountain and be a saint. There's a lot of little things you can do every day that add value to the world, that also adds value to yourself, right?

[0:44:22.7] IB: A 100%. My recent endeavor, I've started off a few, which is seeding nutrition, something along. It was rooted in this is helping me and I want to share it. I've been hesitant to start another business for a while, after opening my first gym and working with other people.

[0:44:43.4] AV: Knowing how much work it takes.

[0:44:45.0] IB: Yeah. I mean, the work never really scares me. It's just is the right work. Are you seeking to do something that's going to be meaningful, or make you feel similar? You're either doing something for a [inaudible 0:44:57.3], or to monetize everybody. There's no in between. When I got that feeling of conditioning and I started CrossFit about CBD and also that this is an industry, quality both [inaudible 0:45:12.0] this nation and also just shitty behavior, I felt almost I'm falling to be this – to be it burn in.

Also, it was validation when you hear someone who was – who is in the military and all of a sudden helps [inaudible 0:45:27.3] somebody with PTSD, it's the same good that you're doing in the fitness community of I have someone who's a 100 pounds. When you change someone's life, that's invaluable.

[0:45:38.3] AV: It's huge.

[0:45:39.3] IB: Whether it's for 50 bucks, or 200 bucks, it doesn't matter. The level of good that you feel from witnessing going to change your life, is always have been at the root of all the endeavors that I have a chance. It goes to that work of altruism and back to CrossFit. It always linked in for me, community. I want to help serve the community that's bigger and being on myself, with things that I've found and pure [inaudible 0:46:06.9] guinea pig for a lot of things, good and bad. I feel like it's my responsibility to do so.

[0:46:14.7] AV: Also seems like the experiences I've had talking to business owners and entrepreneurs, that oftentimes the successful businesses are ones that are created to fill a personal need. I am looking for a product, or a service that I can't really find. I think this is going to help me and I know if it's going to help neither other people out there that can be helped too.

[0:46:35.9] IB: A 100% how I started.

[0:46:37.2] AV: Yeah. I mean, so I know I've tried your products. I use CBD and melatonin. What's it called? Unwind. I use that, I'm going to say probably maybe a little bit more than I should, but I have some issues, like some sleep issues that I'm currently working on. Actually, CBD has been hugely instrumental in improving my sleep quality.

[0:46:55.5] IB: I know that you gear to job, get other – there are so many great brands out there and it's also something we tell the audience.

[0:47:02.4] AV: What are some ways that we can – I mean, I think some of those two is about just taking personal responsibility, self-experiment, try things, do your research, but with something that's medicinal, right? It's plant medicine, CBD. What are some overarching things

people can look at, if they want to experiment with it and they want to make sure that they're not wasting their money and they're getting good quality products?

[0:47:26.1] IB: First and foremost, you should pay attention to if the company has been GMP certified. It's a good manufacturing practice. If the company is good manufacturing, like [inaudible 0:47:39.0], or leaf organic, they have the organic serve, or even the [inaudible 0:47:43.0] via e-mail and ask for a certificate and access. I know for us, they're just things that we encounter is the [inaudible 0:47:52.0], right? I could tell you a 100%, I know what's in your products and you would know. When there's been put off things like meth in some of these CBD products –

[0:48:05.2] AV: Excuse me?

[0:48:05.8] IB: Yeah. It's crazy. When you go home –

[0:48:09.2] AV: Maybe one of those nights that I like, the CBD was really effective is we – what?

[0:48:14.2] IB: I mean, there is a crazy having as in ethanol. Some of these products, they did a – I think it was a fox and friend segment, but it pulled a bunch of products on the shelf. It was –

[0:48:24.9] AV: Actually, a third-party tested it.

[0:48:26.3] IB: A third-party tested it. There was nothing that they said was there. I think –

[0:48:32.2] AV: That's insane.

[0:48:33.4] IB: Some of the bigger brands, you just and always ask. If you check for a company and they don't have the answers on their home products, that's a huge red flag.

[0:48:43.3] AV: Well, I remember reading some study too that they did the same thing with – I don't want to, I guess, throw them under the bus, but they took a bunch of supplements and vitamins from GNC and literally, 80% of the products were not accurate in what they said in the ingredient list.

[0:48:58.7] IB: I swear, now delving into this business, it is the wild wild west and the supplements are such an unregulated business, where it's like, some of the claims and things that people are trying with CBD, or even just with supplements here, is almost like voodoo magic. You can't say things like that.

[0:49:19.9] AV: If there's any industry that should be –

[0:49:22.0] IB: Regulated?

[0:49:22.8] AV: Yeah. That's crazy to me. America is uniquely shitty at this, because again coming from Canada, and not to say that Canada is perfect in all the stuff –

[0:49:31.7] IB: No, they're a lot better than us.

[0:49:33.1] AV: Huge difference. Why are we sleeping on this? Why are we not paying attention to it?

[0:49:38.1] IB: It's actually terrifying, because especially as an [inaudible 0:49:40.3], anyone that's going to be tested in what you put into your body and it shows so much to have not what's being promoted on the label and not be accurate is something that is so concerning.

I remember back to mentoring, I don't want to say there's bigger facts that's gone on here already, they pulled a bunch of things in a shelf and there was an issue of marketing product that that thing is in steroids and some of these over the counter GNC products, not necessarily GNC labeled, but different companies, and they would do it the first line to have these crazy results from all the customers and all of a sudden, not putting it on and take it back.

[0:50:19.5] AV: Right. No plateau and they need to keep buying it. Yeah.

[0:50:21.6] IB: Yeah. It's almost like a drug dealer trying to get fixed, right? Whether it's [inaudible 0:50:25.6] or something like that. I feel the easy thing and what you're thinking and you think you think you're doing good for yourself, which is wild.

[0:50:35.6] AV: Is this another case where we're not moving on it, because that would mean that a lot of these companies that make a lot of money and have a lot of influence would suddenly have to completely change their operations, or maybe go out of business.

[0:50:50.1] IB: Yes. I also think some of the biggest companies do that, in a world of pain of figuring out. I think a lot of that issue is on the manufacturing side. I think a lot of these companies had to be the bottom line and are not the standards of what – I think it's because something is on the gray area, not healthy standard of food supplements.

[0:51:12.9] AV: Or strictly medicine, because it's like, no. Something is never promised that they're going to –

[0:51:17.8] IB: No. You have to be very careful in those who are related in using terminology. I mean, being a fitness advocate I'm definitely putting things in on live, or the counters that way more effective than this should've been in terms of a pre-workout, or –

[0:51:35.1] AV: Because there was meth in it.

[0:51:37.4] IB: Right. I'm not going to say that I've ever done that. I will say that –

[0:51:41.9] AV: We can. We believe it.

[0:51:43.7] IB: If ignorance is an excuse, now –

[0:51:46.2] AV: Holy shit. It's crazy.

[0:51:48.5] IB: It's terrifyingly about it. That is the case, right?

[0:51:51.8] AV: Okay. Your company, you make – you have protein powder infused with CBD and then you've got this unwind CBD melatonin. There's [inaudible 0:51:59.3] too, right? Is there?

[0:52:01.9] IB: There is [inaudible 0:52:02.0].

[0:52:02.2] AV: Oh, [Inaudible 0:52:02.1]. Okay.

[0:52:03.7] IB: Those are two existing a lot of. We actually have probably by the time this podcast launches, so I could say it, we're going to be the official sponsor of USA weight lifting. One of the biggest reasons that I'm wanting to do that, we partner with USA weight lifting started to be my fan. I wanted anyone in fitness sports to come and know that we are athletes, making products for athletes dedicated to the best of recovery and also formulas that are going to enhance your performance, or from [inaudible 0:52:36.5].

We have also products on muscle growth and toning, tincture. Then we have a few unique formulas in things like, for free imposed flight and tropic goes for all. A lot of R&D, which is really cool, because supplements are a [inaudible 0:52:57.2], some things like – some people have a supplement, some people are gouged and really amazing for that and others are like, "Well, that crazy dream is outside." I do not ever want to take it again. It's really subjective.

[0:53:09.1] AV: People freak out about melatonin sometimes. Yeah. I personally would rather have LSD in your dreams and actually sleep than not.

[0:53:18.5] IB: Hard to say. I actually really avoid the crazy names –

[0:53:22.1] AV: Oh, you like your melatonin-weird dreams. Okay. I don't know if I like them. I just deal with it.

[0:53:27.8] IB: No, I enjoy it. The deeper the sleep, the deeper I'm dreaming. I love that.

[0:53:33.3] AV: What's that, you said like pre-imposed flight product. Let's talk about it.

[0:53:37.1] IB: Yeah. That's going from the horizon.

[0:53:40.4] AV: What's the formula idea behind that?

[0:53:43.8] IB: Think of anxiety, stress, upset stomach, or even just [inaudible 0:53:48.2], then when you land, something that you could take that's going to make you feel, or maybe a little boost of energy that's [inaudible 0:53:57.8], vitamin B and GABA and a few other things in there that would help you settle and also focus, right? Getting off and maybe not to feel like you've got hit by a truck, or feeling rocky.

[0:54:12.9] AV: Because flying is the worst and grossest thing.

[0:54:15.9] IB: Oh, yeah. You see [inaudible 0:54:16.1], one of the best things that I've ever been want to travel was get off the thing and working out. My secret, I hit a bunch of whole foods and then I go work out.

[0:54:26.1] AV: One of the things, one travel hack that has worked for me really well, because I'm somebody who – I'm the opposite of an intermittent faster, I just like to constantly be eating. I accept that about myself. It's fine. Learning to not on a plane, if you can avoid it. Look, if you're going to be on a plane for 12 hours and you eat something cool. I was somebody who just – I have snacks on me at all times, because I love snacks.

[0:54:46.7] IB: Me too.

[0:54:47.8] AV: If I'm on a 2, 3, even 4-hour flight, do I need to eat something? I know I'm going to be dehydrated. The pressure, the drive of the plane, like you don't digest things properly when you're in an airplane, and so you're already setting yourself up, you get off the plane, you're bloated, you feel crap and that just steamrolls into the rest of your life.

[0:55:04.1] IB: It's actually being full. It's like you're sitting bored out of your mind, basically just consuming things, because it's there, right? [Inaudible 0:55:12.4], then the cookies are going to go on with it and all of a sudden, they have a 1,000 calories and [inaudible 0:55:17.9] and you get that, "I probably really shouldn't have done, especially with all the effects being random."

[0:55:24.3] AV: Yeah, I'm really excited about some these new products. I think that it's really cool and very relevant that you are partnering with the – what is it? Weightlifting –

[0:55:33.5] IB: USA Weightlifting.

[0:55:34.6] AV: USA Weightlifting, because the CBD has been something that has been so popular amongst athletes. Again, there's this issue with the drug test and whatever, but I know a lot of MMA fighters use it because some of the biggest, the studies that are coming out on CBD and some of its biggest attributes helps with recovery, sleep, anxiety information. These are all things that athletes are constantly dealing with.

[0:55:58.8] IB: I mean, I was taking CBD for the past six years. I've always been in the positive, right?

[0:56:04.8] AV: Yes. You must have been an early adopter.

[0:56:06.3] IB: I was. Announcing probably some of that initial CBD does [inaudible 0:56:09.8].

[0:56:12.7] AV: Yeah, we've talked about this.

[0:56:14.0] IB: Did not hurt the case.

[0:56:15.6] AV: A couple products that were like, "Wow, this works really good." There is definitely THC in that too.

[0:56:19.8] IB: Well, as an athlete, right? We'd sometimes use – I'm building a healthy lifestyle, there was not enough education at the time to be like, "I'm an advocate for cannabis." Once you see cannabis, we're going to think of stoned. You think that I'm using, cheating my system. We have CBD at one point, really [inaudible 0:56:38.8] and haven't really come out of this. I'm, "God, I'm using CBD at a time." What? I always was in the off-season, which define it I think, for the results. It's part of my morning rituals. I really, really notice the effects.

I won't say that during training, but I don't think there's any term that's going to make you feel dizzy when you're training out at a surface above. What I did notice and this is with any supplementation is that you ticket out that –

[0:57:06.8] AV: You those.

[0:57:07.7] IB: That it's gone, right?

[0:57:09.2] AV: Do you cycle CBD? Okay, so how do you do that usually?

[0:57:13.9] IB: It's by feel. I've gotten to the point when I feel – I don't like those. I don't like – not to say that I'm a 100% paleo, or have done keto, I've done all these things, I've done [inaudible 0:57:24.6], I've done every diet I could possibly do in the amount of it. What can I do if you want my body feel as like [inaudible 0:57:30.2] and what my body does, right?

Whether it's too much caffeine and maybe I'm having too much. I always like to point out, maybe if you reevaluate friends, but just things that I feel are heavily related, just take away from be it weekly to get back to it and now reassessing maybe those statement and how it's being made at the time of it, those things. I feel like it's constant evolution of this government on not to be a complete biohacker, but I do like to see what works and what doesn't is, it is ever-changing.

[0:58:05.0] AV: I always felt that was part of the fun of being in the fitness industry, like you don't all have to bend green fields, but it's fun to experiment. Whether that's just with new workouts, training protocols, or diets. If you approach the experimentation with the sense of removing and fun, then it's not like, "Oh, this is a chore." I have to take these supplements, so I don't feel crap and I have to eat this way, so I don't get fat. It's like, look at it through a different lens that you have the opportunity to whether learn about how your body works.

[0:58:34.5] IB: Yeah. No, it's incredible beyond just performance is inner function. I think that's a layer that I've added barely recently, that I've always been looking for ways to optimize my mental acuity, my ability to remember things, right? How could I not know if I have energy and feel good in with mine, but also just you diet into the work plans and be better with remembering names, or be better with e-mails and alert and you have a better focus. No matter what is that, there's so many things that you can live with, or just try and see if it works for you.

[0:59:13.3] AV: Yeah, exactly. What other supplements, or things would you like playing around with, besides obviously, the products that you are creating?

[0:59:26.2] IB: The supplement and products that I've delved into, I've always been a big advocate of [inaudible 0:59:31.4]. That's where I made my protein formula collagen.

[0:59:36.4] AV: I'm a huge fan of collagen.

[0:59:38.4] IB: I came up with that bodybuilding mentality was way of everything and then cruising at night. I got to a point where it's the point of feeling [inaudible 0:59:49.9] all the time, just help me got and set them –

[0:59:53.8] AV: Yeah, that gets old. Yeah.

[0:59:54.5] IB: I started timing things and collagen was a huge one. You do things that maybe you make in terms of [inaudible 1:00:01.4], letting my hair and nails grow a lot faster. Plus [inaudible 1:00:06.0] and I'm just healthier, who knows? There definitely is a weird correspondence between the two.

[1:00:11.6] AV: Like Wolverine and –

[1:00:12.4] IB: It's insane. It's insane.

[1:00:14.4] AV: Yeah. Your skin looks good, your digestion is perfect.

[1:00:18.0] IB: I think that's one of the best things. I've been taking [inaudible 1:00:21.1] for a while. I really, really would fill in vitamin B, fish oils. I got a book with Raphael's every morning. Those are big effects and they just give you lots of reward. In terms of eating, it's just basically fill. I'm not going to delve too much into nutrition, because – I feel, you just got to do what makes you feel and you got to find as maybe in that like, "I can exist this way for the rest of my life, versus just getting miserable."

[1:00:52.6] AV: It's so individualized. I think the key and this is somebody who is coming from the paleo world, where people can be just as dogmatic as anybody else. It's you have to again, goes back to the experimentation. I think that there is a general human baseline that makes sense, where we want to avoid processed stuff in favor of unprocessed stuff as much as possible.

Again, it's you have to balance your life. You have to be able to be flexible and some days you're going to eat a shit ton of carbs and some days you're going to go out and enjoy your life, eat a bunch of junk food and you have to be able to manage all of those things, because life is not weighing and measuring your strictly paleo food every day for the rest your life.

[1:01:33.1] IB: It just goes back to the relationship with food. I know that I was gone from guilty of being that person when I ate a cookie, there is a lot of self-loathing in that. When I really eat something like ice cream and something like – it must be good for me and I know it's bad, versus it's the number of [inaudible 1:01:48.7] towards myself that was healthy.

[1:01:51.5] AV: Which of course compounds the negative effects that eating junk food has.

[1:01:55.1] IB: A 100%. I think just the relationship we have with it and just know itself, okay, I have to start cooking. What is going to happen to me? Wasn't a great decision, but I know [inaudible 1:02:02.8]. That's been my attitude towards eating enough. I think, like anything, you just need to find a knowledge that works for you and somewhat, something existing now. That is the key towards anything, whether it's something like paleo, or it's keto, or it's intermittent fasting. There is one [inaudible 1:02:26.1], right? I know that while looking for this perfect way of magic pill and I wish that I had it placed.

[1:02:33.5] AV: You get rich.

[1:02:34.5] IB: I'd love to serve it all. I mean, for me –

[1:02:38.3] AV: I think the magic pill is common sense. That's a very hard pill to swallow for some people. I remember one thing that I learned from Robb Wolf, so he's a big – who's big in paleo ancestral eating community, and now he does some keto stuff. He wrote this book called

Wired to Eat. One of the things that really stuck with me, because it's something that you've just echoed and I think 99% of human beings, especially people who are interested in fitness have is this feeling of guilt around eating stuff that we think is less healthy.

He talks about we're changing the language. When you're associating with morale and human values to the food that you ate, but if you can step back and realize how silly that is, like I ate a cookie this morning, do you look at me like, "You're a piece of shit. You're dumb. You're a bad person." No one cares.

[1:03:30.2] **IB:** No. It's funny that you would think that way, right?

[1:03:34.9] **AV:** We feel that about ourselves, but I don't feel that about you.

[1:03:37.4] **IB:** You probably have everything to do in life, right?

[1:03:39.2] **AV:** Oh, I skipped a workout. What a lazy piece of shit.

[1:03:41.2] **IB:** Yeah. Oh, my God. It's [inaudible 1:03:41.8]. Nobody cares.

[1:03:47.4] **AV:** Again, going back to what you were saying, it's like, get out of your own head, have a little bit of perspective and realize that this is a marathon, not a sprint. Your cookie breakfast in the grand scheme of things, the only thing that makes that worse is you feeling guilty and pitying yourself, because you made a bad decision.

[1:04:04.4] **IB:** It's a double-edged sword, because I feel you're at a point when this is you've delved into something that's – I mean, this is a huge conversation, the social media, right? Social media, you have these people that have backed for now, or even a podcast, or whatever it is. Everyone has a place. You're only seeing half the spirit, right? If you're seeing the person has six-pack abs and eating cookies, or the keto princess, I have no idea what I was –

[1:04:36.3] **AV:** That account probably exists.

[1:04:37.4] IB: Yeah, for sure. I mean, if not in – I’m going to take that right as soon as we finish. I just feel these things that are being made are only our best selves. That it’s just really in healthy for us to live in this world for a truer media that’s only [inaudible 1:04:58.7].

[1:05:02.9] AV: I think that the approach to social media has been the approach that you make to everything else in life, which is thoughtful and mindful, because most of us don’t still use it, still, “need” social media for our business, or to connect with friends, or whatever. For whatever reason we feel that we need social media, we’re not going to go out and live in the woods and not have Instagram anymore, God forbid. Instead, we need to be thoughtful about how we use it.

I think that most of us at our age and place in the world, we know theoretically that yes, social media is everyone’s highlight-reel. We’re putting up our own highlight-reels, that we know better, and so we need to internalize that and think about it and realize that that’s not reality. There are ways we can use it and there are things we can learn, but when we’re using it to feel shit about ourselves, that’s when you need to reevaluate. Be mindful about it.

[1:05:52.2] IB: Yeah. I think that it also [inaudible 1:05:54.1] right? It’s like, when you first meet you were like, “Oh, you’re not a total bro. Let’s CrossFit,” right? I think that the look that most people project, or even in the fitness industry, it’s so crowded by aesthetics, even though we grab it 2 inches off. I know, this is like fitness and aesthetic work, I feel there’s still this crowd around the industry of [inaudible 1:06:21.2] of girls being girls.

[1:06:25.6] AV: Super shallow.

[1:06:27.0] IB: Yes. It’s like abs that do everything. It’s not the reason I train. I’m sure if that’s not anything you’re in just to look good naked, you’re not going off this, right?

[1:06:37.4] AV: Yeah. It’s funny, I roll my eyes at this, because having spent time deeply entrenched in both the CrossFit community and the bodybuilding community, and I love how they make fun of each other for like, “Oh, CrossFitters can’t do anything. You just swing around the bar like an idiot.” CrossFitters talk about bodybuilders like, “You’re just dumb assholes. You just want to look good naked. You’re shallow and dumb.” First of all, both of you want to look

good naked, stop lying, both of you are about abs and looking good and showing off, so stop. You have much more in common than you have different. You all like your endorphins and to sweat and be strong and to look good, so stop it. Just get along.

[1:07:19.9] IB: You just hammered why I do fitness. It is crazy. I'm a junky of endorphins. To get even just feeling good physically, I need that hit to feel along the rest of the day. We met the first time I was like, "I am a miserable person if I don't eat and turn off."

[1:07:37.5] AV: You worked out two days.

[1:07:39.0] IB: Yeah. Those things that I have doing like, "You're going to hate me." I think that all of us and we can. It is like for me, you're on just the physical of being able to form and to have the space of nothing else matters and you're almost like, "I'm not a religious person now." I get into the [inaudible 1:07:58.2] used. To have this basically one that admires, whether it's [inaudible 1:08:03.6] or of it's the gym, or the other studio, so incredible.

[1:08:10.6] AV: Just being in your body, instead of in your mind.

[1:08:14.2] IB: This is one of the few places that we could actually go to you, 2 minutes a round, versus over the internet and not be brought together based on how many [inaudible 1:08:25.2] other types of categories.

[1:08:28.5] AV: That actually buy people.

[1:08:30.2] IB: Yeah. That the internet, or social media is actually lumping you into and you're going to get it and sold out. Yeah.

[1:08:38.3] AV: Yeah. For people who are concerned or not with the fact that people who are very into fitness are really just shallow people who want to look good, there is a reason why fitness and strength is a base for everything else, because if you have that discipline in your life, if you have routine in your life where you're caring about yourself, you're focused on being healthy, you can use that as the basis for everything else that you do, because you have that

discipline in working. If you can apply that discipline to a business, if you take care of your own health, you can take care of other people's health.

I think people do need to get away from like, it's fine to admit that we want to look good and we want to be sexy and strong, but to also use that as there's a deeper part of this at play here that it's helping every other part of your life. Then you don't feel guilty about trying to look good.

[1:09:31.7] IB: Initially, we were talking about some of these people that you've been interviewing were just like, you were a fan of, [inaudible 1:09:37.5], so this is up-strength that I look to and strength that is at. I can say like start a trend if a lot of these pioneers and in the front of this industry being a way of and still lying around here, that it's like, this is mind and body. To circle it all up and building to you fitness as a means to every other area in your life, whether it's nutrition, that's supplementation, whether that's just mindfulness, or effectiveness.

This is a – I mean, and a lot of what I find value in is that this has become the ability to fine-tune every other area of my life, but finally circle back to something that is consistent. I mean, look at people like [inaudible 1:10:34.4], all these other huge – they're changing our lives, or viewer fitness and the most of just coming back then, always that of more than just what you needed in times, and more that you've put into your cognitive. It's incredible.

[1:10:53.0] AV: Yeah, do you know what? Have we all not noticed that some of the biggest, most well-respected names in health and wellness, whether looking at Claire Hamilton, or looking at Charles [inaudible 1:11:03.6] and looking at Ben – all these people I look up to, they all hammer home the basics. James Fitzgerald. For it's not a supplement and it's not a crazy specific number of sets and reps, it's are you sleeping? Are you stressed out? Do you get out in the sun and go for walks every day? These are high-level coaches and trainers. They're not talking about specific – because the specifics don't fucking matter if you don't have that other stuff sorted out.

How many times does a smart person, I have to say this out loud before the rest of us internalize it, because we're still like, "What about that nootropic?" Those are little tiny add-ons when you've sorted the other stuff out.

[1:11:49.2] IB: Yeah. Those are the other things. Those big tires, or the hard tires. Really hard. To be consistent and disciplined enough to make those choices on a daily basis, versus taking around a shot and amplification, just needs to be the human condition as long as we can remember.

The foundation of what we do, who we are and the choice of making the hard or easy decisions, like morally, physically, [inaudible 1:12:18.2] surface level of what I'm eating next is now becoming easier and easier to make alone, right? Of course, you're going to have people like yourself and shot through after that and all these other resources to guide us in border, but –

[1:12:36.1] AV: Can't make you drink.

[1:12:37.6] IB: Yeah. No, I can't drink.

[1:12:39.3] AV: Yeah. I mean, you're right. We have more access to shortcuts and snake-oil than we've ever had. We also have more access to valuable information and resources than we've ever had. I think again, it goes back to approaching life with a sense of learning and open-mindedness and willingness to try things and then going back to that thoughtfulness.

No matter who you are, this is going to take some work. Life is a journey, you're going to have to do some work on your own, no matter how much information you get from smart people. It's you. You got to do.

[1:13:14.9] IB: It's decide if it works. Also, just the cognitive. That's the whole part. It's always going to be a path of you're testing every step of the way, whether it [inaudible 1:13:24.2], working to be at CrossFit, or being – or pro surfer, it goes up to better, whatever you're going to be, there's always going to be a challenge.

Or if you just [inaudible 1:13:35.3] every day, right? There's a cavity in there. This was a cavity and I've earned more reward that if you move, that's good for you. There's no right or wrong. I know that it's that argument of bodybuilding. I'm not going be this people as that's really buffing. I mean, I believe that if you move and that is better than being [inaudible 1:14:00.5]. Yeah, preach it all day long.

I guess, it just become a condition for you, but the reason that I was brought in to CrossFit, I was brought in to function for myself was the function of the keto I've seen on you and numerous cases where it's being able to pick up a child, or whatever it may be. What's [inaudible 1:14:24.4] to Machu Picchu and pull a 60-year-old woman as climbing so – just like better than 20-year-olds who are maybe smoking cigarettes along their way. I'm like, man –

[1:14:37.7] AV: There's a lot of different types of fitness.

[1:14:40.0] IB: This fitness, I found it was something that is needed, right? This avatar that it's hanging around or longing to that is so – is in putting yet. We took care of it, because we're an organism like anything else and it's like, you have to treat it like –

[1:14:56.1] AV: If you do and you can be a 60-year-old crushing Machu Picchu. I think that's a positive way to end off. Okay, look, it's getting loud in here. It's impossible to find a quiet place in New York, so we did the best that we could.

[1:15:08.2] IB: It was great.

[1:15:08.8] AV: I appreciate you taking time. Great chance as always.

[1:15:11.9] IB: Hopefully I didn't [inaudible 1:15:11.8] too much.

[1:15:13.0] AV: That's what people are here for, they're here for the rent. Tell people where they can connect with you, learn more about your company, all that stuff.

[1:15:20.9] IB: You can connect with me on Instagram, so @lan_berger15, or @Altrufuel on Instagram. That's probably the two best ways to find me. Or altrufuel.com is our website and you can check it out. Even if you're just listening for someone educational in CBD and how to apply it to your daily life, whether it's for sleep, whether it's for [inaudible 1:15:43.2] on the rest of things. Look out for [inaudible 1:15:48.7].

[1:15:50.4] AV: It's really cool.

[1:15:51.7] **IB:** Yeah. Thank you for having me. It was super fun. Hopefully, there's something in there that's useful to your audience.

[1:15:57.8] **AV:** If they didn't learn anything, that's their problem. We try to do our best.

[1:16:01.3] **IB:** We did our best.

[1:16:02.2] **AV:** Wait a second. People, is it shipping nationwide if people want to buy stuff?

[1:16:06.7] **IB:** Yes.

[1:16:07.3] **AV:** Okay. Nationwide shipping. What's the partnership? Is anything going to be televised? Is there anything? What's going on there?

[1:16:14.3] **IB:** Yeah. We're going to be on [inaudible 1:16:14.9]. For the US, open, national, internationals, all those events. We'll probably be working with similar athletes in there, because of the new sponsor and probably because of –

[1:16:29.5] **AV:** Are you going to go to – some of the events if you can?

[1:16:34.2] **IB:** Next week is USA nationals in Utah. I might be going. That is actually quite [inaudible 1:16:40.2].

[1:16:40.9] **AV:** Yeah, but it's so cool.

[1:16:43.1] **IB:** I might go and cheer him on. I'm not sure. I have a schedule conflict. If I can, I'll probably be going to [inaudible 1:16:49.1] just to continue at getting support and access to [inaudible 1:16:54.5] and debunking any similar ways that sneak in that might exist in ways.

[1:17:00.9] **AV:** Cool. Ian, thank you for your time. Thank you for having way more energy than me and doing all the stuff that you're doing, because it makes me tired just to hear it. I appreciate.

[1:17:09.7] **IB:** Absolutely. Like I said, I'm typically would be a part of this and [inaudible 1:17:12.3] super inspire. I'm just glad that you just thought I had something to share.

[1:17:19.3] **AV:** Absolutely. We'll do a part two at some point.

[1:17:20.5] **IB:** Cool.

[1:17:21.1] **AV:** Awesome. Thank you.

[END OF CONVERSATION]

[1:17:26.5] **AV:** All right, that's all for today. Join me next week. I'm going to give you the lowdown on how to choose the best olive oil, because there's a lot more to it than you might think. An olive oil can be an absolutely delicious and health-promoting addition to your diet.

For most of us, if you know how to get the good stuff, but there's a lot that you need to know and I will tell you what you need to know, so make sure you're subscribed to Paleo Magazine Radio, so you don't miss it. Make sure you head to birchbenders.com, our sponsor, and use the code `paleomag20` for a 20% discount on their delicious paleo pancake mixes.

Make sure you reach out to me on Instagram, @themusclemaven and say hi. Let me know what you thought of the podcast, or the podcast in general, just because I would like that. That's it. I hope you have a great week and thank you as always for listening.

[OUTRO]

[1:18:18.0] **AV:** The intro music for Paleo Magazine Radio is a song called Stronger performed by Alter Ego and I hope you love it.

[END]