

Paleo Solution - 255

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Robb: Howdy folks. Robb Wolf here. Another edition of The Paleo Solution podcast. Six listeners can't be wrong. I am incredibly excited today to have best-selling author, serial entrepreneur, damn handsome guy and also an outstanding friend to me Mark Sisson. Mark, how are you doing?

Mark: I'm doing awesome today, Robb. How about yourself?

Robb: Oh everything is good. Everything is good. Started the day with some bacon, some coffee and little bit of baby vomit. So you know I got all the bases covered. My gut biome almost thing enriched.

Mark: You just evoked an amazing memory of mine, one of my favorite memory. I'm sitting there watching the early morning new show with my son Kyle. On my shoulders, sitting on my shoulders right and he's year and a half or whatever. I'm drinking this nice big cup of rich coffee and all of a sudden I feel this baby vomit come down over my head into my coffee. But you know what when it's your own kid, it's just so awesome and so cool and it's not even disgusting. I didn't finish the coffee.

Robb: Didn't finish your coffee.

Mark: I'm just saying.

Robb: It is funny when emanations come out of kids. They come out 98.6 so you're not a hundred percent sure if you've been peed, pooped or vomited on immediately. I think there's something there but it's exactly the same temperature as your skin and then you're like oh yeah okay I get peed on. So Mark, what's new? What's going on?

Mark: Oh man, so much going on and all good. You know we launched our Cert back in September and that would tremendous reviews. We've had about 350 people go through it already and they're loving it. This is the Primal Blueprint Expert Certification. As you and I discussed over the years, the best way for us to leverage what we know is to teach other people how to do it, to teach other people how to teach it.

So we've been putting the Cert together for two and a half years. It's an online experience. The thirteen module course you register online, you can take it at your leisure. 110,000 words of text, it's a pretty voluminous tomb as it were online. But it's a lot of stuff that people assume they might have known but then when it comes down to taking the exams, realized oops, maybe I didn't quite brought that the way I thought I had.

So at the end of every module, there is an exam. You have to pass the exam to move on to the next module. And at the end of it you get to call yourself a Primal Blueprint Certified expert. And then apply that however you see fit. Whether that's just in your personal life or with your family and friends, we've had a large number of professionals, doctors, dentists, periodontist, registered dieticians go through the course with the excitement that okay now I could sort of overlay this knowledge on my other certification, on my degree, on what I'm doing in my professional life. So it's very exciting.

Robb: Nice. Mark, you guys looking at offering this in the type of CME/CEU capacity for these professionals so that they get some dual action out of that?

Mark: Exactly, exactly. We've got a couple of continuing education approvals already. Ironically, I just love this. It's almost perfect. The first one we applied for was ACE certification and the evaluator there said wow, you've got a great course. You really put a great course together. This is awesome, we love it but we can't approve it because you don't adhere to the food pyramid.

Robb: Right, right.

Mark: And that it called the mind the old grouch old Mark's line about why would I want to be a member of a club that would have me as a member? And I just sort of have to laugh that off and go you know that's exactly why we did this course because so many of you guys are just regurgitating to continue the theme of this show apparently. Regurgitating the same old tired dogma from the 50, 60s and 80s.

Robb: Right, right. And it's funny I think last week when I was talking with Chris Kresser and I forget the exact topic but basically the way the thing played out was you know we can't really recommend this eating protocol even

though the blood work changes are phenomenal and all the rest of that stuff because it doesn't adhere to the ADA recommendations.

The academia is interesting and that it's the only entity that consumes its own excrement again to stay in this kind of body fluid kind of genre. So yeah, it's fascinating. And any pain from the outside that might question what's going on it's like storming the gates on a castle or something.

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Mark:

On one hand it's crazy and ironic, on the other hand it makes total sense the context of everything else that goes on in the world. And so having fought this fight for so long, I don't fight anymore. I just kind of chuckle and stand back and laugh and think to myself, well at least some small portion of people get it. But at least those of us who will advance our genetic material into the next generation with a great deal of success and I think satisfaction and fulfillment and contentment knowing that we are on the right track.

And whether or not we're doing exactly the right thing now, we've got this lens through which we can view the world which gives us the ability to make good decisions on the fly without having to go back and go oh, what did Robb Wolf say about how many grams of carbs or how much cold potato I could eat.

Really, my mission in life is to give people that sort of that just that intuitive compass to be able to make decisions on the fly without regret but make those sorts of decisions that would give them a greater likelihood of the outcome that they seek.

Robb:

Right. You know it's funny just last night I don't know if you saw this piece but the Atlantic ran a piece on joint pain from the gut and it was just so fascinating to me because 15 years ago this was the stuff of absolute quackery, pseudoscience. Talking about this stuff was the place you send your career to die talking about this stuff.

And I seem to remember the first time that I got on PubMed and did some poking around on intestinal permeability, leaky gut. There may be like 300 or 400 references in there. The vast majority of them basically pinning this stuff as quackery and now there's over 10,000 references. It's

the hottest area of immunological research going on. It's just very validating, very, very validating.

And again to your point, we don't need to have these complex you know it reminds me of the Mel Brooks movie History of the World like I have 15, I have 10, 10 commandments.

Mark: That's right. They're breaking the tablets.

Robb: Yeah. He breaks and drops one and breaks it. We don't need that. You have some general guidelines, sleep, food, exercise, gut biome. You know you have a little bit of branches off of that. And then you're pretty good. If you have some more complex issues going on then we have some physicians that can help us now. We have your certification program that's going to help everybody from strength and conditioning coaches who Health care providers be able to fair it out better what's going on with folks. But it's just so powerful and so validating.

Mark: And a lot of these, again people think well on the one hand there are a lot of people just say tell me what to do. Give me the five commandments or the 10 commandments. In this case the 10 Primal Blueprint laws. I don't want to know, I don't need to know as long as I trust my guru, I trust my you know it really comes down to belief systems.

On the other hand there are people who want to dig, dig, dig really deeply and understand everything and I'm one of those people by the way who wants to really dig deeply. And that was the essence of the Primal Blueprint Expert Certification was well you can read about what to do and maybe even why to do it on Mark's Daily Apple.

But in the certification, we dig deeply into the cellular and molecular level of how this works, what are the mechanisms by which this particular lifestyle suggestion that we are giving you that may look on first for us to be counterintuitive. This is why you shouldn't worry that much about saturated fats. This is why a certain amount of simple carbohydrates taking in over a long period of time is probably antithetical to the health. You need to understand a lot of these stuff.

On the other hand, Dave Ramsey, I love Dave Ramsey. Ramsey's got seven books and he does live events with 10,000 people. He's got a TV show, a radio show and yet he's got basically three different things. Cut

up your credit cards, pay off your house and own your car. You know what I mean? And everything else around it, that sort of the 80% of what you need to do to get your finances in order.

And when you and I talk to people on the street and we say here's the five things or the ten things you could do. Cut out simple sugars and desserts and at best try to get rid of some industrial seed oils, don't agonize so much about getting out there and exercising hard every single day. It's a pretty limited list of things that you need to do and if everybody did them, they would get 80% of where they need to be.

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From there, now you're just tinkering at the margins as you like to say and I like to say as well. You're playing around with kind of zeroing in on your own personal chemistry and how a little tweak here or there could drop another 2% body fat or could further decrease inflammation or could further enhance the repair of your gut.

But most of it is pretty darn simple. And I think that's the beauty of what we've gone on to here. It really isn't rocket science. And it doesn't require that everybody understand the biochemistry in order to start to get the results.

Robb: And it's funny and it's also kind of frustrating, it's a job security thing that I guess I'm just kind of warming up to. It's that hashing about on the final 10, 15% that seems to create all the contention and kind of weirdness in the scene and it's somewhat ironic but you just need to do a little bit of history like protestant reformation and stuff like that and then you have a pretty good representation of where all that stuff goes.

Having said that now, what are some of the marginal tweaks that you've been doing over the last year and a half or two years since we talked with you last on the podcast? What have you been fiddling with?

Mark: I'm glad you asked. Because I've had most of my life under control for a long time I know how to exercise. And in the context of how I live my life, the least amount of exercise that I can do, the minimum effective dose as Farris would say, in order to maintain muscle mass in order to be able to play my sport without injury so on and so forth. So I know how to exercise, I certainly know how to eat I've been doing that for a long time.

In the last year, I've given up alcohol. This for me was an interesting experiment of one. I've been a fan of red wine for a long time. I've been one of those people who on a confirmation bias had put down all of the research that suggested that people who drink two glasses of red wine a night live longer than those who – the tea toddlers.

But I started to look at some of the whys and why nots and where forth of that research and I started to think you know maybe what they're comparing are two cohorts of unhealthy people to begin with. So they're both eating crapily but the ones who are drinking two glasses of wine are at least having their blood thin enough so they don't get a cardiac event while they sleep. You know what I mean?

And so there's a false positive effect there. And we've talked about this over the years, ethanol, it's toxic. Now it's hermetic in small doses and that's fine. But as I was looking at my own life thinking well what could I do to tinker at the margins. I'll try a third day experiment, I'll go off the wine and see what happens.

I went off the wine for 30 days and I found that I'm sleeping better. And sleep is a huge issue for me, it's not an issue it's a huge component of my healthy life style. I'm proud to say that I get at least eight hours a night on those nights. So when I gave up the alcohol, I start to realize I'm sleeping better. I wasn't waking up at 2:30 or 3:00 o'clock and then having trouble falling back to sleep.

So I've decided to cut out the alcohol. What I'm saying I'm not giving it up entirely. I had a glass and a quarter of wine the other night with my daughter that's how I'm measuring it now, literally in those precise amounts. Just as an observation, not because I'm limiting myself. And then observing the effects then I thought that's really quite interesting that I feel better having got rid of that. It become a habit. It wasn't like, my kids would brag anybody I knew. My dad drinks wine and I've never seen him drank ever in 25 years.

So it wasn't about that as much as it was about the habit that it had become. I was starting to – I think how am I going to eat dinner if I can't have a glass of wine. Wine is an integral part of dinner. And yet I found a replacement. I drink a very cold non-alcoholic beer with dinner, it

replaced that whole mouth feel and whatever it was about that the wine was providing.

So that's one thing I've done and then the other thing I've done which I'm having a lot of fun with now and I don't want to take up all your time on this show Robb.

Robb: You've run wild, Mark. Run wild, people want to know these stuff.

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Mark: So a few years ago, I started taking cold plunges during the day time. And I take a plunger on two o'clock in the afternoon. I have a pool at my house, I keep it unheated and even in Southern California, pools don't heat up.

Robb: Right.

Marl: And so I would take a plunge in the day time, I would air dry in the sun. So I get my hermetic exposure to cold and then I get my vitamin D and it was a perfect part of my day. And I started to do that because as a triathlete I had to be in the water a lot and yet I have this fear of cold water, I hated cold water. I grew up in Maine where the water was never about 60. And I was forced to learn how to swim and that kind of stuff and I was a skinny little kid, didn't have any body fat to begin with ever.

Anyway, so I hated cold water so I thought this is on my bucket list of things to do. I'm going to start to get rid of that phobia that I have of cold water. So I would walk in slowly into the cold water without gasping, without going [phonetic] other stuff sort of a Zen experience. And now, I started to do it before I go to bed at night.

And last two weeks ago we had the Santa Ana's blow. By cold Santa Ana's, my pool got down to 40 degrees. So I walked into this 40 degree water and I hang out there as long as I can. When it's 40 degrees I need a spotter, I need somebody like my wife just to be there.

Robb: Just in case.

Mark: How embarrassing would that be to drown in your own pool? I have a Jacuzzi right next to it. I keep that hot. So I go from that to the point where I'm shattering, you're freezing and shivering uncontrollably into

the Jacuzzi spent 10 to 15 minutes in a Jacuzzi and then go to bed. It's just 10 or 10:30 at night whatever. And sleep like a baby.

And so I'm looking at that, I've been doing that for a couple of months now and it's really quite – you think of it's unpleasant you have go through that. No, it's even got to the point where I look forward for the cold part of it and then the heating up and then getting ready for bed is nice. So those are two things that I've done recently just playing around with the experiment that I've gotten a great deal of a benefit from.

Robb:

That's awesome, that's awesome. God I've always noticed that with the booze as well. Like I like having a drink here and there but it's funny when I was at Chico State which I mean the thing that you're supposed to do is drink and you know possibly wake up under a park bench. If I could rig it up such that we went out, had some drinks and then have some food around like 3 o'clock and so I was done drinking by five. That was great but nobody really did that.

They waited until the wee hours of the night and then you got sloshed and went to bed sloshed and felt horrible the next day. And it's interesting I've had a similar relationship with alcohol. Because the way I think both of us tend to eat tends to be a bit different than the standard population at the minimum you just want to be able to have a drink of booze with people and not have that be another contentious element to this kind of dietary approach. So I've kind of gravitated towards some alcohol for that regard too.

It's funny but it's interesting. And when Doc Parsley and I do some of our gigs through naval special warfare, it's a bitter pill for these guys to hear that alcohol can be an incredibly ergolytic compound, drop testosterone levels and all the rest of that stuff mainly because the way it affects your sleep. So that's a rough one. So any other fiddling? Any nutritional fiddling, resistant starch?

Mark:

Yeah. The resistant starch I had to do my Bob's Red Mill experiment for some period of time and truth be told I keep a bag of it handy and I'll add it to a primal fuel shake every once in a while not on a regular basis. Jury's still out on my case on how that's affecting my own personal microbiome. I'm introducing a new formulation for the primal flora that we make literally in the next two weeks. It's primarily spore forming

bacteria that are digestive resistant and aren't necessarily bacteria that reside in great numbers in the gut but have signaling properties that help the other healthy bacteria to increase and they crowd out the unhealthy bacteria.

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I'm a big fan of that whole body research. I think you and I probably said two years ago that the gut biome was going to be the next big thing and that's certainly played out thus far. I'm still in awe of the work that some of these people are doing and trying to parse the different species in everybody's gut and doing all of these.

By the same token then you start to realize is there truly an ideal gut biome profile? Because so many of these species will come and go based on the food that you're eating. So if you look at the Hadza and you look at what they're consuming and you think well I'm going to do a fecal transplant from a Hadza gut's biome into mine. I'm not getting that. I'm not understanding that quite yet unless you can consume this exact same diet for a long period of time.

So I think there's a lot to be done there but that really comes down to individuality and individual biochemistry and individual locale and individual diet within that locale and a lot of different considerations.

Robb: Yeah and you know Jeff Leach's research on that is so interesting because to your point about the diet modifying the gut biome so significantly, the Hadza's diet ranges from looking Atkins at one part of the year to basically eating almost nothing but honey and berries for weeks or months during the wet season when there's lots of honey and berries to be had.

And that ends up traumatically influencing the gut biome, it shifts and changes around and both states appear to be perfectly healthy for these folks. You don't really see pathology emerging from that. That's almost a spot where I wouldn't say I've gotten off the train but it's gotten to a degree of complexity that I'm just kind of like I don't really know what to make of any of these stuff at all.

Mark: Yeah, I agree. It certainly interesting and I'm certainly watching but I'm not like I say with a whole resistant starch thing, I take it as I think I need

it. And by the way, in terms of taking something as you think you need it. A couple of years ago you and I joked about a vitamin packet and formula in a black unmark packet that we were going to call Fractal Formula. Remember that?

Robb: Right, right yeah.

Mark: You take it once in a while. I've literally, I'm reformulating something this year to be essentially that the Fractal Formula. So instead of being packeted, you take anywhere from one to 12 capsules a day depending on how you feel, it doesn't matter whether or not you forgot to take some the day before.

I took that concept and I put 65 different polyphenols and phytonutrients and antioxidants and plant extract. I'm quite excited about that I think it's going to be a fun deal and it sort of takes me away from the vitamin mineral supplementation because I'm less interested in that now. I think there's probably high potency vitamin supplementation may not be as indicated as everybody think it is in most people.

But this other concept of access to sort of esoteric plant-based phytonutrients again phenolic compounds on a hermetic level is all of a sudden very interesting to me.

Robb: And it makes a ton of sense and particularly with the rolling it out in a randomized fashion which you know what, Art Devany, prickly as that guy is, man, he was Johnny on the spot with a lot of these stuff. I mean he really had a lot of that buttoned up. That's very cool.

Mark: Yeah. Let's see what else. So just back to tinkering in the margins, most recently I've become less enchanted with working out at the gym. And yet I like to go because it's my social hour. I work in a vacuum in my house. You know I've got an office with 12 employees down in Malibu but I work at my house because I have to write, I need to have quiet time and I have to do all these stuff like that.

I go to the gym some kind of a social but I get there it's like oh Jesus, I'm really not into this. So I've now gotten my workout down to 12 to 15 minutes twice a week. And zero negative impact, I mean it's like I still play Frisbee and I still play hard and I still am trying to do whatever I can in the way of recreation. But in terms of the actual time in the gym, I'm

finding that there is no detraining aspect to doing very small bouts of high intensity activity. And it's almost like how close to zero can I get.

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And I thought here we are assuming that there's some minimum amount of work that we need to do in order to maintain muscle mass and yet if you get the diet dialed in and you come from a base of having trained for a while, it takes next to nothing to maintain muscle mass, strength even a certain amount of endurance over time. So that's been sort of the experiment again it's how little training can I get away with.

Robb: I remember Clarence Bass was really a pioneer in the minimalist training. He would kind of fleet in and out of the gym it wasn't Dan Dushane like Arthur Jones like kind of hit principal type stuff.

Mark: [Cross-talk] Mike Mentzer...

Robb: Yeah, Mike Mentzer yeah. And he played around with a ton of protocols ranking from high volume to low volume. He was a very successful masters world body building champion. And then I believe some of his later experiments like he got down to where he would do like a full body workout, it would take him 30 minutes and it was like once every 12 days. And he was doing fine on that, it's really interesting. And then generally just being active, out stomping around and swimming and doing some different stuff so it's pretty interesting.

Mark: The one area that I've decided I want to kind of ramp up a little bit, are you familiar with the Versaclimber?

Robb: Yes.

Mark: So the Versaclimber is probably – not probably in my estimation is the greatest piece of exercise equipment ever invented. And yet it was invented about 30 years ago and actually some people down the coast of Masa at Heart Rate Increase created this piece of equipment. It's a rail tilted up toward the sky with handles and foot holds and you basically simulate climbing a ladder.

And at one point in '89 I held the world record for the mile climb on it. And it's a piece of equipment that is so intimidating for most people that in the early days every gym got one and then it sat over the corner and

gather dust because people would get on it once or twice and they just go wow, that's an ass kicker. That makes a concept to rower, look like stroll in the park.

So anyway I got one recently, it's in my garage. And I started using it for my really truly high intensity stuff and I put on a heart monitor and holy smokes the next thing you know I'm doing two and a half minute sets or repetitions I should say I should say on intervals with my heart rate like 170 beats a minute.

Well you know I'm 61 years old my theoretical max is 159. And here I am holding on 170 for long periods of time. And I'm starting to think to myself Jesus is this okay for me? But then I realize because it's a unique piece of equipment like I could never get my heart rate above in to those levels cycling because cycling typically if you're on an ergometer or something like that, your cycling heart rates are probably 10 beats lower and same perceived effort than say running. You know what I mean?

If you're on a treadmill running and you can heat 170 then for the same perceived effort on a bike, you probably can't get much above 160 for the same length of time because most of the work is just being done from the waist down.

Well on the Versaclimber, because you're using upper body and lower body the heart just says man, I got to start hammering because I got blood going everywhere here. And you're able to generate higher heart rates certainly with much less ballistic impact and that's the beauty of this machine.

So I started doing intervals on this but again I got to the point where I'm maintaining high heart rates for intervals that are anywhere from a minute to two and a half minutes. And I get off in 15, 20 minutes as they say in Britain I am truly [Cross-talk] But it's great. This is again sort of using the technology of the time because I'm using a heart monitor and I'm going to get one of those lactate I don't know if you've seen those non-invasive lactate that monitors they have now.

Robb:

Yes. Yeah. Yeah.

Mark: Give me one of those babies. And so I'm back into the science of this. Once again thinking okay maybe I should try and go for a record for 60 and over on this piece of equipment or something.

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Robb: I've been farting away with an Airdyne which you know is a little bit similar...

Mark: Schwinn Airdyne .

Robb: Yeah Schwinn Airdyne and it'll smoke you but the thing that's bugging me, I cannot find a seat on the thing that works. I bought five different seats none of them were comfortable and I don't want to sit more like you know I'm doing at a standing work station right now while I'm chatting with you. And you know I almost bought a Versaclimber and then I was like well it's a little space, it's a little more portable to do this Schwinn Airdyne so I went with that. I'm horribly regretting it.

On the Versaclimber, is it all quad on the legs? That's one thing too that I'm finding like the Concept2 rower and also the Airdyne it's all quads. It's really hard to find any like glut hamstring activation other than a treadmill or going up a hill on an incline. Is it pretty balance on that?

Mark: Yeah, it's quite balanced. And that's one of the great things about it. So if you want there's adjustable handholds on it that maybe can make you stretch all the way out. Which I do is put it in a crouch position so that I could do really, really fast – hang on one sec.

Sorry about that. I'm doing fast intervals so I want to pull down as hard as I can and stretch out as far as I can. So I adjust the handholds. I'm truly using upper body. And then the stride length as it were can go up to I think 22 inches at which point you are fully engaging gluts. So it's gluts and then you can even push off, The other day my calves wound up tying up because of the speed which I was doing.

So it's really a brilliant piece of equipment and it does distribute the load over the entire body which again creates this need for the heart to have to catch up to it.

Robb: And you're vertical which further and you know you've known the Concept2 rower, if you're sitting or reclining or anything like that then

you're changing that column of blood and it'll drop your heart rate for grappling and stuff like that. The Versaclimber I know is very, very popular. I am so regretting getting that Airdyne now.

Mark:

And the other thing about the Versaclimber, it does not take that much space. You need seven feet or eight feet of ceiling but the actual amount of space that it takes up because you're hovering over the equipment. You know, it's in a four foot by four foot pad with no necessary space around it for me.

So it's a tremendous, it's a single greatest piece of aerobic-cardio equipment ever invented. And I'm making it my sort of mission to bring the back as a tool to assist people in doing that high intensity work without getting the joint pains from that sprint or for that matter even on a bike or on a Concept2 rower, you sort of limited your range of motion. Not so much in the Concept2 but on a bike you're limited to 165 mm crank arms whatever it is, maybe you can adjust the seat post. But on this Versaclimber there's all sorts of ways that you can adjust it to optimize the biomechanics of it.

Unlike the other day, again I got off – the first time I had used it in a while I did a really hard workout. I get off and two days later my last were like Jesus I don't remember doing pull down or pull ups for a while. Oh my god it was from pulling down with an underhand grip while I was on the Versablumber hammering out a workout there. It works a lot of body parts depending on how willing you are to involve them I guess.

Robb:

I'm giving my Airdyne to my jiu jitsu gym and I'm getting a Versaclimber. I'm on this train with you Mark Sisson. I want to bring back the Versaclimber too. I'm pretty impressed with it. Very cool. Well Mark it was great having you on the show. Tell folks how they can get more information about the Primal Blueprints Certification.

Mark:

Yes, Primal Blueprint Certification is at PrimalBlueprint.com. We can always get there from Marks' Daily Apple. We didn't talk about the new mayonnaise that I've created for the...

Robb:

Oh yeah, let folks know about that. I'm actually not supposed to mention Thrive market but we'll just throw it out there for a second. Gunner told me not to tell anybody about it yet. So we won't tell anybody about it.

[0:34:55]

Mark: Yes, Thrive market is going to be awesome. But the new mayonnaise, I decided to start sauces, dressing and toppings company. Last year we've been in R&D for over a year. We've got the most phenomenal mayonnaise which I consider to be the holy grail of the Paleo world because people understand that they would like to be eating mayonnaise but it's made with such crap. Any of the store bought stuff you get and the fact that to make it yourself is an art and a science and takes a long time.

So we've created a mayonnaise using avocado oil as a base and pastry eggs. So it is and it tastes just like the mayonnaise you're used to. It stays for a month in the refrigerator. It's under the name Primal Kitchen and within a few weeks you'll see it on the site on PrimalBlueprint.com. So we've got that going as well and behind that about three or four different other salad dressings and toppings coming out this year that will enhance everyone's dining experience.

Robb: Nice. So the mayonnaise is not out yet.

Mark: Well it is on limited supply. So we've gotten several thousand bottles of our first run. Some of which has been reserved for Thrive market. And we've already send out about 150 samples and people are absolutely digging it. It's the answer to their dreams so I'm very excited about that as well.

Robb: Very cool. Maybe when that launches, maybe we can do some sort of a Robbwolf.com special promotion on that and really crank that thing up.

Mark: Absolutely.

Robb: Very cool. Well Mark, I know you have a thousand pans and ten thousand fires so we'll wrap this thing up. But it was awesome having you on the show. Looking forward to seeing you at PaleoFX. Are we going to see each other before that? Do we have anything else going on? Where is PrimalCon happening this year? What's going on with that?

Mark: PrimalCon is on September in Oxnard. We'll announce that the next week or two. We're only doing one PrimalCon this year. But I'm doing one in Australia in March, went down there as a headliner for a PrimalCon

event. And then you know what, we won't see each other before PaleoFX but it's coming up sooner than you think. You know what I mean? It's just around the corner. So looking forward. Thanks for having me as always too man. I appreciate it.

Robb: Super stoked to have you on Mark. I'm really excited for all the things that you're doing. And I'll talk to you soon.

Mark: Bye.

Robb: Take care. Bye.

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