

EPISODE 307

[INTRO]

[00:00:19] AVH: Hello everybody. Welcome to the Paleo Magazine Radio Podcast. I'm your host, Ashleigh VanHouten. Very happy that you're here with me today. I've got kind of a big deal guest today. His name is Max Lugavere. I'm sure you've heard of him. I've been trying to tack this guy down for a long time. He's a busy man, obviously, but he's a got a new book coming out as this week actually. I managed to get him on the phone for an hour so we could chat about that new book, and I'm really, really excited that he took the time to be on the podcast.

For anybody who doesn't know who Max Lugavere is. He's a filmmaker, health and science journalist. He's the author of the New York Times bestseller *Genius Foods*, which is actually I believe as somebody who's read a ton of books on health and nutrition, one of the better ones that you want to just have in your library all the time. *Genius Foods*, I would say, Sarah Ballantyne's book. I mean, there's a couple that are just like everybody across the board could benefit from them and I believe that *Genius Foods* is another one of those books.

His new book that's coming out this week is called *The Genius Life*, and that one is also fantastic and kind of just moves a little bit beyond just about food and superfoods and the kinds of foods we may be should or shouldn't be eating. It moves into sort of other areas of life and health, which I think of course is important and great and useful. Max has a really sort of pragmatic approach to health. This isn't like let's explore the outer ranges of biohacking, and we do talk about supplements and things like that, but it's really just about a really true deep understanding of the lifestyle factors that can maintain health, that can support health, that can promote health, that can reverse poor health, all of these things.

I'm really glad that he took the time. He's doing fantastic. I mean, his popularity and his reach is just expanding hugely. He's got the *Genius Life* Podcast, which is a fantastic podcast. I highly recommend you check that out as well. Actually, I mentioned an episode in our conversation that I thought was really, especially good. Anyway, you probably know Max. I probably don't need to be doing this much of a preamble. Great dude. Really, really useful information. The books are fantastic. I hope you enjoy this episode.

But first I wanted to give a shout-out to a friend of a podcast. Her name is Nicolette and she sent in a review, a really, really nice review and she wants a cookbook, and we're going to give her one because she sent this really, really nice review and took a minute out of her day to give us some feedback. I'm just going to be that girl and read out this review that's saying nice things about me. Okay?

Nicolette says, "Love, love, love the info shared in this podcast and the variety of interviews as well as content. Listening to this podcast daily teaches me a lot about the things I'm passionate about, food, health and overall wellness. I look forward to new episodes and listening to Ashleigh (woman crush)." Oh! Thank you. "She's so personal. Seems to always ask the right questions and sneaks in her selfish questions, which I find I'm asking myself as well." Oh, good! Okay. That makes me feel less bad about the fact that I'm asking selfish questions all the time.

Anyway, Nicolette says, "I have enhanced my life and continued to do so with this podcast." That is incredible. That makes me so happy. It means a lot to me. It really does. It never ever gets old when I get messages just like this where people telling that they're learning something, they're enjoying something. Their life is improved in any way through what they're learning. I mean, that's literally what we're here for. That's the only reason I'm doing this podcast. That means a lot to me. That's awesome. Thank you so much for taking the time to fill up that form. We're sending you the cook that you wanted, *Paleo Magazine Readers' Favorites* cookbook. Yeah, anybody else who wants to do that, all you have to do is go into the show notes of any podcast episode at the bottom. There's a little form you can fill out, and you can send us a nice message and maybe get some free stuff. Nothing wrong with that.

All right. Then last but not the least, before we move forward with the interview, I've got to tell you about our show sponsor, Wild Foods. I'm in love with this company basically because it's a one-stop-shop for like anything that I would ever want that's paleo and healthy. They've got collagen, and they've got MCT, and they've got whey protein, they've got coffee. Oh man! The coffee is actually really good. They've got salt. They've got everything.

But one of the new things that they have that I actually – They sent me a box, and I've been trying to limit myself to one a day, but they've got this new Wild Foods keto bar. It's really good.

It's made with grass-fed collagen. It's got chocolate in it. I mean, that's literally the only information I need basically, but it's real food. Real ingredients. Got almond butter, cocoa butter. It's keto. It's like high-fat, low-carb, very filling. Not too sweet, because I find sometimes keto desserts surprisingly, I guess because I just have to throw in so many different keto-friendly sugars. They tend to be overly sweet. These ones are just like they would do as a dessert, but they're tasty. They're not too big. They're not too rich. I'm really enjoying them.

Anyway, they want you to try out these new bars as well as anything else that you want. So they gave us a discount code, 'PALEOMAG', you get discounts if you go to wildfoods.co, not com, .co. You'll get 12% off your entire order. You should hit that up. The company is fantastic. I interviewed the founder, Collin, in a previous episode. So you can check that out.

Without further ado, here is my chat with the wonderful, charming, intelligent, Max Lugavere.

[INTERVIEW]

[00:05:37] AVH: All right. Max, I finally got you. Thank you so much for being on the podcast.

[00:05:41] ML: Thanks, Ashleigh, for having me. What a pleasure.

[00:05:43] AVH: I'm really, really excited to dig down, but I guess before we get into the deep stuff, let's like start a little fluffy and move on from there. How are you doing with this new book launch? You must be like swamped and excited and crazy and all over the place.

[00:05:56] ML: Yeah. It's definitely a busy time, but I love the fact that I get to do this for a living and I'm just so grateful to people that have paid attention to me over the past few years, because there's a lot of noise in health and nutrition, as I'm sure you're well-aware. Yeah, the fact that I get to have a say, like it's a very humbling experience and that I get to do it and not really have to focus on anything else is a great privilege. Yeah, this is definitely very busy and I also am moving in the middle of all these from West Hollywood, which is where I currently live in L.A., to Sta. Monica. To throw a move in the middle of the mix is – I've definitely bitten off a lot.

[00:06:35] AVH: It's a lot.

[00:06:37] ML: Yeah, but it's cool. I wake up every day excited, and so I can't really complain. I mean, we could all find things to complain about, but I try not to like get into that mindset too often.

[00:06:49] AVH: Yeah. I agree with you. I mean, sometimes it kind of feels nice. It's a little cathartic to just get out. Some complaints here and there, the right environment to the right people. But generally speaking, I think we've got it pretty good.

What is your decision to move to Sta. Monica, which to me sounds like a great decision, but is it you just kind of want to change the scenery, or what are you thinking?

[00:07:08] ML: That's pretty much it. Yeah. I kind of want to change of scenery. I think we always talk about in the health and wellness world how good health begins at the end of your comfort zone, but I think, psychologically, I can be prone to sticking within my comfort, and I'm very comfortable with West Hollywood. I've got this routine, and I just kind of felt like it was time to change things up. I also have had an apartment in West Hollywood that I've had for the past 6 years and a lot has changed in my life over those 6 years, and I feel like my immediate surroundings are no longer serving me. So I'm excited to move into a place that I think is going to be a lot more conducive to creativity, and I host a podcast as well. It's called The Genius Life, and one of the things that I'm excited about, I'm going to have an extra room in the house to convert to a podcast studio. I'm just having like a blast doing it, doing my podcast.

I think that it's just going to be cool to invest more into it. Again, I'm biting off a lot, but you got to sometimes invest in yourself and leave that nest, and this is what I'm doing. I don't really know the west side of L.A. as much, Sta. Monica as much, but I'm excited for what change brings.

[00:08:23] AVH: That's awesome. Yeah. I mean, I have my own space in my place too where I record, but I have a harder time getting people to visit me here in Ontario, Canada in the winter than probably California. But I'm working on it. I'm working on it. I do like to do the ones in-person when I can. But speaking of your podcast, which I love and I listen to regularly, you had a guest recently who I was so impressed with, Alisa Vitti. I think she's a friend of yours as well,

and was talking about sort of women's health and hormonal health. That was a fantastic episode.

[00:08:53] ML: Thank you. Yeah, that was definitely a surprise, because I've done a few – I love doing episodes about women's health. I think it's such an important topic and it's undercovered in the world of health and wellness and it's also kind of undercovered among male podcast hosts, and I just love women and want to do everything I can to help. I realized that in terms of science, there is a dearth of information as it pertains to pre-menopausal women actually.

Most often you'll see clinical trials taking place. The subjects will be either male or post-menopausal women because they're just controlling for that hormonal rhythm, the infradian rhythm as I've learned that it's called. I did a few women's health episodes in the past, and they did like okay. It's like I was kind of surprised that they didn't do better considering that my audience is mostly female. It's a pretty nice split. It's actually like two-thirds female, about a third male. But the one with Alisa Vitti just kind of like blew up and it was a huge hit. I was pleasantly surprised.

She's a brilliant woman and the topic is so important. Biohacking for women, that's not something that – Biohackers are predominantly like nerdy dudes. No. That's not a hit against biohackers, but that's just sort of like that.

[00:10:11] AVH: We all know. We all know who the group is.

[00:10:15] ML: Yeah. I was excited to kind of bring the topic to a new demographic with that episode. So I'm glad that you appreciated it.

[00:10:22] AVH: Yeah. Well, I mean, as someone who is literally the target audience for that episode and for that subject matter, I appreciate it because I've said before in the past there is a lack of – First of all, even female hosts in this specific world, like in the sort of health, biohacking, like new research, that kind of world. It tends to be more men, and generally speaking, when it's a woman host or a woman-led podcast, it's women's specific health, which is great, because we need that, but it also – Even inadvertently, excludes men because they're thinking, "Okay, that's a women's podcast about women's issues," and I think that having a man

be of course open and encouraging and willing to have this conversations and learn this for themselves and share this with everybody I think is important because we need to understand that women's health is an issue for everybody that we should all understand it and explore it and prioritize it.

A lot of women, and I can speak for myself and I think a lot of my listeners who we gorge ourselves on this information. I listen to dozens of podcasts and I'm always reading books and I'm always doing all these stuff. Because of that, because we're so under-represented, we learn all kinds of things about men's health because that's the baseline. We would never consider that that's not important for us to know. So it should go the other way too.

I mean, men should be aware of women's health the same way we are, especially since it's so much more complicated, really. Anyway. Yeah, it was fantastic. So I just wanted to throw that out there. People who are listening, we'll put it in the show notes so they can listen to that one because, again, as a women who I feel like I'm pretty on top of my health and my body, I learned a lot in that one. There was a lot of stuff that I was hearing for the first time. So it was very cool.

[00:12:02] ML: That's awesome. Yeah. I think also the problem with women's health communication on the internet these days that you get a lot of like BS stuff, like some of it is just flat-out weird. You could like at the goops of the world and like vaginal steaming and all that stuff.

[00:12:18] AVH: Yeah.

[00:12:19] ML: Or like there's like women's health communication that kind of maybe weighs too much on like weight loss. I don't know. Yeah, I think I'm kind of a cool, or at least a unique filter to kind of push through some of this stuff. That's at least what I've heard from my audience. Whether it's men's health or women's health, like they just like the fact that bouncing off of me, it kind of provides a level of like – I don't know, like checks and balances.

[00:12:47] AVH: Yeah.

[00:12:47] **ML:** So, yeah. It's cool.

[00:12:48] **AVH:** And curiosity too, right?

[00:12:50] **ML:** Curiosity, yeah.

[00:12:50] **AVH:** Because it think – Yeah, that's another thing that I think maybe as podcast hosts, we're sort of uniquely in tuned to as well that the guest, of course, is the important person here, but the filter through which the questions are coming and the understanding and the direction that the host is moving you in matters too, which is why ten different podcast hosts can interview the same person and you're going to get more out of maybe this one over here because of who the host is.

Anyway, I don't want to go down a whole rabbit hole about how you and I are the best podcast hosts in the world. Let's just move on.

[00:13:22] **ML:** But we are.

[00:13:22] **AVH:** We know it. Right?

[00:13:23] **ML:** Yeah.

[00:13:24] **AVH:** We know it. We know it. You know it. I know it. Let's just move on. Your new book, *The Genius Life*. I really enjoyed *Genius Foods*. I thought it was really good. I reference it often. What made you decide to write this sort of expansion, this next step? Was there anything specific that you thought like this needs to get out here? We don't know about it, or is it just kind of an evolution of the first book? Talk us through that a little bit.

[00:13:45] **ML:** Yeah. I mean, I just think it really came down to the fact that I wrote *Genius Foods* to be pretty comprehensive, I mean, as you can tell, but a lot of the more lifestyle-based stuff is buried in the back of the book. What I set out to write when I began writing *Genius Foods* was really a nutritional care manual to the brain and sort of a love letter to the brain. Because you can't really talk about brain health without talking about exercise, because exercise is

basically a form of medicine to the brain, there was a feasant sort of overview my sort of high-level lifestyle prescription in the book as well.

But nutritionist is one part of the puzzle and you could go just as deep as I went in *Genius Foods* into any one area of lifestyle medicine. Whether it's circadian biology, or the relationship or lack thereof that we have with major, or light, or ever-present environmental toxins that some of us have been exposed to for the entirety of our lives.

I mean, each of those topics can fill up its own volume, but what I wanted to do is create a work that was more lifestyle-centric, and that's what the *Genius Life* really is about. It's packed with this sort of simple things that people can do every single day that are going to have big wins in terms of their health down the road, but also how they feel in the here and now. So it goes over environmental toxicity. It goes over exercise, whereas in *Genius Foods* there was like a paragraph or two about exercise. *Genius Foods* really is sort of the latest information as it pertains to improving body composition, achieving a leaner and stronger body using resistance training, high-intensity interval training, aerobic exercise and even non-exercise physical activity, which is an incredibly important physical activity modality, which I think is under-appreciated.

Whereas every topic that I covered in the *Genius Life* could rightfully encompass its own book. I think what I've tried to do is give people the best and most relevant science in each of those respective fields in a way that's actionable, approachable and ultimately achievable, which I think is the most important thing for people these days. It's a lifestyle thing.

The other difference I would say is that *Genius Foods* was really kind of a dementia prevention. It was sort of a tome to what we currently know about dementia prevention. While that does make up a portion of the *Genius Life*, it really – I would say as I was writing it, where my head was at, I was more thinking about just overall lengthening of our health spans collectively, of our lifespans and risk mitigation for not just dementia and Alzheimer's disease, but for cancer, for heart disease, for autoimmunity and the like.

In the middle of writing the book, my mother was actually diagnosed with pancreatic cancer and passed away. While, first, my initial foray into health and wellness was motivated by the fact that she had a form of dementia for 7, 8 years, the fact that she passed ultimately due to another

freak medical condition really got me to sort of open up the lens a little bit and consider the entirety of the system beyond just brain health. I think it's a broader book. It's broader while also being a little bit more focused. I don't know how that's possible, but it's a more concise book than *Genius Foods*.

[00:16:54] AVH: Got it. Yeah. I mean, it's such a massive and complex topic. As you said, you could probably pick any facet of any of the topics that are in *Genius Foods* or *Genius Life* and write an entire other book about it, which – I don't know, maybe you're doing. We'll get to that. But one question I have for you is, is there anything – Because I'm always curious with people who are really, as you said, like you're living this life. You're researching and learning and embodying all of these every day in your work and in your life. Is there anything that has changed for you since *Genius Foods* and with this new box?

Anything may be that you used to understand or believe about health and nutrition that may have changed as you've continued to like learn and evolved? I just think it's fascinating, because being in this world and seeing the new trends that come and the new kind of applications of health and wellness and how things are constantly sort of moving and evolving. Is there anything sort of specific for you that stands out that you've may be changed or adjusted since the first book?

[00:17:49] ML: Yeah. I mean, I think I've probably become less dogmatic about certain macros. I still think that people eat too many carbohydrates especially in the milieu of just chronic sedentary lifestyles and chronic stress and a food environment that's become saturated with packaged, processed foods. I think most people are going to get the biggest bang for their buck when it comes to making dietary choices by avoiding ultra-processed foods and sticking to whole foods.

If that's what you're doing, whether your macro ratio is leaning in favor of carbs, whether it's leaning in favor of fats, I think the thing that people can do, it's going to really like give them the most mileage for their money is going to be to avoid packaged processed foods. That's really it, because you can look at the world, the diversity of the diets among the world's hunter-gatherer populations or even the world's blue zones, and you'll see populations that are thriving. Not just surviving, but thriving on high-fat diets, and you also find those that are thriving on low-fat diets.

What's the commonality? The commonality is that their low-fat foods are not the processed mutations of these industrialized food products that we now have come to call food lining our supermarket shelves. They're foods that are naturally low in fat. I think that that's kind of – I mean, I still am carb conscious. I think that the best time to integrate carbs into one's diet is you pretty much have like two optimal times. I mean, one would be the day time, the morning when you're at your most insulin sensitive, and the second most optimal time would be after a workout when you have that insulin independent glucose uptake and you're at your most insulin sensitive. I still think about carbs. But, generally, I think if you are just building your diet around minimally processed whole foods, I really think that at a certain point it's just splitting hairs, that whole discussion around macros.

Now, what I do place an emphasis on in the *Genius Life*, which I did not even talk about at all in *Genius Foods* is the value of dietary protein. I think people can argue about high-carb, low-carb all they want, but generally for most people, switching to a higher protein diet usually is going to lead to spontaneous, like not just weight loss, but body re-comp, I think. If you're on a low protein diet and you're eating predominantly carbs and fat, just prioritizing protein at every meal because it's so satiating, and also obviously the value that protein plays towards muscle protein synthesis. I think that value of higher protein diets really can't be overstated.

I feel like we kind of know this in the fitness community, but I don't think that the population at large is really aware, especially because we live in a time where media every other day is seemingly saying that we eat too much protein as it is, which I don't think is true. I mean, we eat enough protein to avert population deficiency, but a slew of randomized controlled trials, meta-analyses have been published over the past few years showing us that higher protein intakes may be better from the standpoint of strength, body composition, warding off frailty and even from the perspective of brain health.

[00:21:01] AVH: Yeah, I 100% agree with what you're saying. I want to touch on what you said about the idea that most of us, if we can just kind of look at it a bit more high-level, kind of take a step back and think like if we can just sort of reduce the processed food, if we can just aim for whole foods that are nutrient-dense and that we enjoy, we're really ahead of the game, and that anything past that really is kind of splitting hairs.

The thing is a lot of people want to split hairs. They don't want to kind of focus on the basics because they're not as sexy, right? I've heard you in a podcast recently talk about why you aren't carnivore, for example, because that's one the newer trends that people are kind of jumping on and it seems like more than ever, people want to be part of a camp that's either plant or animal-based instead of somewhere in the middle, which is where I think probably most of us would live the most comfortably.

As obviously a devoted paleo advocate, I have always felt that I fall somewhere in the middle. I think that it's the most sort of sustainable and reasonable place to start to just look at animal and plant-based foods that our body tolerates and that we enjoy, but there just seems to be so much divisiveness in terms of which is the superior source and we should pick one, not the other, and it just seems a little bit intense to me.

Can you talk a little bit about that conversation that you've been having and why – Like maybe why you think for yourself or for others that carnivore or completely plant-based like may not be the most reasonable approach for most people?

[00:22:29] ML: Yeah, for sure. Well, first of all I think that if you had to choose between – Which is kind a silly argument, but if you had to choose between carnivore or veganism, I think that carnivore is probably more ideal just because from the standpoint of brain health, from the standpoint of micronutrient bioavailability, I would probably sooner go carnivore than I would go vegan. I don't think that vegan is a healthy diet.

Now, if you're a vegan and it's for moral reasons, then by all means I support and I admire people who martyr themselves. But I don't think that these extreme diets make a lot of sense from an evolutionary standpoint. I don't think that they make sense from a practical standpoint. I don't think that they make sense from the psychological standpoint. They're just so restrictive and there is no denying that people who embrace the carnivore diet are seeing relieved from symptoms of autoimmunity, of inflammatory conditions. But I don't understand why throw the baby out with the bathwater and just do the elimination diet and then add back in different fruits and vegetables to see what the culprit is and to see if you can kind of loosen the belt on such a restrictive diet. But I think a lot of people, what they do is they get mired in these nutritional

ideologies and it becomes like a religion for them, essentially.

[00:23:46] AVH: Yeah, absolutely, and because it's easier too, right? We are very good at following rules. It's a lot harder to figure out what your personalized nutrition plan is. People think, "Oh! I would be so hard to be so restrictive or to only eat one thing," but it's really easy. It takes all the decision-making out of it. It takes all of the experimentation, and the planning, and the trying, and seeing, and waiting, and seeing how your body reacts, and all that kind of stuff. You eat one thing, or you don't ever eat this one thing, or whatever. I mean, that's a lot easier to follow strict rules. Even if that's not sustainable and even if it's not pleasant, I can still understand why people think like, "Okay. Well, at least I have my marching orders. I'll just go with this," rather than doing the much more difficult work of figuring out what the real sustainable plan is for you.

[00:24:31] ML: Yeah, a thousand percent. I am a pretty vocal advocate for the consumption of animal products. I think I'm able to kind of walk this line where I'm carnivore-adjacent, because I'm a strong advocate for the consumption of red meat, eggs, fish, things like that. Don't support veganism as a health diet, as a diet for health. I mean, if you want to eat for moral, ethical reasons, by all means go for it. But I think you could even probably debate the ethical validity of choosing that diet. There's something like 7 billion animals killed every year estimated due to plant agriculture. Just by nature of the complexity of the food system that we all have inherited, there is blood on everybody's hands today.

That's not a conversation that I choose to engage in really, because people have their own reasons for doing things and whatever at the end of the day you. Ultimately, people are going to eat the way that they want to eat, and I don't care that much about how other people eat to get into those debates.

But, yeah, I also advocate for the consumption plants. I think that plants, especially if you have a robust immune system, which should be the default, unfortunately, today. We see a lot of people with widespread immune dysfunction, but for that person, I think that these "plant toxins" I think can be beneficial, and that's what I think there's enough ample evidence to suggest, and certainly in terms of observational data, the data does support that consuming plant foods is good for health.

Now, these are imperfect studies. Correlation doesn't equal causation. I think with vegetable consumption, you're always going to have a strong healthy user bias, but it's the best data that we have, and certainly you're not seeing people who eat more plants live shorter lives. I don't know. That's kind of where I'm at. Certainly, from a psychological standpoint, from a practicality standpoint, from just an enjoyment standpoint, I can't imagine what it's like to be on such a restrictive diet and then to like go out to dinner with friends.

I won't name him, but I have a friend who's on carnivore diet who we were at a restaurant and he had like a piece of steak come out on a plate and there was a lemon wedge on the plate there was nothing else but steak and the lemon wedge on the plate and he asked them to bring it back and to bring out like a clean plate with just the steak on it. I thought that was completely just – in the back of my head I was like, "Oh my God!"

[00:26:53] AVH: Over the top. Yeah. I mean, it goes back too to like the idea of I think resilience, which is what a lot of us are either aiming for or, I would argue, should be aiming for. We talk a lot in this world, in the fitness world about supercharging and living forever and biohacking, and I think that, again, in the mainstream world and ours as well, we really should be at the very least focusing on just that sort of baseline of how we're supposed to feel and be and how our bodies are supposed to react and feel every day.

Part of this is having this metabolic flexibility, this resilience to if and when we do encounter sub-optimal nutrition or lifestyle factors for whatever reason if we're stressed or we're traveling or we're moving while we're launching a book or whatever it is that's happening. Having that resilience that we can still thrive and function under less than optimal circumstances I think is really key. To a lesser extent, that's sort of what we look at when we think about maybe eating or experimenting with like different plants that, as you say, some of them have these fido nutrients or whatever that may in small doses or in certain people kind of have like maybe mild negative effects or something. It is just knowing that we have to baseline of health and resilience to kind of handle things when they're thrown at us, right? I think that's like probably the first step before we talk about how we can live forever.

[00:28:18] ML: Yeah, exactly. There's this concept of anti-fragility that's been advanced by

Nassim Taleb who's an economist. Yeah, what he says is some things benefit from shocks. They thrive and grow when exposed to volatility, randomness, disorder and stressors. These plants – That's exactly what these plant compounds are, is that they're stressors, they would be toxic to these smaller craters, but we are robust. We are meant to be resilient and vigorous, and the same way that a blueberry develops greater strength when it's wild and it's not doused in pesticides and herbicides. So too, I think the human animal benefits from exposure to these kinds of unusual environmental compounds.

Now, that being said, yeah, from a nutritional standpoint, meat is amazing. I think that we should all be incorporating it. It's never black-and-white or if this then that as people in the nutritional community like to pretend that things are because, again, we divide into these factions. But yeah, I think it's more to incorporate both.

At the very least, because we don't freaking know. There are still so many uncertainties when it comes to nutrition and health. If you're following somebody and they pretend to have all the answers, well, is that really somebody who you want to be following? The smartest people, the most seasoned and steeped experts in any scientific field, really, the one thing that they all know is how little they know. When it comes to hedging your bets, that's kind of the – Yeah, I think it's great to incorporate both. Yeah.

[00:30:00] AVH: Yeah. It's so funny you mentioned the anti-fragile thing, because I literally just posted on Instagram, I think yesterday. You'd be very proud of me, Max, because I was talking about being anti-fragile in the sense that – I was just in New York last week. I travel. I'm like halfway between New York and Ontario and I was traveling there and I was visiting with sick friends and I was working and it was cold. Everybody's freaking out about coronavirus and all these things. I'm touching every surface in New York, as I always do, and I was saying, "I really worked hard during this kind of busy, stressful week to take care of the basics so that my body sort of had this resiliency."

I was washing my hands. I was eating real food. I was hydrating. I was moving a lot, but not overdoing it, because I knew that my sort of stress and immunity was kind of being a little bit compromised. I wasn't electronic crush two-hour workouts every day, and I was just sort of having this consistent practice of commonsense while I was doing that.

Knock on wood I didn't get sick that week. I still feel pretty great, and I credit that not to being invincible and not to having any kind of crazy pills that I was taking or B12 shots in my butt, but just this concept of anti-fragility and just being resilient through consistent health practices. I think that that's a lot of what you get into in the book because, again, it's a lot more than just taking a pill or finding the perfect diet.

[00:31:21] ML: Yeah, I couldn't agree more. There's a concept in the *Genius Life* that I talk about, which I discovered it in the literature and I was like this is such a cool concept. People need to know about it. It's the concept of cross-adaptation, that a stressor in one area of your life or via one lifestyle modality, whether it's exercise or maybe in your diet or exposure to extreme variations in temperature has a spillover effect and makes you more resilient in other areas of your life.

This is one of the proposed mechanisms by which cold showers and cold – Like winter swimming and cryotherapy can actually boost emotional resilience, that there is this cross-adaptation of effect where you expose yourself, your body, to one form of stress and then it actually can improve your psychological resilience. That's just like an amazing concept and it's been shown I think pretty robustly with exercise, like physical exercise. But just the fact that we can use it to describe the mental benefits that we get from sitting in a sauna or taking cold showers or just being out in nature and being exposed to soil-based bacteria more than we typically are in our sterile urban environments.

Yeah. It's a super cool and super empowering concept, especially because chronic stress is so pervasive today, and I think there's been this proliferation of self-help books and meditation apps and things like that that can make people feel a little bit like they've got their hands tied if they actually have real stress in their lives. Some people have forms of stress that they just can't wish away. This notion that we can become more resilient, it's like that's another way of dealing with stress. If you can't get rid of the stress, make yourself more resilient to it. That's another and very effective way of dealing with stress.

[00:33:16] AVH: Yeah. I love that. You don't have to give away every awesome tidbit in your book, but do you have any sort of words of wisdom for us on that vein? Because I really

appreciate what you're saying. I think that it's something that we hear a lot. Again, to just keep throwing goop under the bus, like goop-like worlds where it's like, "Just don't be stressed." It's like, "Well, we're not all millionaires and we're not all stress-free."

Sometimes there are stressors in our lives that we can't change, wouldn't change even if we could, and we have to learn to live with them and to react to them maybe in a different way or approach them in a different way. What are some things that maybe you've used or that you could talk about that are ways we could become more resilient to the stresses in our lives, besides exercise?

[00:34:01] ML: Yeah. I mean, I'm a huge fan of what I mentioned, like the cold water immersion. I was just doing that yesterday actually. Super, super cold showers. I don't do it every day. Yeah, it's painful. It's easier said than done. But I think it is a really great mental test, a test of mental fortitude to get yourself to do that. Whether it's finishing off your shower with 15, to 30, to 45 seconds on the coldest setting, to dunking yourself into an ice bath every now and then, or doing cryotherapy, or even just standing on your terrace in the winter. When I lived in New York, I would do that regularly. I would go outside in my underwear. Much to the amusement of my neighbors and my cat, I would –

[00:34:40] AVH: You were the naked neighbor. Everybody's got one.

[00:34:42] ML: Yeah. Pretty much. That was me. I don't care. Whatever. I'm a human being. We've all got the same parts. I mean, I was wearing my underwear anyway.

[00:34:52] AVH: Almost naked neighbor.

[00:34:53] ML: Yeah. I would go out on my terrace and I would – what I would call it, it was free cryo, and I would expose myself to the elements. I think that that's a great way to activate these long, dormant, ancient thermal regulatory mechanisms that a hunter-gatherer that our ancestors would have activated all the time, and those are some of the most useful tools to activate this cross-adaptation effect.

So you're seeing a lot of research now, Charles Raison, if anybody wants to check out his work.

I cite him in my book. He's one of these researchers who's using this ambient temperature therapy to see really profound improvements in symptoms of depression and other mood disorders. I think it's super cool, and were just at the tip of the iceberg, really. It's the new and growing science, but why not? Especially if you can give this stuff a try before reaching for pharmaceuticals.

I mean, pharmaceuticals have a place, but they all have potential for side effects and unintended consequences and doing these kinds of lifestyle modalities don't. I mean, they have no negative side effects other than the weird looks you get when you get into the elevator and your neighbor is in there and you're the naked neighbor.

[00:36:08] AVH: Yeah, exactly. No. I'm totally fine with being the naked neighbor too. Again, living in Ontario, I'm very used to the bracing and refreshing benefits of being outside when it's -15 or -20. I'm with you on that.

I want to talk about a subject that I think you get into pretty significantly in the book, which is this concept of detoxing. I think that that's another subject that there is a lot of misconception around and one being that your body, because we live in a lifestyle or a life of modern culture that has a lot of toxic attributes that we need to detox and that we then of course need to pay for things to detox our body for us, when it seems to be from research that our bodies are pretty good at doing that if we give it the chance.

I'd love for you kind of talk a little bit about the concept of detoxing and when you may actually need to think about doing this and if there are supplements or if there are things that can help us or if we should just be kind of approaching it from a more natural intrinsic way.

[00:37:11] ML: Yeah. I mean, I think the body is amazing and it has such an amazing capacity to detoxify. A lot of people will say that that's bogus. That's BS. But we live in a world where we're exposed to toxins, environmental toxins on an ongoing basis. In the book I talk about these toxins, which range from fine particulate matter that we inhale. 52% of all Americans today are exposed to unhealthy levels of outdoor air pollution. I'm certainly one of them. I've lived my whole life in these big cities.

But I talk about what to do if you live in an environment where there's no heavy levels of air pollution, how to sort of forge a counterstrike with supplement lending tactics ranging from a vitamin B supplement, which has been shown to improve heart rate variability and reduce vascular dysfunction and inflammation associated with exposure to fine particulate matter, foods that can help, cruciferous vegetables.

I mean, our bodies really don't need a whole lot. They don't need cruciferous vegetables or these vitamins, but what you're doing is you're supporting and also in fact stimulating your body's detoxification of these environmental pollutants. I mean, one compound, sulforaphane, has actually been used in clinical trials and has been shown to help people in China excrete carcinogenic gases, like benzene, acrolein and all with the supplementation of this compound that's pretty freely available. I mean, we can get it in any cruciferous vegetable, radishes, kale, cauliflower, cabbage. It's most concentrated in broccoli sprouts, anywhere between 10 and 100 fold, the concentration of sulforaphane-creating compounds in broccoli sprouts compared to adult broccoli.

I also talk about environmental toxins that we're just exposed to in our indoor environment and whether that's via cosmetics that we slather on our bodies and our children, to flame retardants that are used to create our furniture, to plasticizing compounds, like phthalates and BPA and substitution products line BPS that's now being used to replace BPA. What I try to do in the book is – I mean, my goal is in no way to fear monger, but just to kind of get people to think a little bit more critically about their environment because the book really is about the relationship that you know the brain has with the body and that the body has with the environment.

We're just, today, inundated with exposures, whether it's BPA in our – like the interior linings of cans or – whether it's like canned food or canned beverages or used to coat store registered seeds, or Teflon-like compounds that are used to create glide dental tape that many people use instead of dental floss. Those dental tapes are actually made using chemicals that are used to make Teflon, which we know is a powerful endocrine disruptor. It's ever present in our bodies, because they're called forever chemicals for a reason. They don't degrade and they linger in our bodies for years, if not decades, and they're also now able to be measured in drinking water all over the United States and in streams and rivers and the lake water and things like that.

It's just like these compounds are everywhere and it's unclear the dose at which they can have effects in people. What most toxicologists will say and what you'll often see on Instagram is that for everything, the dose makes the poison, which implies increasing toxicity at increasing doses, and a certain level any chemical can become toxic. But below a certain threshold, these chemicals are unequivocally safe.

The problem with compounds that are called endocrine disruptors and under that category, I would put these Teflon-like chemicals, I'd put bisphenol A, I would put phthalates, I would put these flame retardants, is that they can have what's called a non-monotonic dose response, which means that they might actually have overt toxicity at a high dose, but they might have a completely other effect in the body at a much, much, much lower dose. That's why these compounds are so treacherous. They're hard to study. They're hard to predict. They have different effects in people depending at what stage in development those people are. They're also mired in corporate interest. The fact that they're used ubiquitously throughout the industrial food supply and even just in terms of the kinds of things that we fill our lives with today.

That's really the goal, is to help people kind of become more aware of these compounds so that they can minimize their exposures and also to help them better detox. When it comes to detoxification, I talk about essentially eating a nutrient-dense diet, because if you're an optimal nutrient status, if you're eating foods that are nutrient-rich, you're going to be less vulnerable to any of these toxins, because you're going to be more resilient.

I'll start with the value of sweating, which is crucially important. I actually break it down into the 3 P's of healthy elimination, and that is to pee regularly, to poop regularly, and to perspire regularly. All three of those things are crucially important. I mean, we exhale toxic byproducts when we just breathe, but when it comes to like our agency and what we can do to enhance this detox process, just make sure that you're eating a diet that I would describe as being nutrient-dense. You're sweating regularly and you're staying hydrated, because one of the solutions to pollution is dilution.

[00:42:43] AVH: I like it. Oh! It rhymes, so I'll never forget. It's perfect. How do we know – And I know that this is another thing where we can either like get too far into the weeds, and generally speaking, we know when our body is functioning. We know when we feel good. But I do think

there is a subsection of people out there that don't – Like they really don't even know what it feels to feel good or for your body to be functioning optimally or what it looks like to regularly and sweat regularly and have that feel good and all of these things. What are some ways that we could tell that we may need to spend a little bit more time thinking about this natural detox process? Maybe we need to do some of this infrared sauna stuff, or we need to cut some of these lifestyle factors and these toxins that maybe we hadn't even been thinking about or storing stuff in plastic, whatever. There are so many parts of our life, like we're touching things every minute of every day that could be having a negative impact. As you said, some of us can kind of get through it and we're fine and we're resilient, and some people are going to have a much bigger reaction to it. How can we know that this maybe more of an issue for us than other people? What are some of the signs or symptoms? I know you talk about things like skin issues maybe and smother stuff like that.

[00:43:54] ML: Yeah. I mean, I think you should ask yourself when the last time you really had a good sweat was. For some people, that's not a daily occurrence. That's not even a weekly occurrence for some people I don't sweat all that much when I work out. So sometimes I'll wear like a hoodie to begin my workout when I begin my workout just to get my body temperature up so that I can start sweating, or I'll do cardio for that reason not to burn calories, like I think many people do cardio, but to actually just build a sweat.

I also love sitting in a sauna for that reason. A sauna has numerous health benefits, reducing risk of early mortality is one of them. I think I think major that you're sweating regularly. Do whatever you got to do. Hot yoga, infrared sauna, whatever you need to do just to make sure that you're sweating. Because if you're not sweating, I mean, you're basically keeping that stuff in. Sweating is one major route of excretion for certain heavy metals, for certain endocrine disruptors. I talk about them all in the book.

Going to the bathroom regularly – I mean, I take for granted the fact that I go to the bathroom every day, but some people message me on Instagram. Maybe they've read my first book and they'll say things like, "Ever since following the dietary prescription that you advanced in *Genius Foods*, I've have been going to the bathroom every day. Before that I was going to the bathroom once every three days," and I'm kind of spellbound by that, because it's just seems like not – It doesn't seem healthy, and lo and behold, we know that it's not great. I mean, once a day I think

is a great thing to aim for.

Movement is very important for digestion. I think when it comes to going to the bathroom, a lot of us, our heads tend to go to, "Well, what can I supplement with?" I think the best supplement that you can take for healthy digestion is physical exercise. Making sure that you're moving. Again, whether that's yoga, aerobic exercise, resistance training, whatever the modality is that is going to actually get you to enjoy doing it so that you adhere to your routine. Do that and do it often. Also, staying hydrated, crucial for digestion, and then eating a diet that is varied and contains fruits and vegetables, dietary fiber, things like that I think can all the great, can also help a lot as well.

[00:46:09] AVH: I know we're talking a lot about the sort of basic crucial lifestyle factors across the board, basically improve nearly everyone's health. Obviously, we respect Western medicine and we respect the need for intervention when it actually is a need. I think that some of us kind of go to it a little bit too quickly. But with all that said and saying that we don't necessarily need interventions or magic pills or supplements or whatever, I do believe similarly to like experimenting with things like cryotherapy and infrared saunas and stuff like that. I personally am a fan of experimenting with things like adaptogens, and I'm using, I guess, air quotes here, but like "natural supplements" just almost as an experimental thing, not as a Band-Aid or as a quick fix, but as almost like self-experimentation and things that are kind of it's a fun way to sort of learn about your body and see what works and what doesn't.

Of course, this is something that you sort of place on top of healthy, consistent lifestyle practices all of those things. But this these to say, like I like putting some like mushrooms in my coffee and I like to put collagen in everything that I eat because I figured out a couple of these things that really do seem to have some positive benefits for me. Is there anything sort of in that realm that you really like either personally or that you found has been really helpful for people in terms of adaptogens or some of these sort of like, again, found in nature, minimally processed sort of supplements that people are playing with these days?

[00:47:38] ML: Oh, yeah. I mean, I'm glad you asked that, because I mean I don't want people to think that I'm just sitting around eating whole foods all day, and that's pretty much it and that's all I do. I mean, I'm a big believer in collagen, the power of collagen supplementation. Just for

no other reason than getting more glycine in my diet, which is a conditionally essential amino acid. The more methionine we consume, which is concentrated primarily in muscle meat, the more glycine we need good health. Anybody wants to do a deep dive on glycine, I've done a few podcasts on the topic and I talk about it in my new book as well.

I am a big fan of these “medicinal mushrooms”. Disclosure, Four Sigmatic sponsors my podcast, but I actually really enjoy using them, and I think there is a decent amount of research on them and speculation. They all contain these bioactive compounds that can are thought to help the body better deal with stress and things like that. I supplement with fish oil. I've always been a big fan of the supplement called astaxanthin, which is a naturally found carotenoid in marine animals.

Yeah. I mean, I think that once you're checking all these other boxes, that supplementation can be super beneficial. I've always taken up a good protein powder, like a good weigh protein powder. I take creatine on and off, because I love to exercise, and creatine supports my exercise goals. I'm a fan of like tinkering. I think people should feel empowered to tinker and to try out different supplements. I think that's part of the fun of all this.

I mean, at the end of the day, this endeavor should be fun. It's not just about these esoteric long-term goals, right? It's about improving our experience of life in the here and now. Yeah, I'm a big tinkerer, a big advocate of the usage of these various supplements. When it comes like nutritional supplements, I think that's more – People need to kind of like get labs to know what they really needed when it comes to vitamins and minerals, like vitamin D, B complex, fish oil. I think fish oil can be really useful for people if they don't regularly consume fish. If they do regularly consume fish, primarily fatty fish, then you might not see as big of a difference by taking fish oil, for example. It's very not one-size-fits-all, and I talk about that all the time and I think that's just one of the things that really needs to be said and so few do in the health and nutrition space. Yeah, I'm a fan of supplementation, for sure.

[00:50:04] AVH: Yeah. I feel the exact same way about it as you that it's like that's the fun of it. I think, ultimately, in what you're saying too, like you're not prescribing any particular specific diet. There are there some basic sort of guidelines that we can all sort of start from. Then the fun of it is figuring out what works best for you and what makes you feel the best. I love those Four

Sigmatic guys too. They're amazing. I use the reishi, like the reishi hot chocolate before I go to bed every night. It's amazing.

I think it's funny too how quick people are to say that things like these mushroom powders, this new thing is just like such a fad and it's so ridiculousness and it's just for like these weird bio hackers and it's like, actually, this stuff has been used medicinally like since human beings have existed. It's just that this latest iteration may seem like a fad to you because you're just hearing about it, right? It's just funny the things that we immediately want to distrust when we're already every day putting so many things into our body that we're just inherently trusting as okay for us, like that shampoo that we're getting at that pharmacy and stuff like that. Do you know what I mean? It's kind of funny where our investigative brains go to.

[00:51:07] ML: Yeah, for sure.

[00:51:07] AVH: Yeah. That's funny. Tel me again – I've heard about astaxanthin a couple different times. Can you tell us about just because I'm curious what that supplement is and what it does?

[00:51:16] ML: It's a carotenoid. People are familiar with beta-carotene. Carotenoids encompass beta-carotene, lutein and zeaxanthin, which are found predominantly in plants. But astaxanthin is a carotenoid found exclusively in marine animals. Salmon, wild salmon is particularly rich in astaxanthin. It's what gives salmon its dark red color, and they get it from eating algae, which is their natural diet. Algae generate astaxanthin in their cells as a response too as a way to become anti-fragile themselves. They're sitting at the surface of the water all day exposed to the damaging UVB rays from the sun. So they generate this powerful antioxidant called astaxanthin, and it's this reddish color to basically protect their DNA against the damage that would otherwise come from the sun.

I mean, we know that when you're exposed to the UVA and UVB rays from the sun, you don't want to burn, because it can cause DNA damage. The algae generate this powerful carotenoid compound, which then gets integrated into the flesh of salmon and then we end up consuming it and getting it from salmon. It's also found in the red color of like lobster, shrimp and things like that. You're getting trace amounts of astaxanthin, and it's just a very powerful antioxidant.

Also, the way that it protects cells is unique. It basically protects them from the inside out. It's got a molecular structure that allows it to integrate itself into the phospholipid bilayer of cell membranes in a way that's basically from like the outside to the inside. It's hydrophobic on one side and hydrophilic on the other side, which essentially enables it to protect the cell in a very robust way. They've done studies where they found that astaxanthin can actually – it seems to act like an internal sunscreen. I mean, it's very good at protecting against sun damage, which it does for the algae. It also seems to be able to boost proteins that are involved in longevity, like the FOXO family of proteins, which is sort of been called a longevity protein. It's been shown to promote neurogenesis and protect brain cells and enhance skin quality and things like that. I just think it's a very beneficial compound.

We also know that wild salmon has a number of health benefits that may be beyond just the Omega 3s that they contain. When I started reading about astaxanthin well before I was even a public figure in health, I was supplementing with it, and it's one of those supplements that continue to take every day.

[00:53:47] AVH: Cool. All right. I got to get my hands on some of those, because I've been hearing about it a lot and it sounds like worth a deeper dive into. Okay. We're almost coming to the end here. I know you have lots to do, and I appreciate you taking the time to chat. I think it's been long overdue and I can't wait to maybe have a part two at some point in-person when we're in the same state. But one of the things I kind of wanted to talk about, just to bring it all full-circle, is obviously we've been talking about this whole hour, your new book is about a lot more than just food. I think that most of my listeners, certainly, they're smart people.

They know a lot about the key lifestyle factors that we should all be thinking about with regards to health, and those being food and an exercise and movement and sleep and stress management and all of these things. But I'm curious, with this book, and with the work that you're doing and all the people you're talking to, what are some of the blind spots that you think most of us in the general population and even those of us there are sort of in the health world and dealing with this all the time, what are some of the blind spots that we still may be aren't paying enough attention to or that we're maybe looking at in the wrong way, I guess? What are some of these blind spots that you think that we could be looking at and paying more attention

to?

[00:54:57] ML: Oh, man! I mean, there are so many ways to answer that. I think mobility is an important one. Making sure that we're not sitting sedentary all day, which I know it's another one of these things that's easier said than done, especially if you have a desk job. But as somebody who suffers from chronic low back issues, I really try to do what I can to stay mobile throughout the day and to not be seated for any extended period of time, which causes tightening in your hamstrings. I mean, I don't know even – mobility is not an area of expertise for me, but I've had to sort of learn in the trenches, because I suffer from some mechanical issues due to having spent a lot of my life sitting in chairs and typing behind a computer screen. I think that a big one.

I think just staying mobile and moving throughout the day is super important. One of the areas that I do, do a deep dive in the book is the value of non-exercise physical activity. I think a lot of people, they get on the treadmill, they go to the gym in hopes of burning calories, but you can burn anywhere between 300 to 1,000 calories just being not sedentary, which includes everything from chasing your cat around the living room, to doing your laundry, to doing dishes, to just basic chores, and that's a huge spread 300 to 1,000 calories. I mean, that's the difference between a pound of fat stored every week to a pound of fat lost every week. Just staying more active. Staying active, and that obviously is going to do wonders for waistlines, but it's also very beneficial from the standpoint of metabolic health. It's very beneficial from the standpoint of brain health.

When we're sedentary for an extended period of time, that literally drains the blood from our brain. Just two hours of activity for every half an hour of seated time can help normalize brain perfusion, which is blood flow to the brain. Doing what you can to stay active, whether that means doing a few laps around the office or taking stairs whenever you get the opportunity or parking at the further end of the parking lot when you go to your supermarket. Just like spending less seated time. I think that's a big one.

A lot of people will try to go to the gym and have that one hour concentrated workout to try to undo hours upon hours upon hours of seated time, but I don't think it's enough. I think we got to really spend – We got put more effort into just being more mobile, because from an ancestral standpoint, which I know you're all about on this podcast, there would be never a time in human

history with the rates of sedentary behavior that we're seeing today. It's just we're not made for it and it really does seem to be to the detriment of our brains and bodies. I mean, this could be purely a placebo effect, but I find that when I'm sedentary for a long time, I get a headache, which goes away when I just get my heart rate up a little bit.

[00:57:50] AVH: Yeah. I mean, I believe in this too, because I think there's such a positive cascade effect that happens when you try to increase this non-exercise movement during the day, right? We all know people who maybe because they have sedentary jobs or maybe because they are suffering from health issues or even mental health issues or they're just tired from life or whatever and taking these kind of small steps of like you said, like maybe just walking a little bit further, like parking a little bit further away or just taking that one flight of stairs instead of the escalator.

When those things start – Like those little pieces start to add up, you suddenly start to notice like I just kind of feel better today than I did yesterday, or I just maybe feel a little bit more positive or I'm a little bit more willing to move a little bit more, and I think that that's so important and can't be hammered home enough, because going back to what you said before about this sort of black or white kind of attitude that so many of us have in the health world because, of course, that sells more programs and sells more things in general when you look at right versus wrong. But a lot of people have that all or nothing attitude towards movement too. Like if I don't have a gym membership, if I'm not fit enough to do a CrossFit workout or whatever, what's the point? If I can't do what these people on Instagram are doing, I'm not going to get any benefit anyway. What's the point?

When, in reality, the best thing that any of us can be doing, from old people, to elite athletes, to everywhere in between, is just walking and moving and just moving our bodies more, right? I really appreciate that we can kind of end on that, because I think it's so important. It also makes me feel better as like a very naturally fidgety person. I'm the person that like you don't want to go to the movie theater with, because I literally am just fidgeting at my seat all the time. I'm like, "This is actually maybe a good thing." I mean, maybe I take it too far, but being fidgety is good is what I'm saying. Move around. When you're thinking about it, move around a little bit, right?

[00:59:33] ML: Yeah. Fidgeting is a form of neat non-exercise activity thermogenesis, and we

actually become – When we're overfed, we become more fidgety. For people struggling with –

[00:59:42] AVH: Maybe that's my problem. Maybe my bills are so big and that's why – But I've always felt, and I don't know if this is – We're going again on another tangent, but I thought this had something to do with insulin sensitivity or carb tolerance, where if you eat a meal, like if you eat a big meal and the first thing you want to do is like go lie down on the couch. That's actually like kind and not – Even though people assume that's sort of normal, that's not like the best sign. It actually can sometimes help, like you said, with digestion. You have a big meal, maybe you got to dinner with your friends, you go for a walk afterwards, like you kind of just move around a little bit. You don't have to do a hard workout, but just sort of moving your body a little bit and feeling energized rather than exhausted after you eat. It's generally probably a good thing.

[01:00:21] ML: Definitely, especially in the evening hours. Taking just a walk after eating can reduce postprandial blood sugar spikes, so doing that. But yeah, I was going to say, people struggling with attention and focus because they feel a little fidgety. I mean, that's another area where they might be able to look to their diets to see maybe they're eating too much at lunch. I mean, it's just a hypothesis that I think warrants for the testing.

But we do know that people tend to fidget more when they're overfed, and that is because fidgeting and these non-exercise movements are such a great sink for excess energy. We live in a time defined at least in part by energy toxicity. If you can just stay more active throughout the day, that's going to give you a much larger buffer for being able to eat the things that you want to eat. We all know that in the modern world where there's temptation at every turn. So why not give yourself that leeway? A major way to do that is to just be more active throughout the day.

[01:01:13] AVH: Absolutely. Fidget away. I love it. Max, thank you so much for taking the time. I really, really appreciate it. It's been great chatting with you. Can you tell our listeners maybe where they can go? Because the book – When this podcast goes out, I think it will be the week that your book launches. So can you tell people a bit more about like where they can find it and get it and get more information?

[01:01:31] ML: Wonderful. Yes. You can get the book anywhere. I love to support local

bookstores. If you have a local bookshop, they need the help, go pick it up there. If they don't have it, you could always preorder it at barnesandnoble.com. You can preorder at amazon.com. I have a website for the book. It's geniuslifebook.com where you can go and preorder it. Yeah, it's available at every major bookstore.

Then I have my own podcast. It's also called The Genius Life, and so come over there and say what's up, hit that subscribe button. I'm also very active on Instagram @MaxLugavere.

[01:02:03] AVH: Awesome. We'll put that all in the show notes. Congratulations again on the book. Good luck with your move, and we'll have to do this again sometime.

[01:02:10] AVH: Thanks so much, Ashleigh. I really appreciate your time, and it was great talking to you.

[END OF INTERVIEW]

[01:02:18] AVH: And that's all for today guys. Thank you so much for listening. I hope you enjoyed it. If you did or if you didn't, send me a message, send me a message on Instagram @paleomagazine or my own personal Instagram @musclemaven. You can send me an email at ashley@paliomagazine.com. Tell me what you like, what you want, what you need from this podcast. I'd be happy to provide that within reason, of course. That's it.

Thanks again to our show sponsor, Wild Foods. Try out some of those tasty keto bars that they've got. I mean, collagen, almond butter, cocoa butter. I'm not really sure what else you need in your life. How much more do you need, really? That's it. Use the code 'PALEOMAG'. You get 12% off anything you want to order on their website. They've got a ton more than those keto bars. Those are just kind of the new extra exciting thing. Check out that company, wildfoods.co. Love their products. I've tried a number of their stuff. Actually, if you are interested you want to know more, you can send me a message about that too if you have any questions about anything you want to order or try. I can give you whatever feedback that I can. Do that. Check it out.

The podcast next week, we've got Erin Skinner. She's a dietitian and author coming on, but she

is also the author and mind behind the Research Roundup in every issue of Paleo Magazine. There're usually 2 to 4 pages of basically dissecting and sort of synthesizing studies, health and fitness and wellness and nutrition-related studies, and it's fantastic to have her on a podcast. It's super helpful, because she'll go through a couple of the actual research studies that have been published in the magazine recently. But also we talk about how to read and interpret research studies and data and things like that. It's very, very helpful for any of us nerds out there who are reading like a PubMed or are just trying to understand a little bit more about what research studies are actually telling us and how to get the information instead of just reading the summary, or even worse, just taking it face value what someone else says about a study.

Anyway, all good stuff. I hope you subscribe. I hope you come back. I hope you leave a nice review, and that's it. Have a great week everybody.

[OUTRO]

[01:04:19] AVH: The intro music for Paleo Magazine Radio is a song called *Stronger*, performed by AlterEgo, and I hope you love it.

[END]