

Paleo Solution - 233

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Robb Wolf: Howdy folks. Robb Wolf here, another edition of the Paleo Solution podcast. I'm very excited to welcome to the show, Paul Jaminet, the author of The Perfect Health Diet and one of the smartest dudes in the room no matter which room you happen to be in. And then his partner in crime would be up and coming perfect health retreat seminars Whitney Ross Gray. How are you doing both of you?

Whitney Ross: Doing great.

Paul Jaminet: Terrific man.

Robb Wolf: Cool, cool. Hey I know everybody knows you folks. Whitney you are the founder of Nutrisclerosis.com. You have an amazing story of transformation from having multiple sclerosis and then using these ancestral health approaches to actually put that in remission. I know everybody knows you guys but let's go kind of deeper on your background. Paul we'll start with you. You have a background in physics and then you became a world expert in this ancestral health kind of scene. How the heck did that happen? Why aren't you creating cold fusion for us so in case you don't have to use fossil fuels right? What are you doing wasting time over in this shallow end of the pool?

Paul Jaminet: Well it's pretty crazy how your career goes sometimes but I came into the ancestral health movement the same way most of us did, you know, with personal health problems and searching for a solution. So I actually had you know, some low level health problems my whole life and you know my mother had cancer at the time she was pregnant with me and I was in and out of the hospital. The first four years of my life I had a bunch of surgeries for chronic ear infections and a lot of things and then I had bad acne and in my 20s, I took a long course of antibiotics and then acutane for acne. Sometime during that course my health just kind of went the pot and then from then on it seemed to get worse every year and I was very busy. You know, I was always working like 60/70 hour weeks. I was a physicist and then an entrepreneur and I would just eat the

most quickest available things which were bread, cheese and Coca-Cola and that was my diet. And --

Robb Wolf: [Laughs] I don't see why there would be any problem with that.

Paul Jaminet: Yeah that's right. So anyway after about 15 years of that my health was pretty bad and I started getting really worried because I was losing my memory and I definitely had neurological problems. It's very similar to MS. You know, I have very slow reaction times. I was always dropping things. I would bump into things. I was -you know, I couldn't play tennis anymore because by the time I had registered that the ball had been hit it was already going by me.

Robb Wolf: Uh-hum.

Paul Jaminet: You know, so I was very disturbing and I was afraid I was getting Alzheimer's or something in my 30s.

Robb Wolf: Right.

Paul Jaminet: And you know, but I had no idea what to do. It's like the doctor wouldn't do anything. He said well I don't recognize those symptoms. He sent me to a few specialists and stuff but you know, prescribed some drugs but nothing more. And then what did work I discovered the paleo diet. This was in 2005 through Art DeVany. Suddenly, some symptoms got better but I started to have a lot of new problems too and I realized over time that I was deficient in a number of nutrients and the implementation of paleo that I was working with. Some of that was due to my health problems. So it turned out I had some chronic infections and the interaction of that with nutrient deficiencies gave me some problems. But I was able to diagnose those and fix them and I decided all right I just have to figure out how to fix paleo and make everything perfect.

Robb Wolf: Right.

Paul Jaminet: You know, so that was my strategy. My wife also had significant health problems. She's a biologist. She works at Harvard medical school and in one of the top hospitals here, very smart lady. Through her, I had access to all of

the medical literature and you know, at that time we didn't have as many open source stuff as we do now.

Robb Wolf: Right.

Paul Jaminet: And she was a big help and she also had health problems. You know she was eating just as badly as I was and you know, so we worked kind of together and it took us like five years but we managed to get to what we thought was really an optimal version of paleo.

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And you know, so we put that together as our book, Perfect Health Diet, started a blog. You know, we have cured ourselves with this and we thought it would help a lot of other people. You know, it really did. You know, we've had thousands of reader reports of great health improvements and I'm sure you know you've done thousands too so and so is Mark. You know, it's just an ancestral diet and ancestral lifestyle, which we also emphasize a lot now. It just makes a tremendous improvement.

Robb Wolf: It's almost like it works. It's almost like there's something to this evolution thing. It might catch on.

Paul Jaminet: Yeah.

Robb Wolf: You know, Paul I have a ton of questions that I want to ask you but Whitney let's circle around to you really quick here or as long as you want. The show can run as long as you guys want. It could be 45 minutes and then you're like oh that was the end of our careers or we could three hours, whatever you guys want to do. But Whitney tell folks about your background.

Whitney Ross: Sure. I was lucky enough to hear about you in 2010. My sister was an instructor at crossfit Wilmington.

Robb Wolf: Uh-hum. Okay.

Whitney Ross: So she introduced me to a couple who had taken your nutrition seminar and they were telling me about it. It took me a good year over a year to hear about it before I implemented it. But I was lucky enough to go into that crossfit occasionally. I would see it's near Jacksonville North Carolina which has Camp Lejeune.

Robb Wolf: Uh-hum.

Whitney Ross: So I was seeing a lot of combat veterans use the nutritional advice and recover really well from different injuries to gunshot wounds PTSD things like that. So that really motivated me to actually start to try it. Because at one point of my life I did say that I would rather have MS than not eat bread which I look back on that and I'm just like oh my god, did I really say that. But I really did say that. I was just really a typical northeastern girl, cheese sticks, pizza, you know that was my life.

Robb Wolf: Right.

Whitney Ross: So I couldn't grasp that. So anyway thankfully I did and I experienced incredibly recovery like almost immediately and it was so profound for me. I was doing a lot of research because at the time your book hadn't come out yet and so I was just spending hours and hours on the internet just trying to find any kind of information. At that point I was like I should put all this somewhere like all these papers I'm reading and all these podcasts I'm listening to I should just have a place where I'm just storing it in case other people ever want to do this.

Robb Wolf: Uh-hum.

Whitney Ross: So that's why I started the website Nutrisclerosis. It was just an information depository basically. So sure enough as I felt better and better I would read more and more and I was also besides having MS, I was lifelong obese and so I also lost weight. Because of the way I was exercising I got a really nice body so I had this like total transformation from being sick and overweight to having explosive energy and this really nice body. So it was kind of weird but I liked it and so I feel really motivated to. I had a bad experience going to the doctor and getting diagnosed where my doctor literally threw a pack of rebuff in my lap before he even said anything when he came in the room to like explain to me the results of my MRI. I was just like that almost physically hurt me. I was just like what a rude thing to do for someone to come in and just like throw a pack of something in your lap and be like you have MS.

I just couldn't believe that and I just really wanted to prevent someone else from having to ever experience that

or even after they do experience that to be able to come out of it and say --

Robb Wolf: Bounce back from it.

Whitney Ross: --well there is an alternative. What's that?

Robb Wolf: Just to be able to bounce back from that yeah.

Whitney Ross: Yes, yes and so I felt and still feel really motivated to help other people. I mean I don't know it's just it's hard to explain. I just hate. I'm on a lot of forums and I interact with a lot of people with MS and they just feel so hopeless because they just see this life eventually they'll be disabled and they have to -that they think they have to do these injectable medications for the rest of their life. I was fortunate enough to recover to the point where I don't have to do that.

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I'm not saying that every single person is going to experience the level of recovery that I have. I know that doesn't happen all the time but I am highly motivated to try to get the word out that there is an alternative to injectable immunosuppressant drugs and a lifetime of doctors. You know?

Robb Wolf: Yeah. You know, I it's funny I went on the Mark Bell podcast yesterday which I don't know if you guys know Mark Bell but he's one of the top power lifters in the world to dudes like you know, six feet tall, 300 pounds like squats like 1500 pounds, benches close to a thousand pounds just a big dude and but he's gotten into paleo. He got into it a couple of years ago and really noticed a lot of benefit. For him just inflammation went down, recovery improved, you know, all this type of stuff. But at the end of the show he asked me. He was like so why are you doing this stuff. Like what's the motivation here? It sounds a little odd but it's less of an anxiety because people like you guys are out there like kind of fighting the fight with me now. But there was a long, long time where it was kind of Loren and Art and kind of sort of myself and it was like hey I think we could solve a lot of auto immunity, hey there's a bunch of neurodegenerative disease that I think would really benefit from doing XYZ and you've felt like absolutely a crazy person but at the same time it almost reminds me of like you know, some sort of a Stephen King novel or something

where the person has like you know, a fortune telling kind of ability or you know, precognition. They're looking at somebody and they're like okay their house is going to burn down today do I tell them or not. You know?

Whitney Ross: Right.

Robb Wolf: It was that kind of thing where on the one hand I kind of got tired of just like getting kicked in the balls again and again for like suggesting that people maybe remove bread and try this and try that.

Whitney Ross: Yeah.

Robb Wolf: But then at the same time, I would encounter people who would actually do it and it would literally save their lives, you know, with a reasonably simple intervention. One of the things that has kept a fire lit under me for over ten years now is three months before I met my wife her mother died due to complications from rheumatoid arthritis. We have just hundreds and hundreds of specifically RA you know, testimonials of people like my antinuclear antibodies were this and then I started eating paleo and now they're fat and thank you, thank you, thank you. You know, I look at the impact that it had on my wife's family like her mother Candice which is just like the spark plug for the family. When she died it's like all the different sections of the family just kind of withdrew and it's been irreparably changed forever now.

Whitney Ross: So sad.

Robb Wolf: It's incredibly sad and I never got to meet her and huge impact on my wife's life. So there are certain days where you're just and you mentioned being on forums and stuff a lot so I'm sure you deal with a lot of knuckleheads. It's just like some days you're just kind of like okay so why exactly am I doing this. But then you get one testimonial.

Whitney Ross: Yes.

Robb Wolf: One email.

Whitney Ross: Yes.

Robb Wolf: And it's like this was all the differences totally saved my life and then it makes the whole thing worthwhile and it's --

Whitney Ross: Yes it doesn't because it doesn't matter how many studies eventually come out proving it. Some people will never do it.

Robb Wolf: Right.

Whitney Ross: There's just a certain personality that doesn't want to be better or just I don't know if that's it but they're just never going to do it.

Robb Wolf: But I like what you said it's just that it would be nice to just let people know hey you've got an option. If you don't want to do it then that's cool, that's cool.

Whitney Ross: Uh-hum.

Robb Wolf: I totally support you no problem.

Whitney Ross: Right.

Robb Wolf: But just know that there's an option.

Whitney Ross: Yeah.

Robb Wolf: And it's a reasonably simple one too, yeah.

Paul Jaminet: Right and it is self-fulfilling. You know like you say when you're able to help people and you know, I think that really is the motivation so many of us have who blog and who go out there. It's partly healing yourself and wanting to share your story but also you know, we've all especially as we get older you know, we're seeing our parent's generation and your aunts and uncles and so on. We see the health problems about living badly. You know, some of us saw them very young like my mother died of cancer when I was ten.

Robb Wolf: Wow.

Paul Jaminet: My wife's father died of a stroke when she was 12 and you know, I miss my mom. I wish I had gotten to know her better. You know, so like you say all those you know, those health problems can really disrupt families and it can also

disrupt lives. You know, one of the things when I was sick I was much less happy. You know, one of the symptoms was I just you know, stopped being able to experience happiness. You know, so I had --

Whitney Ross: Oh that's so true.

Paul Jaminet: --I had like a low level irritability all the time and I never expressed it you know, because I knew it was just biological. You know, it wasn't that anything anyone was doing was bothering me. It was just you know, that was the biology of it. It's part of the immune response.

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Robb Wolf: Right.

Paul Jaminet: But you know, you can easily understand you know, when health gets worse they've correlated like health with crime rates, homicide rates, suicide rates. You know, people lose their happiness they become irritable and angry. You know, an extreme part of the population starts to do bad things and you know, so it affects all of society. And it's much more fun to live with healthy people, happy people.

Robb Wolf: Oh just think about how much more effective you are as a husband or a wife or a father. Like you know, when I travel a lot, I get home and I'm just kind of wiped out and you know, I'm trying to spend time with Zoe. I'm just not as good a parent as when I'm home and I'm rested and focused and it's an entirely different deal. So then if you were to add in another layer of just other poor lifestyle choices, then you know just the quality of your life just kind of spirals down. The quality of the life of the people around you coworkers, everything yeah.

Whitney Ross: Yes. I guess it's my motives are a little bit selfish because I agree. It's so much nicer to live with happy and healthy people and my own attitude changed so much 180 degrees. I became like the bitch from hell and turned into this like nice person that people want to be around and I had to get used to that and I definitely much prefer it. I couldn't imagine going back to how I was. I mean even though I do maintain some of that like sarcastic part of me but I still I look back at how I used to be just my horrible attitude. I was just hateful and mean. Kudos to all my friends who stuck with me through that.

Robb Wolf: [Laughs]

Whitney Ross: But I'm just glad it's not like that anymore. I see so much around me, you know, so much road rage and people just being really mean to each other. I was in Jamaica a couple of weeks ago at an all-inclusive and I just saw people treating each other really badly. I just was like they're miserable. You know, I could just tell by looking at them. They're like inflamed and miserable and they don't have to be that way.

Robb Wolf: Right.

Whitney Ross: I'm certainly not going to go up to them and be like you know, you could change your life but --

Robb Wolf: Knock the drink out of their hand and shove them into the lawn chair and say get some vitamin D and stick some protein down your pipe hole, come on.

Whitney Ross: Right, right. I hadn't been outside my little pink bubble in a long time and when I went there and I saw all this happening like could you imagine using sarcasm on a stranger? I just thought that was - I just saw that happening and a lot and I was just like wow.

Robb Wolf: And not just --

Whitney Ross: That is so mean.

Robb Wolf: Not just your run of the mill sarcasm.

Whitney Ross: Yeah.

Robb Wolf: A Northeast chick sarcasm.

Whitney Ross: Scathing like scathing sarcasm.

Robb Wolf: That's like --

Whitney Ross: I saw that happening.

Robb Wolf: That's the T-Rex of sarcasm I think chicks from the northeast so yeah.

Whitney Ross: Right, right.

Robb Wolf: Yeah so it would be nice if people could just be a little nicer to each other. But I understand that that they can't be if they're miserable.

Paul Jaminet: Yeah.

Whitney Ross: You know, I understand if you feel a certain way. It's virtually impossible to smile or have good feelings you know.

Robb Wolf: Crossfit gyms are so amazing on the one hand because you frequently do have these little bastions of sanity and kindness and also unholy deep downs occasionally but --

Whitney Ross: Right.

Robb Wolf: But then you step out of that and I remember when I went to like my 20-year class reunion and you just saw - at ten years you saw some of the vector that was being laid down with some lifestyle choices at 20 years that die was cast man.

Whitney Ross: You really see it. Uh-hum.

Robb Wolf: And the people who had taken pretty good care of themselves basically they looked great and then there were some folks that I was just like dude, you're not going to make it to the 30-year. Like if you do, you're not going to make it to the 30-year. Like if you do, I am shoring this one. I'm definitely betting money against that. It was pretty amazing but you know, it's funny these crossfit gyms you know, or things like that. You kind of get lulled into a sense of complacency. It's like oh everybody is reasonable and they --

Whitney Ross: Yeah.

Robb Wolf: They bear their issues out in public and you know they're not hypoglycemic all the time so. [Laughs]

Whitney Ross: Yeah.

Robb Wolf: It's kind of easy. Hey Paul I want to -I learned the technique from a strength coach Dan John. Funny enough he has two

first names which I tease him mercilessly about. But you know, when you do an interview basically steer the whole thing towards all of your own selfish needs, wants, desires and all that type of stuff. So you know, I am competing in old dude Brazilian jujitsu and I still find some challenges on the fueling side of things.

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And I've talked to a number of people about this. I felt really, really good in the past when I did like a cyclic ketogenic diet and you know honestly the cyclic element of it, the once or twice a week carb up, you know, and this was all eating paleo type carbs and all that. But the once or twice a week carb up was no fun for me. I didn't feel all that great from it. It wasn't all that much fun. I felt really good but this was when I was doing some very low level or I wouldn't say low level. I was doing some Capoeira, doing some gymnastics, lifting some weights. Not hugely glycogen demanding activities. But then I started doing crossfit, started getting into Brazilian jujitsu, very, very glycogen demanding activities. I think I get a little damaged on my adrenals from being too low carb particularly in that circumstance.

Now I know you've written extensively on kind of like this middle ground of kind of a protein, fat, carb kind of fueling that's going to be really good for optimized health and longevity and then maybe some tweaks that improve athletic performance. But what are your thoughts on that? Like I still occasionally you know, when I try to get the bulk of my carbs in, the post workout period I do cold white potatoes and doing some carb oil slice here and here. I really, really, really like purple sweet potatoes which I know are not as optimum on you know, like the resistance starch diet but they taste like chocolate cake to me. So god damn it I'm going to eat those things so. But what your thoughts on all of that?

Paul Jaminet: Yeah. Well you know, I think you'd probably benefit by eating more carbs still probably.

Robb Wolf: Uh-hum.

Paul Jaminet: And I personally I'm not a big fan of that carb up two days a week approach. I think it's much better to be consistent and to get some carbs every day. I think it's really important to eat with a circadian rhythm, with a 24-hour

rhythm. So it's really important to have an intermittent fast every day and then it's really important to get good nutrition every day including a certain amount of carbohydrates. And you know, I think people in the paleo movement have tended to underestimate how many carbs your body wants to get every day. You know, so people know that the brain and nerves kind of like carbohydrates. Other parts of the body like it too. Your extracellular matrix that you need for healing and recovery from injury and building muscle and maintaining a gut barrier that's significantly composed of carbohydrate.

Robb Wolf: Or proteoglycans, protein --

Paul Jaminet: Yeah, yeah.

Robb Wolf: That's right, yeah, yeah.

Paul Jaminet: Yeah. So they have proteoglycans and glycoproteins depending on whether it is more glucose or more protein.

Robb Wolf: Right.

Paul Jaminet: And so you know, those are important. Also, you know, even certain cell types like endothelial cells which line all your blood vessels. They're pretty glucose dependent. Their family have you know, they only have - they have a very small number of mitochondria, only a few mitochondria per cell. And they're not good that good at burning fat they like glucose, they pass the fat along --

Robb Wolf: So they're similar to red blood cells where they're mainly doing a lot of glycolysis and then passing that stuff through.

Paul Jaminet: Yeah, that's right. Okay and you know, so when you work it out you know, your body kind of wants in the range 30% to 40% carbs and if you're doing more of the glycogen demanding exercise you'll be more like 40%. You know, if you're not then you may be closer to 30%. If you have more infection you might get up higher depending on what it is.

Robb Wolf: Hmm.

Paul Jaminet: You know, so there's individual variations but I'm pretty much in the 30% to 40% range is probably optimal for health and longevity and also for building up muscle or recovering from exercise and people who go to low carb you know, your body if you eat enough protein then your body can compensate for that and you won't see negative effects very quickly. But it does like you mentioned adrenal stress. When you're on a low carb diet, you excrete more things and it's very easy to become dehydrated. It's very easy to lose electrolytes and you're not quite as robust because your body has to allocate the protein to make milk for the carbs. It lets go of some of the you know, building up extracellular matrix that it would have done if it had more carbs. You know, you don't make quite as much mucus.

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Mucus is mostly glucose.

Robb Wolf: And synovial fluids and all that like for your joints and all that stuff.

Paul Jaminet: Yeah that's right.

Robb Wolf: Yeah, yeah.

Paul Jaminet: Yeah and you know, so and over time I might have you know, we don't really know what the effects are going to over 30/40 years of a very low carb diet.

Robb Wolf: Right.

Paul Jaminet: You know, so I think it's prudent to kind of give your body what it wants and one of the things I like our folks starts with a bunch of evolutionary arguments and so I always like to look at well what is evolution selected for. One of the things we see is that if you eat less than 30% protein I mean carbohydrate then your body starts converting protein to carbohydrate.

Robb Wolf: Uh-hum.

Paul Jaminet: You know, it will start consuming some of your muscle if you're not eating enough protein in order to manufacture glucose. So it's saying I really want more glucose than you're eating. But then if you eat more than 40% then it starts converting some of the glucose into fat. And so

that's saying you're eating more carbohydrate than you need and we want to get rid of some of that carbohydrate. And I tend to trust evolutionary selection a lot more than I trust a lot of other lines of evidence. So you know, --

Robb Wolf: Madness, that is like doing physics using quantum mechanics. That's crazy talk.

Paul Jaminet: Yes. You know, but if you look at these nutrition departments like the school of nutrition and the Harvard school of public health they do tons of epidemiology. They don't do any evolutionary arguments.

Robb Wolf: Yeah and you know that's I know I'm clearly you know, speaking to the choir here you know, both generally with podcast and with you guys. But it's I'm kind of the opinion that if we all do our jobs really, really well five years from now or ten years from now, we're no longer really running blogs or maybe the blogs just become recipe deals or something like that. But like if 5% of the medical schools, 5% of the nutrition program said hey wait, we messed up, we need to start this whole thing from like kind of a functional medicine evolutionary biology approach that's where we start couching our questions about the epidemiology, about the randomized control trials and whatnot, I think that we would have a shocking translation. It really is at some point that's kind of our goal. Like this whole paleo concept should in a way just kind of disappear and get woven into the fabric of medicine. Like it's kind of a - it's an appalling misstep that it's not just woven into medicine at large. It's ridiculous that I'm an expert on this. It is ridiculous.

Paul Jaminet: Yeah.

Robb Wolf: It's a crime.

Paul Jaminet: And I know you're working on you know, various ways to get us into the mainstream and so am I.

Robb Wolf: Yeah.

Paul Jaminet: You know, so Whitney and I have started these perfect health retreats and one of the motivations for it I give free health coaching you know, before and after a continuous health coaching after for free to people who have been to

them in exchange for people you know, giving me all their health outcomes data and letting me publish the randomized paper on the results from, you know, health results from people at the retreats.

Robb Wolf: Nice.

Paul Jaminet: Because they want to spread the word to the community. You know, the ancestral health society has launched a journal, the journal of evolution of health in order to you know, see that papers like that can have a home, can get published.

Robb Wolf: Right.

Paul Jaminet: You know, and we're doing other things. So Ching and I are meeting with one of the - we have actually two senior people at Harvard Medical School this week to talk about, you know, ways to work together. And you know, so there's lots of stuff going on. There's lots of other things you know, that we're working on. We really hope to prove these things and like you said to integrate everything together. So much medicine is ineffective. You know, I really want to write a book someday about just explaining why the approach people have taken has been so ineffective. You know, like why pharmaceutical drugs don't work, why epidemiology doesn't work and then saying all right what does work and how do you need to recast everything to actually be an effective healer. You know, really the practice of medicine needs to change substantially.

Robb Wolf: You know, it's funny like the - we've been able to cobble together this very broken system for a long time but there's some really and I'm sure you guys are totally familiar with this stuff but you know, congressional budget office predicting like a 300% of the United States GDP being consumed by healthcare costs within 10 to 15 years. Plain and short of that just being metabolic derangement diabetes type stuff and that's you know, take every single dollar of productivity we have. Multiply it by three and that's just being allocated towards healthcare. No roads, no education and no infrastructure. Nothing else and so clearly we're doing something really, really broken with this and I've always liked this kind of technology view of Moore's law that if you real understand the problem and lets the markets and let some innovation go to work on it.

It should make stuff cheaper and better and I have the sneaky suspicion that you know, sleep, food, exercise, community proper dosing. That's actually a really, really inexpensive way to practice medicine and to practice health management and then you know when you get hit by a bus or you know, you're out doing archery **and if I shoot you and** --

Whitney Ross: You need critical care.

Robb Wolf: ...you need critical care then we -we do that stuff remarkably well too and so we kind of have those bases covered. I've been working on this book for about three years and one of the things that I think really influenced medicine powerfully was antibiotics themselves, antibiotics and vaccinations like it was an amazing transformation of the eradicated bulk of the things that killed people before and but it's so oriented medicine towards this one disease, one cure kind of approach whereas these chronic degenerative diseases. It's sleep and food and gut biome and you know, all these different epigenetic factors that are not amenable to uphill type solution. It's going to take a much more integrated approach and it's not going to be as easy as just throwing that immunosuppressant drug in the lap of the gal that's sitting in your rheumatology office. You're like okay tiger go to them you're good so.

Whitney Ross: Yeah, yeah.

Robb Wolf: That's something valuable that I think people who come to the retreat take away with them is that how everything is so important. You know, they come for a week or two weeks and they experience the integration of sleep being social, eating well, all that stuff. You can really see how it all plays on each other and how it all is so important.

Paul Jaminet: Yeah it's pretty amazing. You know, it's like you said our system is so expensive. You know, in the US we spend two trillion dollars a year on healthcare and that's \$8000 a year for every man, woman, and child in the country. Yet it's so ineffective. You know, if you know, nobody is getting cured of any of their health problems only if they die.

Robb Wolf: No.

Paul Jaminet: Right.

Robb Wolf: That's the only guaranteed cure right now.

Paul Jaminet: Yeah you know, whereas we have these retreats and you know, like a luxury vacation on the beach and you're going out, you're getting sunshine, you're getting exercise, you're getting great food, friendships. Like you know, I'm just learning how to be healthy and it's much, much cheaper than the healthcare and it actually works and you know, and it cures diseases and we had some people who came in May and you know, we had one of them who had a very bad psoriasis, red plaques all over her legs and she said they faded like 80% in two weeks and it normally takes two years for them to fade them.

You know, lots of other things. You know, it's amazing what can happen and that's so --

Whitney Ross: Oh Paul I guess we should explain what we're doing.

Robb Wolf: Yeah.

Robb Wolf: Gives folks a rundown like how many days you said it can range from a week to potentially two weeks and then also give folks a rundown like kind of what each day potentially is looking like. You guys are covering sleep, food, exercise. You have some experts in movement and strength and conditioning there. Clearly you guys have the nutrition, I's dotted and T's crossed but you know, give folks a good slice of what's going to go on with all of that.

Paul Jaminet: Yeah. So we have a two-week retreat but it's modularized into one-week segments so you can come for the first week, you can come for the second week or you can stay up for the full two weeks. If you in each week, we cover our full science program, all of our advice on how to be healthy, all the details the motivation for everything that we're doing. We also cover the exercise program within a week so we have three exercise sessions a day. They're not all physically active.

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So we have an evening session which is about meditation, stress relief, healing, preparation for sleep, you know, so how to rest, how to breathe, how to do everyday movements like walking, sitting, sleeping. You know, how

to heal, mobility. So we have a Kelly Starrett certified trainer and we do that type of mobility work. If you're familiar with Esther Gokhale and her work on pasture we teach that. You know, we also have- we try to get people to do exercise every day. You know, 30 minutes of exercise with a mix of strength and cardiorespiratory aspects too.

You know, it's not intense. The goal is to - you know, the real important thing for health is to do some exercise every day and be consistent about it. We explain why that is and the science, why circadian rhythm entrainment through exercise, through light exposure, through meal timing other things is so important. Then we give great food, we teach people how to be well nourished, we teach people how to cook so before every meal there's a cooking class. Every meal has multiple courses so like at lunch we do a salad and the main course and then at dinner we do an appetizer, a soup and a main course. So everybody learns how to do those things. You know, people come for two weeks, get the full meal plan. So we do five different recipes every day so 70 recipes over the course of the thing.

For the October retreat, we'll have a cookbook ready for our guests so they can take copies of the recipes home. And you know, so basically we're trying to teach people how to live an ancestral lifestyle in the modern world in a way that's compatible with work where cooking is really easy. You figure out how to fit cooking into your life so our luncheons are made from - you can make from leftovers. You know, so we only have to cook once a day. You can prepare a lot of ingredients in a batched process and then save them. You know, so you mentioned that you keep rice and potatoes in the refrigerator, well that's what we do too. You know we cook them in advance in bulk, put them in the refrigerator and then pull some out for each meal. That way you get more resistant starch, more fiber, but it's also more convenient for your schedule. You know, so everything is about teaching people to be healthy and what they can do, what's an ancestral lifestyle and in the modern world that's consistent with your work, all your other responsibilities to family and so on. You know, but it's implementable and we figure out how to get all the most valuable things. You know, it's like there's always an 80/20 rule. What are the essential things that have the biggest

payoff that you have to make sure you implement in your life? We teach people who to do them.

There's actually –you know, there's really hundreds of little things that add a lot of value to your health. It's like you know, the reason we chose the name Perfect Health Diet for our book is that you know, it's really there's a hundred different aspects of diet and nutrition that you know, if you get any one of them wrong and it has a bad effect and if you get 50 of them wrong then you're in big trouble. You know, so in order to fix your health you really, the best strategy is to aim for fixing lots and lots of little things and then it all works together. It's the same way with lifestyle. You need to fix little aspects of your lifestyle. There's so many different ones.

So we have pictures on our website from the May retreat and you can see how the lighting changes over the course of the day. That's a simple thing people could implement at home but nobody does. It can have a huge health impact. You know, so we teach all these things and a lot of the guests in May they said oh I've been reading your book and your blog for years but it never occurred to me to do this thing or that thing. You know, and when you see it in action it really helps. So you know, and what we find people get very significant improvements just in a short number of days they report better mood, better sleep, more energy. They start to see weight loss pretty soon usually you know, within three or four days. So it's you know, it's pretty exciting.

[0:40:05]

Whitney Ross:

Well it is exciting and the two weeks you think that sounds like a long time but it really passes in the blink of an eye. The one week I'm sure they'll go even faster. We chose the beaches of North Carolina to host to the retreats. They're just the most beautiful beaches. So by virtue of signing up you're already getting an all-inclusive vacation on one of the best beaches in the country. So that alone is a great thing. But if you want a picture of what it looks like day to day to be there, I'll tell you when you wake up in the morning Paul starts his lecture around nine so he'll do a lecture and I hate to say lecture because I don't want it to seem like it could be boring. Because hearing him speak is so enlightening. Even though you read the book to hear them talk about different things and just tell you about

different things it's everything out of his mouth almost is life changing. I hate to sound like a sycophant but.

Robb Wolf: No, and I mean with a well-spoken piece you can cover so much ground so much more quickly than with the book, yeah.

Whitney Ross: Yeah absolutely and in that time, you get the chance to ask questions and hear things discussed in group setting. You know people can contribute around experience to it. So during that lecture you learn so much and you get to discuss with that everyone else that's at the retreat. So after the lecture at night that there's an exercise class which sometimes ends up being more of in a lecture type situation itself because as I'm sure you both realize I know you do you kind of have to deprogram people from the conventional wisdom of exercise. So when we say okay today we're going to have a pickup basketball game. You can hear people grumbling like well that's not going to be enough exercise and then you have to explain well here is this is good. You know, the social component it's fun and you're going to get your heart rate up a little bit. You know, it's like this is actually going to be a great exercise session. It's not just - just because it's fun doesn't mean it doesn't count.

Robb Wolf: Right.

Whitney Ross: You know, so you kind of have to deprogram people from conventional wisdom.

Robb Wolf: Particularly if they're coming from a crossfit scenario. Yeah. [Laughs]

Whitney Ross: So after the exercise session is lunch which is the first meal and you have the opportunity to participate with the chef and he can teach you whatever you need to know if you're a novice or if you're an expert. You'll still pick up some tips from him and you'll have a hands-on experience with cooking. After lunch is some free time which a lot of times is when Paul does the personal health coaching. After the free time is another exercise session and then dinner same situation where you have hands on. It's like a lesson, a cooking lesson and then it's night. It's time to go to bed. So it's structured but it's not like you know, it's not like I'm standing up erect. You know, I'll be like come on everybody

it's time to eat or it's time to go to the exercise class. It all flows very smoothly and it all flows very smoothly. Of course you've got the beach right there for like the free time. At first I was afraid people might be bored but you just can't be bored when there's an entire ocean and just beach right in front of you.

Robb Wolf: If you're bored at the beach then there's probably some deeper problems that no seminar is going to address, yeah.

Whitney Ross: Right. But being on the beach gives people a good opportunity to work on stress reduction which I honestly can't think of one person who doesn't need to address that in their lives and so that I think that's a very valuable element of it.

Whitney Ross: of the retreat.

Robb Wolf: So let me ask you this. Can I go to this and I just never come home? Can I just stay there with you guys forever?

Whitney Ross: [Laughs]

Robb Wolf: So.

Whitney Ross: If only we could.

Robb Wolf: Yeah, right, right. That's the goal, that's the goal.

Whitney Ross: I mean we would - we definitely would like to have continuous retreats throughout the year. Right now we're only offering them twice a year but our goal is eventually to have back to back retreats all year long.

Robb Wolf: Nice.

Whitney Ross: So technically yes you could do that at some point.

Robb Wolf: Very cool. Very, very cool.

Paul Jaminet: Robb, you're welcome to come any time you want so.

Whitney Ross: Yes.

Robb Wolf: You know, if we were not --

Whitney Ross: Absolutely.

Robb Wolf: --right Nikki is 39 weeks and cranky and uncomfortable and hot here in Reno, but I tell you next year you might have the whole Wolf clan descend on you guys and --

Whitney Ross: You're more than welcome.

Robb Wolf: The chaos will ensue, I guarantee that.

[0:45:02]

Paul Jaminet: Yeah. It's you know, to add about what Whitney says, we do have a little bit of night sessions after dinner. You know, but like I said --

Whitney Ross: Right.

Paul Jaminet: --those are oriented to our --

Whitney Ross: Relaxation.

Paul Jaminet: -helping you sleep, relax. We do serve dessert. You know, one thing I'd like to say what really got the biggest response in May where all the cooking class is and it's amazing how many people don't know how to cook and you know, or if they know a little about cooking they don't know how to do it in a simple and quick and easy way and they don't know how to make really delicious food. Some people are just oh this is amazing and it was so easy to cook. Shou-Ching has been getting text and you know, photos of --

Whitney Ross: Oh yeah for the first one we were lucky enough to have Shou-Ching as the chef or as the on-site chef which is just insanely awesome. And Paul before when you said that Shou-Ching used to eat like you did that blows my mind. I could never even imagine her putting a French fry or a Coca-Cola to her lips.

Robb Wolf: [Laughs]

Whitney Ross: After watching her cook in May and tasting all the things that she made, I just simply can't believe that she ever ate that way, that she ever ate any other way than that.

Paul Jaminet: Yeah well you know, she was in some ways even worse than me. She had lots of tofu and vegetable oil.

Whitney Ross: Wow.

Paul Jaminet: Because she have been told that animal fats and cholesterol would give you a stroke and she didn't want to go the way of her father. But you know, Shou-Ching will be participating by Skype in October and so unfortunately the science job she has doesn't matter. It takes too many weeks off per year but --

Robb Wolf: We need to complain about that. I think somebody did a -- there's some sort of a petition to get In 'N Out burger using coconut oil instead of plant oils and now we need to --

Whitney Ross: My gosh then they really would be the perfect place.

Robb Wolf: Yeah, yeah they really would be and so now when we get a petition to get your wife out of her day job so.

Whitney Ross: I tried. I was like don't you want to transform to Duke? I was like come on Harvard, what? [Laughs]

Paul Jaminet: Yeah well you know after the retreat she was saying oh I couldn't see myself doing this all the time. You know, you better get that retreat going full time.

Robb Wolf: Right, right. Well with the growth of all this stuff and the need for it. You know, it's interesting like I definitely I see books helping folks a lot. I see the blogs podcasts all that stuff, people a lot of seminars are helpful because you get some in person time but it's limited and it's kind of you know, whether it's Paleo FX or ancestral health symposium or just going to like you know, just a half-day or a full-day seminar. It's just getting a bunch of information to be a fire hose but then there's just all of these fidley bits that get lost that are really you know, that you can't really convey in a book all that easily or in a podcast. You need to kind of integrate it into the way that people live their day-to-day lives. So a retreat format seems like a fantastic way to cover the basics but then also get out into the weeds and start integrating those little pieces that are oftentimes tripping folks up. So I think it's fantastic.

Paul Jaminet: Yeah.

Whitney Ross: Another thing that is valuable in the retreat is that sometimes people have naysayers in their life and they're surrounded by people saying or not even so much naysayers but giving you grief for trying to change your eating or having something to say every time you modify your order at a restaurant or ask if there's gluten in that or whatever. That can be stressful. So to come to a place where everybody is likeminded is a huge relief I think for some people.

Robb Wolf: Right. Absolutely. Absolutely.

Paul Jaminet: Yeah I think you know, the social aspect is so important for health and you know, so I actually you know, one of the things I love most about this is the friends that you make.

Robb Wolf: Uh-hum.

Paul Jaminet: And you know, I have to say maybe you would argue with me on this but my blog has the nicest people...

Robb Wolf: [Laughs]

Paul Jaminet: ...reading it. And you know, so I'm always amazed by how friendly and fun the people are when we meet them. You know, Shou-Ching likewise. So she's been in this academic science world where everybody is so competitive. You know, and hardworking and nobody smiles and nobody says thank you or please and you know, and she said no wow I got more smiles and thank you's just from cooking a meal, cooking one meal than you know I got in ten years at Harvard.

[0:50:00]

Robb Wolf: Right, right.

Paul Jaminet: And you know, but it's so good, you know, the social aspects, the making friends is part of the health improvement. You know, another aspect that's so important is we have control over the environment. We control everything. We control the lighting, we control the schedule. You know, and those things turn out to be really crucial for environment you know, for our health. You know, by creating a good night environment. People don't know how to do that and they don't do that at home and they

don't shape their environment either at home or at work in ways that --

Whitney Ross: Or you could read because you could read a blogpost, you could read 50 blogposts about the value of wearing light blocking glasses at night and then you see a picture of them and you're like I'm never wearing that.

Robb Wolf: Right.

Whitney Ross: But if you spend a week with ten people who are wearing those every night and they don't care you know you go home and you're going to wear those light blocking glasses.

Robb Wolf: Right.

Whitney Ross: You know?

Paul Jaminet: Yeah so we have the light blocking glasses. I don't think --

Whitney Ross: Well they didn't really need them because we did

Paul Jaminet: -- anyone wore them.

Whitney Ross: Well we changed the actual lighting so you didn't need to --

Robb Wolf: Which is brilliant and you know, I mean it's not like you need to go retool every light in your house. You just have like one lamp in each room and --

Whitney Ross: Uh-hum.

Robb Wolf: --like some red or some yellow light and then you're set. So that's a brilliant idea. I would have never thought of that. That's a fantastic idea.

Whitney Ross: Thank you.

Paul Jaminet: Yeah. It's actually a good discipline you know, to define your day. So we use like 8 a.m. to 8 p.m. and transition your environment. So get into the habit at eight a.m. Open all of your drapes and blinds. Turn on all the lights. Make a really bright environment. And then at 8:00 p.m. you know, darken your environment. Switch to orange lighting.

Robb Wolf: Right.

Paul Jaminet: You know, it creates a relaxing. You know if you need to adjust the sound environment, if you need to turn the television off, you know, whatever it is that you need to adjust in order to create a good environment. You know, one thing people are a little at odds with you know, certain types of activities are good for the daytime. Certain types are good for the nighttime and people have gotten out of the habit of doing nighttime activities. You know, they're so used to all these stressful active daytime activities and they think oh I've got so many of these things to do I have to -you know, I need 16 hours of day time a day in order to do them. And then they don't leave enough time for relaxation and --

Robb Wolf: Right.

Paul Jaminet: --sleep and so on. But it turns out there's a lot of things you can do at night to prepare for the day and make your day easier and you know, those can be relaxing things. You know so simple things like cooking like preparing rice, potatoes, meat, other things. You know, so that when it's time to cook dinner the next day you have prepared ingredients and you can put dinner together in 15 minutes. It's no stress, you know, so a lot of people you know, they come home from work really hungry and they feel like oh I feel lousy, I need food, I don't have time to cook. So I'll order pizza or whatever it is. And you know, and then at night you know, they're still tired and they just watch television which is not necessarily the thing to do at night.

Robb Wolf: Right, right. Guys where can folks find out about this retreat?

Paul Jaminet: Well if they go to my blog PerfectHealthDiet.com there's a tab that says perfect health retreat and there's a lot of information under there. Eventually we'll have a website PerfectHealthRetreat.com and you should -anyone should feel free to contact me or Whitney. Our email addresses are Paul@PerfectHealthRetreat.com and Whitney@PerfectHealthRetreat.com. We also have our phone numbers up on the web. You can call us and you know, we'd love to see any of your listeners and you know, we have - people should like get the photos from the May retreat. I did a blog post on it and I've moved on to a -I'll

put that under our tab. You know, it's really beautiful on the beach. It's really relaxing. It's really fun time but it's very educational and I really believe that you know, people are going to extend their lives by several years by implementing these things.

[0:55:01]

Robb Wolf: Sure.

Paul Jaminet: Every year.

Robb Wolf: Yeah.

Whitney Ross: The next retreat is in October and it runs from the third to the 18th and you can come for a week or two weeks.

Robb Wolf: Fantastic and what's the price on that per week?

Paul Jaminet: It's about if you get a room with single occupancy it's about \$2700 a week all inclusive. We give a 10% discount for those who stay two weeks. There's some opportunities to share at a lower rate or there's a lower per person rate you know, if you're like a couple sharing a room. So every room has a private bathroom. Most of them have king beds.

Robb Wolf: Very cool, very cool. Awesome well it was great having you guys on. Paul I'll have to have you on again here and we just go more nerdsdale on stuff. I had a long list of questions for you that we could hash out at a later date. Maybe what we'll do is get both of you all back on potentially before the October event so that we could do a little bit more nerdsville and then mention folks. You know mention the October event folks just to remind them.

Paul Jaminet: Sure yeah that will be awesome.

Whitney Ross: I love that. Thank you so much.

Robb Wolf: Fantastic.

Whitney Ross: For having us on.

Robb Wolf: Thank you guys for doing what you're doing and you know, I'm really excited to see you guys doing this. The retreat idea I think is a fantastic one. I think there's huge need for

that and I have no doubt that folks that attend this are going to get - they will get five times the -you know, the return on investment out of this at a minimum.

Whitney Ross: Oh yeah.

Robb Wolf: So yeah.

Whitney Ross: We have fantastic feedback from the May participants. One woman told me that except for marrying her husband that it was the best thing she had ever done for herself in her life.

Robb Wolf: Nice. Very cool.

Whitney Ross: And now --

Robb Wolf: And you'll need one or two of those to make the whole thing worthwhile for you.

Whitney Ross: Right yeah exactly.

Robb Wolf: Yeah.

Whitney Ross: Robb congratulations on do you know if you're having a boy or a girl?

Robb Wolf: It's Reno so we're making a gamble of it. We do not know.

Whitney Ross: [Laughs] That's what I did, that's what I did for my last one. It was great.

Robb Wolf: Yeah, yeah.

Whitney Ross: I had a lot of fun.

Robb Wolf: All that they know for sure is that when Nikki walks around the house with her belly hanging out of her shirt like she'll pick her shirt up just to give her belly a little bit more room even --

Whitney Ross: Right.

Robb Wolf: -you know, the maternity stuff doesn't really fit her all that well at this point.

Whitney Ross: Right.

Robb Wolf: And Zoe will walk up to her and look at her and then Zoe says close the door, close the door. She just wants that shirt down. She's like yeah just - she's mildly interested in the fact that this other kid is coming but I think she's kind of like yeah just keep it in there. I'm good. I'm the queen of the roost right and I don't know that I --

Whitney Ross: Does she say what she thinks boy or girl?

Robb Wolf: She goes back and forth but she more often than not will say boy and that's kind of all of our gut sense and we have a really good boy name and we have absolutely crap for girl's names.

Whitney Ross: No. [Laughs] Naming is the worst --

Robb Wolf: But Zoe has lots of girl clothes so I but at this point like we are so run the ground on girl names that I would --

Whitney Ross: It's so hard.

Robb Wolf: Yeah I would do a different wardrobe just to be able to run with the easy name [laughs] so. Yeah we'll see how it goes.

Whitney Ross: Awesome.

Robb Wolf: Yeah. Yeah.

Whitney Ross: Well have a great time with that and congratulations.

Robb Wolf: Thanks guys and congrats on this and keep us posted on how this is going.

Whitney Ross: We would love to.

Robb Wolf: Okay.

Whitney Ross: Thanks so much.

Robb Wolf: Okay talk to you soon.

Whitney Ross: Bye.

Robb Wolf: Bye.

Paul Jaminet: Thanks man.

Robb Wolf: Yeah.

[0:58:32] End of Audio